Industry Promotional Opportunity Program

The IPOP Program is designed to maximize your company's exposure while providing you with maximum benefits for your Annual Meeting support. Annually, companies like yours form alliances with SNM through support of our Annual and Mid-Winter Meetings by your exhibit space purchases and your Annual Meeting support dollars. SNM would like to show our appreciation through IPOP. We will combine your booth rental with all of your promotional opportunities and then assign an appropriate support category: Bronze, Silver, Gold, Platinum and Diamond. We also include your Priority Points as a benefit to assist you with booth placement for the following year. Like you, we strive to be at the “top of our game” as a leader in nuclear medicine and molecular imaging. We want to continue to deliver the highest quality meetings, offer the most advanced educational courses and fund the most promising research fellowships. Your company’s existing partnership with SNM is appreciated and needed if we are going to continue to offer outstanding educational programs and professional scientific meetings. SNM’s IPOP is designed to provide maximum recognition to all companies who help achieve its mission. Simply join IPOP by exhibiting at our Annual Meeting and choosing promotional opportunities listed on the following pages.

A FEW RULES:

- Current supporters have the “right of first refusal” and must decide within 24 hours of being contacted if they will continue to support an exclusive item or activity.
- A letter of agreement must be signed for all support opportunities. The commercial supporter must agree to abide by the conditions put forth by the Accreditation Council for Continuing Medical Education.
- To receive benefits at SNM’s Mid-Winter Meetings, your company must be a registered Mid-Winter exhibitor. Companies that provide support to SNM, but are not a SNM Mid-Winter exhibitor will receive all benefits with the exception of those related to the Mid-Winter Meetings.
- To receive benefits at the SNM Annual Meeting your company must be a registered SNM Annual Meeting exhibitor.
- Exhibit booth space fees will be included when determining a company’s support category as long as an IPOP Support opportunity is selected. Companies that only exhibit and do not support one of the other opportunities outlined in this program will not be included in the IPOP Program.
- Exhibitors that also support the Clinical Trials Network and a PDEF Grant (programs that also support the Annual Meeting) will have those support dollars added into their benefit level.

To learn more about sponsorship opportunities that qualify you for the IPOP Program contact:

Catherine Michaels  
Senior Exhibit and Meetings Manager  
1850 Samuel Morse Drive  
Reston VA 20190  
Direct: 703.652.6764  
Email: cmichaels@snm.org

2011 Annual Meeting:
- Physicians: 1,723
- Scientists: 774
- Industry: 240
- Technologists: 998
- Exhibitors: 1,761
- Other: 87
- Total: 5,583
IPOP participants will receive the following benefits based on level of support.

### DIAMOND LEVEL $200,000+

Diamond level support receives all other benefits listed below, plus:

- 5 (total)* complimentary registrations for company staff to SNM’s Annual Meeting (continuing education credits cannot be earned through this mode of registration; payment must be acquired to earn credit as enforced by the ACCME)
- 2 (total)* complimentary registrations for company staff to SNM’s Mid-Winter Meetings (continuing education credits cannot be earned through this mode of registration; payment must be acquired to earn credit as enforced by the ACCME)
- 5 invitations for SNM/SNMTS Presidents’ Reception
- Complimentary 1-page flyer bag insert at SNM’s Annual Meeting
- Floor sticker on exhibit hall floor
- Priority time assignment for SNM booth demonstration on Sunday at the Annual Meeting
- 5 priority points

### PLATINUM LEVEL $100,000 - $199,999

Platinum level support receives all other benefits listed below, plus:

- 3 (total)* complimentary registrations for company staff to SNM’s Annual Meeting (continuing education credits cannot be earned through this mode of registration; payment must be acquired to earn credit as enforced by the ACCME)
- 1 (total)* complimentary registrations for company staff to SNM’s Mid-Winter Meetings (continuing education credits cannot be earned through this mode of registration; payment must be acquired to earn credit as enforced by the ACCME)
- 4 invitations for SNM/SNMTS Presidents’ Reception
- Complimentary 1-page flyer bag insert at SNM’s Mid-Winter Meetings
- Priority time assignment for SNM booth demonstration on Sunday or Monday at the Annual Meeting
- 4 priority points

### GOLD LEVEL $50,000 - $99,999

Gold level support receives all other benefits listed below, plus:

