



# EXHIBIT & SUPPORT PROSPECTUS

## 15th Annual Meeting *of the* Clinical Magnetic Resonance Society

If your target market includes physicians and technologists practicing in the field of Magnetic Resonance Imaging, we encourage and welcome your participation.

**June 23 - 26, 2011 • Loews Royal Pacific Resort at Universal Orlando® • Orlando, FL**

The 15th Annual Clinical Magnetic Resonance Society (CMRS) meeting will again bring together the thought leaders of radiology and offer an intensely practical teaching experience specifically designed for physicians and technologists who are actively engaged in the practice of MR. Panel discussions of imaging technique and protocols will be combined with focused lectures that include both essential and advanced MR topics. Radiologists will benefit from unique discussions of MR reporting, while technologists will enjoy concurrent breakout sessions specifically designed for their needs.

Exhibitors are invited to play a role in this important exchange of information that takes place at the CMRS Annual meeting by presenting their products and services to the active, receptive audience of decision makers. Companies offering technology or services in support of the field will find exhibiting to be a productive, cost-effective means to reach their target audience.

Make the CMRS an integral part of your organization's 2011 marketing efforts. Learn more by visiting the CMRS website at [www.cmrs.org](http://www.cmrs.org) or by contacting Dash Nagel at 813-806-1080 or [dnagel@cmrs.com](mailto:dnagel@cmrs.com).



Universal elements and all related indicia TM & © 2010 Universal Studios. © 2010 Universal Orlando. All rights reserved.

## EDUCATIONAL OBJECTIVES

Attendees should, at the completion of this course, be able to:

- Optimize protocols and imaging techniques for MR of the musculoskeletal system, neural axis, breast, and body.
- Apply the core fundamentals necessary for interpretation and performance of musculoskeletal MR.
- Describe the current approach to diagnosis and management of common pathologies of the neural axis.
- Discuss the clinical utility for the use of Breast MR.
- Recognize essential information necessary for the performance and interpretation of body and cardiovascular MR.
- Discuss current safety recommendations and guidelines for using MR contrast agents.

## FACULTY

Mark H. Awh, M.D.  
 William G. Bradley, Jr., M.D., Ph.D., FACR  
 Robert R. Edelman, M.D.  
 William H. Faulkner, Jr., B.S., R.T.(R)(MR)(CT), FSMRT  
 Blake A. Johnson, M.D., FACR  
 Russell N. Low, M.D.

Elizabeth A. Morris, M.D., FACR  
 Lawrence R. Muroff, M.D., FACR  
 Vamsi R. Narra, M.D., FRCR  
 John D. Reeder, M.D., FACR  
 Lawrence N. Tanenbaum, M.D., FACR  
 Michael B. Zlatkin, M.D., FRCP(C)

## HOTEL RESERVATIONS

**CALL 866-360-7395 TO RESERVE TODAY!**

Loews Royal Pacific Resort at Universal Orlando® offers breathtaking beauty of lush tropical landscaping and sparkling waterfalls transporting you to the enchanted isles of the South Seas. Find a spot at the tropical lagoon-style pool, kick off your shoes and forget about the rest of the world: All within walking distance of all the fun and excitement of Universal Studios® Theme Park, Universal's Islands of Adventure® Theme Park and Universal CityWalk® Entertainment Complex!



Remember to identify yourself as a registrant of the 2011 CMRS Annual Meeting to qualify for these great room rates.

**Special Discounted Group Room Rate**

**\$169.00**  
SINGLE/DOUBLE OCCUPANCY

**Get more out of the experience by increasing your company's exposure through various sponsorship opportunities described on the reverse side.**

# NETWORKING OPPORTUNITIES

## PLATINUM

**\$12,500**

- Acknowledgement in promotional emails and conference syllabus.
- Dedicated html eCampaign designed by CMRS acknowledging support to be sent to company's installed base.
- One set of registrant mailing labels, upon request (sent approximately one month prior to the conference). **Please Note:** Registrant labels are to be used only for promoting involvement in the conference being supported. A sample of the mailing piece must be sent to CMRS for approval prior to labels being sent.
- Complimentary registration for up to six (6) corporate representatives to attend the supported meeting.
- Platinum support ribbons for corporate representative badges.
- Printed list of registered attendees sent approximately one month following the conference.
- Logo on directional signs.
- Preferred exhibit location.

