Dear Prospective Sponsor:

On behalf of the Executive Board, Corporate Affairs Committee and members of the Society of Radiologists in Ultrasound (SRU), I invite your company to participate as an exhibitor at Image Soundly, the 27th Annual Meeting and Postgraduate Course of the Society of Radiologists in Ultrasound, to be held October 27—29, 2017 at the Westin Michigan Ave, Chicago, IL.

The SRU annual meeting provides a unique opportunity for companies to demonstrate new equipment and technologies and meet with leading physicians in the field of ultrasound in a relaxed and friendly atmosphere. The corporate-sponsored reception and exhibit hall on Friday evening is a highlight of the meeting. Sponsors are provided with a booth space to demonstrate their latest equipment using live models, and to promote products and services to SRU attendees.

As you are aware, the FDA has expressed some concerns about live scanning in the exhibit hall (a copy of the letter available here) The SRU leadership believes the interactions between the vendors and registrant of the SRU postgraduate course are educational in nature. Vendors who plan to include scanning of live models to educate individuals on the latest advancements in ultrasound should be sure to document three learning objectives that will be met through the demonstration using live models.

Example goals below.

- Demonstrate how to perform elastography of the liver. Allow the learner to use the machine and transducer to obtain a set of elastography measurements.
- Educate the practitioner how to optimize Doppler to show slow flow in (name of) organ. Allow the learner to use the machine and transducer to modify Doppler parameters to best demonstrate slow flow.
- Illustrate how to document the muscles and tendons of the shoulder. Allow the learner to use the machine and transducer to demonstrate normal shoulder anatomy.

The exhibit hall will be open during the afternoon break in the educational sessions on Friday, and will reopen for the reception from 6:00—8:00 pm.

Other sponsorship opportunities include focus sessions, in which SRU Fellows and members meet with corporate representatives to discuss new developments in medical ultrasound. The top sponsorship level, the Diamond Level, includes an additional focus session to meet exclusively with SRU Fellows. All sponsorship levels include one or more invitations to the Thursday evening Fellows reception and dinner.

Please note that exhibitors are welcome to attend the educational sessions, but will not receive CME credit. To obtain CME credit, the individual must register for the meeting and pay the registration fee.

The 2017 SRU sponsorship prospectus is attached for your consideration. Note that there is a 25% discount for first-time sponsors. Please also note that the SRU will arrange for and pay for the food and beverage served at the focus sessions, in order to comply with regulations that prohibit physicians from consuming food purchased by certain types of companies.

Please return the completed sponsorship form by Friday, August 5, 2017.

If you have any questions please contact Kathy Martin at the SRU Meetings Department (703-262-9317 or kmartin@acr.org). I look forward to your company’s participation, and to seeing you in Baltimore!

Sincerely,

Richard G. Barr, MD, Ph
Chair, Corporate Affairs Committee
2017 SRU Sponsorship Levels

Official Exhibit Hall Hours

**Advance warehouse:** everything must arrive by Tuesday the 24th.

**Load In:** Friday 7:00 am. Must be finished by 2:00 pm.

**Friday:** October 27th

- Afternoon Break 3:00 pm — 3:30 pm
- Reception 6:00 pm — 8:00 pm (Live Scanning permitted)

**Load Out:** your items must be packed up by 11am Saturday. And can be picked up from the advance warehouse on Monday.

---

$34,615  **Diamond Level**

10’ x 20’ booth space and four staff at the Friday afternoon break and Friday evening welcome reception

- **Focus Sessions:** Two morning focus sessions (5 Fellows per session) and one luncheon focus session (10 participants, up to 5 Fellows and 5 members)
- **Fellows Dinner:** Four invitations to the Thursday Fellows dinner
- **Website:** Premier recognition on the SRU website
- **App:** Recognition in the annual meeting app
- **Mailing Lists:** One-time use of the Fellows mailing list and one-time use of the general membership mailing list
- **SRU Newsletter:** Official announcement of sponsorship in the SRU newsletter
- **One, Contrast Ultrasound: State of the Art, observer ticket, October 24-25, 2017.**

$28,960  **Platinum Level**

10’ x 20’ booth space and four staff at the Friday afternoon break and Friday evening welcome reception

- **Focus Sessions:** One morning focus session (5 Fellows) and one luncheon focus session (10 participants, up to 5 Fellows and 5 members)
- **Fellows’ Dinner:** Three invitations to the Thursday Fellows dinner
- **Website:** Recognition on the SRU website
- **App:** Recognition in the annual meeting app
- **Mailing Lists:** One-time use of the general mailing list and one-time use membership mailing list
- **SRU Newsletter:** Official announcement of sponsorship in the SRU newsletter
- **One, Contrast Ultrasound: State of the Art, observer ticket, October 24-25, 2017.**
$22,830  **Gold Level**