- 2 (total)* complimentary registrations for company staff to SNM’s Annual Meeting (continuing education credits cannot be earned through this mode of registration; payment must be acquired to earn credit as enforced by the ACCME)
- 3 invitations for SNM/SNMTS Presidents’ Reception
- Complimentary pre-registration mailing list and complimentary post-show mailing list for SNM’s Annual Meeting
- Priority time assignment for SNM booth demonstration on Monday at the Annual Meeting
- 3 priority points

### SILVER LEVEL $20,000 - $49,999

Silver level support receives all other benefits listed below, plus:

- 1 complimentary registration for company staff to SNM’s Annual Meeting (continuing education credits cannot be earned through this mode of registration; payment must be acquired to earn credit as enforced by the ACCME)
- Complimentary post-show mailing list for SNM’s Mid-Winter Meetings
- 2 invitations for SNM/SNMTS Presidents’ Reception
- Priority time assignment for SNM booth demonstration on Monday or Tuesday at the Annual Meeting
- 2 priority points

### BRONZE LEVEL $5,000 - $19,999

- Priority time assignment for SNM booth demonstration on Tuesday at the Annual Meeting
- Logo on special support level signage throughout the meeting and outside the exhibit hall entrances at SNM’s Annual Meeting
- Acknowledgement of support in Annual Meeting Program Book
- Acknowledgement flyer at the SNM Annual & Mid-Winter Meetings
- 1 invitation for SNM/SNMTS Presidents’ Reception
- Acknowledgement on Plenary Session and Highlight Lecture slides (Sunday/Monday/Wednesday)
- Complimentary Hotel room drop (service fees from hotel may be incurred)
- First Right of Refusal on all exclusive support opportunities
- Support level badge ribbon for all booth staff at SNM’s Mid-Winter Meetings and Annual Meeting
- 1 priority point

*Quantities are not cumulative
First Time Supporters Program
Support Donation $1,000
Designed especially for new or smaller companies. Finally, a program to help you get your name out there and introduce you to the SNM Industry Promotional Opportunity Program all at once! Provide a $1000 Unrestricted Annual Meeting support donation and reap the benefits of a bronze supporter!

Room Drop
FREE Benefit to IPOP Supporters!
Only Annual Meeting Supporters can take advantage of hotel room drops. SNM will authorize permission with the hotel(s); and supporter produces materials and pays hotel fees directly to the hotel(s).

SNM Booth Demonstration
FREE Benefit to IPOP Sponsor!
Open to all exhibiting companies - $500
Every Annual Meeting Supporter receives a 30-minute time slot on SNM's stage! Introduce new products, conduct a demonstration, provide a raffle...the options are endless. SNM announces presentations before they begin in the exhibit hall.

Ancillary Events
Cost per Event - $1,000 under 50 people
$2,000 50 people and above
Ancillary Events include but are not limited to user meetings, social events, focus groups, committee meetings, hospitality functions, investigator's meetings and media events. CME credit cannot be offered to attendees. Anyone involved in an Ancillary Event shall agree to observe the schedule and the SNM Rules and Regulations. Any company submitting an application to hold an Ancillary Event must be an exhibitor at the SNM 2012 Annual Meeting. Ancillary Event applications can be found in the Exhibitor Service Center.
User meetings may be held:
Sunday, June 10 — 6:30pm-8:30pm
Monday, June 11 — 6:00am-8:00am & 6:30pm-8:30pm
Tuesday, June 12 — 6:00am-8:00am

Attendee Break in the Exhibit Hall
One day (during set time)- $5,000
All day, One Day - $7,500
All Three Exhibit Days - $15,000
This will surely bring all attendees to your booth. Sponsor a lunch or a drink break – the opportunities are endless! The number one suggestion by attendees was the need for more food opportunities in the Hall. You answer the call! Have attendees flock to your booth between their sessions! This support includes signage on food tables, entrance into the hall, as well as a listing in the Program Book.

Attendee CE Scan Cards
Sponsorship $9,000
All attendees use this card to receive CE credits and it is also used for lead retrieval purposes. Your company logo and booth number will be branded in 4-color on all attendee's CE scan cards.

Bottled Water
Sponsorship $8,000
Bottled water is a great addition to the registration bags that all professional attendees will receive and appreciate. The refillable bottles of water are printed with your company name and booth number on the label for maximum visibility.