## GOLD

**\$10,000**

- Acknowledgement in promotional emails and conference syllabus.
- Dedicated html eCampaign designed by CMRS acknowledging support to be sent to company's installed base.
- One set of registrant mailing labels, upon request (sent approximately one month prior to the conference). **Please Note:** Registrant labels are to be used only for promoting involvement in the conference being supported. A sample of the mailing piece must be sent to CMRS for approval prior to labels being sent.
- Complimentary registration for up to five (5) corporate representatives to attend the supported meeting.
- Gold support ribbons for corporate representative badges.
- Printed list of registered attendees sent approximately one month following the conference.
- Preferred exhibit location.

## SILVER

**\$8,500**

- Acknowledgement in promotional emails and conference syllabus.
- Dedicated html eCampaign designed by CMRS acknowledging support to be sent to company's installed base.
- Complimentary registration for up to four (4) corporate representatives to attend the supported meeting.
- Silver support ribbons for corporate representative badges.
- Printed list of registered attendees sent approximately one month following the conference.
- Featured exhibit location.

## BRONZE

**\$6,000**

- Acknowledgement in promotional emails and conference syllabus.
- Dedicated html eCampaign designed by CMRS acknowledging support to be sent to company's installed base.
- Complimentary registration for up to three (3) corporate representatives to attend the supported meeting.
- Bronze support ribbons for corporate representative badges.
- Printed list of registered attendees sent approximately one month following the conference.
- Exhibit

## LUNCH & LEARN SESSIONS (Thursday, June 23 or Friday, June 24)

**\$6,500 each**

One-hour non-CME accredited sessions will be held Thursday and Friday, June 23 and 24, 2011 and include box lunches. Sponsors suggest the topic and the faculty, with approval from the CMRS.

### EXHIBIT ONLY OPPORTUNITY

**\$2,250**

- Companies not providing sponsorship can reserve space in the exhibit area. Exhibiting companies will receive:
- One (1) 6-foot draped table and two (2) chairs for table top display.
  - Exhibitor badges for two (2) corporate representatives.
  - Acknowledgement in syllabus and signage at the event.

### SYLLABUS ON CD-ROM

**\$2,000**

Each attendee will receive the speakers' handouts in PDF format in their bags. They will view these during and after the meeting. This sponsorship has longevity. Stay in front of the attendees during and after the meeting.

## GENERAL SPONSORSHIP

Your company contribution in this category will be applied where the need is greatest. You will receive:

- Acknowledgement in syllabus and signage at the event.
- Complimentary registration for two (2) corporate representatives to attend the sponsored meeting.

## ADDITIONAL SUPPORT OPPORTUNITIES

Sponsorship opportunities are available for meal functions, social events, print materials and other meeting components. For specific information and sponsorship opportunities, please contact Dash Nagel at (813) 806-1080 or via email at [dnagel@cmrs.com](mailto:dnagel@cmrs.com).

## SPONSORSHIP OPPORTUNITIES ORDER FORM

Please e-mail your completed form to [dnagel@cmrs.com](mailto:dnagel@cmrs.com) or fax to 813-806-1081

		Quantity	Total
Representatives Attending:	PLATINUM LEVEL *		\$ 12,500
1. _____	GOLD LEVEL *		\$ 10,000
2. _____	SILVER LEVEL*		\$ 8,500
3. _____	BRONZE LEVEL*		\$ 6,000
	LUNCH & LEARN*		\$ 6,500 / LUNCHEON
	SYLLABUS ON CD-ROM		\$ 2,000
	GENERAL SPONSORSHIP*		\$ 500 MINIMUM
	EXHIBIT ONLY		\$ 2,250
	TOTAL SPONSORSHIP		\$

\* Support at these levels requires a Written Agreement of Corporate Support be completed and returned. The form will be forwarded upon receipt of this order form.





Company Name \_\_\_\_\_

Contact/Title \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Credit card information         expiration date \_\_\_\_\_ security code \_\_\_\_\_

Card number \_\_\_\_\_

Signature \_\_\_\_\_  
(your signature is your authorization to charge this credit card)