10’ x 20’ booth space and four staff at the Friday afternoon break and Friday evening welcome reception

- **Focus Session**: One luncheon focus session (10 participants, up to 5 Fellows and 5 members)
- **Fellows Dinner**: Three invitations to the Thursday Fellows dinner
- **Website**: Recognition on the SRU website
- **App**: Recognition in the annual meeting app
- **Mailing List**: One-time use of the Fellows mailing list
- **SRU Newsletter**: Official announcement of fund contribution in the SRU newsletter

$21,915  **Silver Level**

10’ x 20’ booth space and four staff at the Friday afternoon break and Friday evening welcome reception

- **Focus Sessions**: Two morning focus sessions (five Fellows per session)
- **Fellows Dinner**: Two invitations to Thursday Fellows dinner
- **Website**: Recognition on the SRU Website
- **App**: Recognition in the annual meeting app
- **Mailing List**: One-time use Fellows mailing list
- **SRU Newsletter**: Official announcement of fund contribution in the SRU newsletter

$16,500  **Bronze Level**

10’ x 20’ booth space and four staff at the Friday afternoon break and Friday evening welcome reception

- **Focus Session**: One morning focus session (five Fellows)
- **Fellows Dinner**: One invitation to the Thursday Fellows dinner
- **Website**: Recognition on the SRU website
- **App**: Recognition in the annual meeting app
- **Mailing List**: One-time use of the Fellows mailing list
- **SRU Newsletter**: Official announcement of sponsorship in the SRU newsletter

**Individual Options:**

- $11,500 - 10’ x 20’ booth space and four staff at the Friday afternoon break and Friday evening welcome Reception
- $14,000 - per luncheon focus session (10 participants, up to 5 Fellows and 5 members)
- $6,500 - per morning focus session (5 Fellows per session)
- $300 - per individual ticket to the Fellows dinner (on a space available basis)
- $100 - per extra booth personnel over the included 4.
- $1,500 - per ticket for sponsors to attend State of the Art Contrast Ultrasound on October 24, 2017
- $2,500 - for one ticket per company for non-sponsors to attend *Contrast Ultrasound: State of the Art on October on October 24, 2017*
As you are probably aware, the FDA has updated their stance on the use of scanning live models in exhibit halls. Following is a portion of the letter that the FDA sent out. The SRU is aware of these changes and will allow live scanning to continue on the exhibit hall floor only during the Friday evening reception and only if each company scanning provides 3 learning objectives that they will cover during the reception. We believe that this type of hands-on education is important to our mission of advancing patient care and physician education. If you would like to live scan at the evening reception there will be a separate form to fill out after you submit the application.

The U.S. Food and Drug Administration (FDA) has concerns about the marketing, as over-the-counter (OTC) ultrasound devices, ultrasound devices that have been cleared as prescription use only in the United States and that do not have marketing clearance or approval as OTC devices. This raises concerns about risks to health and would be a violation of the Federal Food, Drug and Cosmetic Act (the FD&C Act). Specifically, FDA is concerned with ultrasound devices that are labeled as prescription use devices but that are being marketed as OTC devices at exhibitions, trade shows, and other venues, where they are demonstrated on humans, often with repetitive and prolonged exposures on a single individual, with no medical need, without a prescription, and with no interpretation of the resultant images by a licensed practitioner.

All legally marketed diagnostic ultrasound devices are marketed as prescription devices – those that are used by, or under the supervision of, a licensed health care practitioner. To date, FDA has not granted marketing authorization to any ultrasound device intended for OTC use or sale, and any diagnostic ultrasound device marketed in the United States for OTC use may be misbranded under section 502(o) of the FD&C Act, 21 U.S.C. 352(o), and adulterated under section 501(f) of the FD&C Act, 21 U.S.C. 351(f).