NEW! Digital Plasma Wall
Sponsorship $6,000 per spot
(3 to 5 minute video per spot)
Looking for a unique way to display your company's branding and message? SNM is pleased to offer a 9’x12’ digital plasma wall that will stop attendees in their tracks. Placed in a highly visible area, this new opportunity will feature your advertisement in a unique way for attendees to absorb and collect information. Your message will be scrolling from Saturday through Tuesday and is the perfect way to feature a company video message. **Minimum of five companies needed for this sponsorship.**

Educational Grants
Support Donation $500-$100,000+
Educational grants are used to support the scientific and educational sessions taking place at the Annual Meeting, as well as those programs that are educational extensions of Annual Meeting topics. These grants allow SNM the continued ability to bring up-to-the-minute advancements in nuclear medicine and molecular imaging tools and technologies to Annual Meeting attendees. For more information, please contact Bob Milanchus, Development Director, at 703.326.1194.

Floor Stickers
Sponsorship $1,500
Each step will bring attendees closer to your booth! The floor stickers are displayed in the exhibit hall with your own personalization. Tell attendees where your booth is located or simply display your logo. The floor stickers are strategically placed on the exhibit hall floor of the convention center as a means of maximizing visibility for your company, your location and products.
Hand Sanitizers
Sponsorship $5,000
Indulge in the convenience of minimizing the spread of germs! These ADA compliant, worry-free hand hygiene dispensers come in a portion-controlled dispenser. Located throughout the convention center, they will be readily available to all attendees. Promote great healthcare practices by having your company logo on each dispenser.

Hotel Keys
Sponsorship $8,000
Provide imprinted hotel door keys to as many hotels as you choose. Hotel staff will distribute keys during the primary SNM Annual Meeting check-in period (not necessarily throughout the SNM Annual Meeting). Hotel key must meet hotel requirements; SNM must authorize with hotel.

Internet Kiosks
Sponsorship $8,000 per 4 kiosks or 2 kiosks for $4,000
Internet kiosks will be in locations throughout the convention center including the registration area and the exhibit hall. Your company logo and booth number will be displayed on signage and the splash screen.

Lanyards & Badge Holders
Sponsorship $18,000
Lanyards and badge holders are among the most visible items at any conference. SNM lanyards are printed with the sponsor’s company logo and distributed during registration.

Meetings Workbook
Call for Pricing
This spiral-bound workbook contains meeting information at-a-glance while advertising your company with print ads and logo placement. The workbook is included in the registration bag.

Monitors
Call for Pricing
Display your company message, logo and booth number on a monitor located in the Convention Center. Monitors are located throughout the center near the session rooms and near the entrance of the Exhibit Hall. Let everyone know you are here!

Online Meeting Planner
Sponsorship $10,000
This web-based Meeting Planner allows visitors to search by author, keyword, title, or agenda to find educational sessions of interest. Attendees will build a day-by-day itinerary to get the most out of the meeting. The sponsor’s logo will be branded on the site.

Presidents Reception Sponsorship
Sponsorship $1,000+
This invitation-only reception consists of SNM and SNMTS leadership and colleagues. As a sponsor you will join SNM President, Dr. George Segall, and SNMTS President, Ann Marie Alessi, as they thank everyone who has contributed to their successes over the past year.

Promotional Panels
Sponsorship $2,000 per panel
Gain additional exposure and increase traffic to your booth by purchasing promotional panels. Each company that sponsors a promotional panel creates their own panel to the specified requirements. Panels will be prominently positioned in the registration and meeting areas in the convention center. Placement preferences are available on a first-come, first-served basis.

Registration Bags
Full Sponsorship $20,000
Display your company’s name on one of the most visible promotions available. All professional attendees receive bags on-site containing registration materials and sponsored items. The SNM Annual Meeting logo and your company logo are printed on the bag.

Registration Bag Inserts
$3,000 per 1-page flyer/trifold (up to 8 1/2” x 11”)
$4,000 per pocket guide (up to 8 pages)
$5,000 per 8 1/2” x11” brochure (up to 8 pages)
Inserts may be flyers, pamphlets or brochures. Sponsor provides materials to SNM to be inserted into registration bags. All inserts must be approved by SNM before they are produced.
Relaxation Station
Call for Pricing
Pamper the attendees by sponsoring massage stations in the exhibit hall. The service is free to meeting attendees. This area will have signage with your company name and booth number. The attendees will surely thank you!