Ultrasound energy has the potential to produce biological effects on the body (e.g., tissue heating and cavitation), and the long-term consequences of these effects are unknown. Accordingly, organizations such as the American Institute of Ultrasound in Medicine (AIUM) advocate for the prudent use of ultrasound imaging. For example, the April 1, 2012 AIUM official statement on prudent use and clinical safety states that “[u]ltrasound should be used by qualified health professionals to provide medical benefit to the patient. Ultrasound exposures during examinations should be as low as reasonably achievable (ALARA).”1 Similarly, FDA has stated that “ultrasound scans should be done only when there is a medical need, based on a prescription, and performed by appropriately-trained operators.”2

Diagnostic ultrasound imaging is generally considered safe when used prudently by appropriately trained health care practitioners. However, ultrasound device demonstrations on live models for no medical purpose are not performed in the same manner as ultrasound studies performed for FDA-cleared medical indications.
The AIUM official statement on the ALARA principle states that “the potential benefits and risks of each examination should be considered” and cautions that the ALARA principle “should be observed when adjusting controls that affect the acoustical output and by considering transducer dwell times.”

Ultrasound device demonstrations on live models are not necessarily performed under exposure conditions that are ALARA. Demonstrations on live models generally involve repeated scanning of the same anatomic region(s) on a human over a period of hours or days under a variety of exposure conditions that include varying acoustical outputs and dwell times. It is not clear that there is no risk of adverse biological effects from repeated scanning during such live demonstrations. With respect to adverse biological effects, the AIUM official statement on safety in training and research states “experience from normal diagnostic practice may or may not be relevant to extended exposure times and altered exposure conditions.”

Ultrasound scanning on live models for the purpose of device demonstration has no medical purpose, provides no medical benefit, and may involve risk to the individual being scanned. FDA strongly discourages such uses at exhibitions, trade shows, and other venues where ultrasound devices are demonstrated on humans. The FDA is also concerned with the risks to individual and public health if the affected individuals and public are not alerted to the risks of such uses.

If you have any questions about this communication, please contact Dr. Shahram Vaezy, Ph.D. at Shahram.Vaezy@fda.hhs.gov or (301) 796-6242.

Sincerely yours,

[Signature]

Donald L. Miller, M.D., FACP
Chief Medical Officer for Radiological Health
Office of In Vitro Diagnostics
and Radiological Health
Center for Devices and Radiological Health
Food and Drug Administration
Table Top Exhibits are reserved for Book Vendors and other Radiology Associations. Table Tops will be placed in the foyer and space is limited. Booth space will include one 6ft table per association and 2 for book vendors, as well as two chairs and a wastebasket.

Table Tops must be manned during registration hours Friday through Sunday.

Association table - $1000

Publisher table - $750

2017 SRU Exhibit Hall
Michigan Ballroom
2017 Exhibitior Application & Other Forms

This year we have moved the Application to an on-line form that can be accessed here, please have this filled out no later than Aug 4th, 2017.

Additionally, if you plan to exhibit and would like to live scan at the Friday evening reception please fill out this form by Sep 1st, 2017.

Lastly please fill out this Exhibitor Information Form by Oct 13th, 2017.
Exhibitor Information Requirements

**PLEASE TYPE OR PRINT CLEARLY**

<table>
<thead>
<tr>
<th>Name of Conference:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Dates of Conference:</td>
<td></td>
</tr>
<tr>
<td>Exhibitor/Company Name:</td>
<td>Booth #:</td>
</tr>
<tr>
<td>Contact Name:</td>
<td></td>
</tr>
<tr>
<td>Contact Address:</td>
<td></td>
</tr>
<tr>
<td>Contact Phone#:</td>
<td>Fax#:</td>
</tr>
<tr>
<td>Contact Email Address:</td>
<td></td>
</tr>
<tr>
<td>On-site Contact (if different from above):</td>
<td></td>
</tr>
</tbody>
</table>

**PAYMENT INFORMATION** – Please do not include any credit card information on this form. Once the form is received a secure credit card link will be sent to the listed contact’s email address.

**Requirements**

Please specify the quantity of each item needed on the line to the left of each item. (Please note the majority of the equipment is charged on a daily basis. Charges are listed next to each item).

**Telephone – prices are not inclusive of 14.75% tax**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Analog Phone line with outside access – local and long distance ($75.00 per day). Local/Long distance charges – to be applied after event</td>
<td></td>
</tr>
<tr>
<td>Analog DID Phone Line – outside callers may dial in directly ($200.00 one-time setup fee, additional days $100.00 per day). Local/Long distance charges – to be applied after event</td>
<td></td>
</tr>
</tbody>
</table>

PSAV will arrange rental of all internet services, data monitors, projection, and all audio visual equipment. For additional items not noted please call the PSAV office at 312-756-0774 to arrange for services. Prices are not inclusive of 9% rental tax and 25% service charge.