Sessions Web Cast
Sponsorship $25,000
Select educational sessions will be captured as a Web-based program. SNM members and Annual Meeting attendees will have full access to the webcasts. CME/CE credits are available. Opening and closing screens and all marketing materials will be branded with your logo and/or tag line.

Shuttle Bus Headrest Covers
Call for Pricing
Shuttles will run from most SNM hotels—have your company logo and/or message printed on headrest covers!

Shuttle Bus Videos
Sponsorship $5,000
Have your message reach attendees even before they get to the exhibit hall floor. Exhibitor provides DVDs with their corporate message to be played on all SNM Shuttle Buses.

Shuttle Bus Wraps
Call for Pricing
Reach attendees on their way to the exhibit hall. Wrap your company logo, booth number, and/or message on the shuttle buses!

Technologist Opening Plenary Speaker
Sponsorship $10,000
Get technologists geared up for the Annual Meeting by supporting a motivational speaker at their opening plenary! Your logo and/or message will be branded on signage at the event, in the program, and in all advertising materials for the plenary.

TripBuilder for all Attendee Hand Helds
Call for Pricing
This is the latest and greatest in technology. Send information directly to attendee’s hand held devices. Include your banner ads, special offers, booth promotion, and more. SNM will also incorporate real-time room updates, alerts, a searchable exhibitor list and floor plan. The possibilities are endless with this technology!

Unrestricted Annual Meeting Grant
Support Donation $1,000+
SNM’s Annual Meeting is designed not only to bring a high level of educational opportunities to meeting attendees, but also to provide an environment of unlimited networking opportunities! Annual Meeting Support Donations go directly to support events at SNM’s 2012 Annual Meeting.

Welcome Reception Entertainment
Sponsorship $2,500
Join in the celebration of the Exhibit Hall Grand Opening Saturday evening before and during the Welcome Reception. Several entertainment options are available. Your company name and logo will be visibly displayed as the band is marched thru the exhibit hall.

The 2012 SNM Annual Meeting is taking place next summer, giving you plenty of time to start budgeting & planning for your attendee outreach. The Annual Meeting attendee lists will be available through INFOCUS Marketing, so call us at 800.708.5478 when you’re ready to start your campaign.

Call 800.708.5478 today to find out what INFOCUS can do for you.
Industry Promotional Opportunity Program
SPONSOR REGISTRATION FORM

☐ YES! My company would like to sponsor an event at the 2012 Annual Meeting. We understand that we are entitled to all benefits associated with the category selected below.

SPONSOR (Company Name/Branch)

CONTACT NAME

ADDRESS

CITY   STATE   ZIP   COUNTRY

PHONE   FAX   (REQUIRED) E-MAIL

Name of Sponsorship Item(s)   Cost   Qty.   Total


Total Sponsorship Cost:

Billing options:

☐ Please invoice my company for the cost of promotional opportunities. Payment will be due within 30 days.

☐ Return this form with full payment, paid by check*

*Make checks payable to: SNM. All checks must be in U.S. dollars drawn on U.S. banks located within the continental United States.

Authorized signature_____________________________________________________

ACCEPTANCE OF EDUCATIONAL SUPPORT BY COMMERCIAL SOURCE

The Sponsor wishes to provide support for the following items during the SNM 2012 ANNUAL MEETING

Items: _________________________________________________ Total Cost: ____________________________

The Sponsor agrees to abide by the conditions put forth by the Accreditation Council for Continuing Medical Education, Standards for Commercial Support of Continuing Medical Education (see attachment).

Agreed Name: __________________________ Signature: __________________________ Date: ______________

Authorized Representative

ACCEPTANCE OF EDUCATIONAL SUPPORT BY THE SNM, Inc

In accepting this educational support, the SNM agrees to 1) Abide by the ACCME: Standards for Commercial Support of Continuing Medical Education; and 2) Acknowledge educational support by the commercial sources in program announcements, signage at the Annual Meeting, and other program materials.

Agreed Name: Pamela Coleman, DPM Signature: __________________________ Date: ______________

SNM Director of Education