**Power**

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electrical Hook-up/Power strip ($40 per day)</td>
</tr>
<tr>
<td>How many amps are required?</td>
</tr>
</tbody>
</table>

Use of open clip sockets, latex or lamp cord wire, duplex or triples attachment plugs in exhibits is prohibited. Under no circumstances shall anyone other than the Hotel electrician make any electrical connections. The chief electrician has the right to refuse any connection where wiring constitutes a fire hazard.

**Internet**

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Wired Internet Connection (per line) ($250 per day)</td>
</tr>
<tr>
<td>Wireless Internet Connection per computer, shared bandwidth ($35.00 per day)</td>
</tr>
</tbody>
</table>

*A technician will meet with you onsite to provide the internet passcode and instructions for connecting*

**Monitors**

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>46” – 50” LCD Monitor with floor stand &amp; pc shelf ($780.00 per day)</td>
</tr>
<tr>
<td>20” – 24” Table Top Data Monitor ($285.00 per day)</td>
</tr>
</tbody>
</table>

CONTINUED ON NEXT PAGE
Shipping Information

All boxes shipped directly to the hotel will incur handling charges based on the scale listed below and should arrive no sooner than three (3) days prior to the start of the conference.

- The Hotel will not deliver any boxes to exhibitors without credit card authorization. Please make sure all boxes have the correct exhibitor name displayed and are shipped as listed below.
- Outgoing shipments must have shipping labels; FedEx automatically stops at the hotel each evening (Monday – Friday) to pick up outgoing shipments. For FedEx Ground, UPS regular and UPS Ground shipping the exhibitor will need to arrange for pick-up. Outgoing shipments can be left in the exhibit hall, hotel staff will route to a secured location until picked up for shipping.

Ceiling height of hotel dock is 12', for heavy or pallet/crate/skid deliveries trucks with lift gates are recommended – dock is street level.

Please ship all boxes to the following address:

**Westin Michigan Avenue**
Hold for *(Function Name/Date)*
Exhibitor’s Name
c/o Nada Krivokuca, Meeting & Event Manager
909 North Michigan Avenue
Chicago, IL 60611

<table>
<thead>
<tr>
<th>Weight Range</th>
<th>Handling Charge</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 10 lbs</td>
<td>$5.00 each</td>
<td>X</td>
</tr>
<tr>
<td>11 – 30 lbs</td>
<td>$10.00 each</td>
<td>X</td>
</tr>
<tr>
<td>31 – 50 lbs</td>
<td>$25.00 each</td>
<td>X</td>
</tr>
<tr>
<td>51 – 70 lbs.</td>
<td>$30.00 each</td>
<td></td>
</tr>
<tr>
<td>71 – 100 lbs.</td>
<td>$40.00 each</td>
<td>X</td>
</tr>
<tr>
<td>101+ lbs.</td>
<td>$60.00 each</td>
<td>X</td>
</tr>
<tr>
<td>Pallets/Skids/Crates</td>
<td>$250.00 each</td>
<td>X</td>
</tr>
</tbody>
</table>
Shipping Instructions

US Express Shipping
As the Official Service Provider for SRU 2017, US Express Freight is able to handle any exhibitor shipping to and from our warehouse for the exhibitors. Charges are based on the weight of the shipment as well as the service level requested (ex: expedited/deferred). Please contact Gary Eaton at (301) 683-9026 or email gary@shipuse.com for a quote or to discuss details.

No freight may be shipped directly to or be picked up directly from the hotel. All freight must be directed to:

US Express Freight c/o TS Express
SRU 2017 Annual Meeting
Exhibiting Company Name/Booth Number
1125 McCabe Ave.
Elk Grove Village, IL 60007

All freight must be received at the warehouse by Tuesday October 24th to avoid late charges. The warehouse accepts freight from 8:30 am to 3:00 pm Monday thru Friday beginning Tuesday October 10th.

If not shipping with US Express Freight, shipments must be picked up after the show from the warehouse address shown above on Monday Oct 30th 8:30 am-2pm. Any shipments not picked up by 2pm will be returned to the exhibitor at their expense via US Express Freight.

Each exhibitor shall receive a Material Handling Order Form. Each exhibitor must complete the Material Handling Order Form and a Charge Authorization Form. The completed Material Handling Order Form can be emailed to Jennifer Schonborn at jennifer@shipuse.com.

A secure link to the Charge Authorization Form is provided below. The completed form will be sent directly to our accounting department who will confirm receipt. https://www.usexpressfreight.com/forms/chargeauth.aspx

Questions should be directed to Gary Eaton at
Phone: (301) 683-9026
Email: gary@shipuse.com

We manage your shipping and storage so you can manage your business.