

AHRA 2018 SPONSORSHIP GUIDE



The AHRA 2018 Annual Meeting and Exposition offers numerous unique and fresh opportunities to help your business grow and get noticed by MORE THAN 900 medical imaging professionals! By taking advantage of one of the sponsorship opportunities listed in this brochure, you will be able to demonstrate that your company offers cutting-edge products and services. Make your company stand out from your competitors!

Sponsorship provides the premier visibility imperative to remain competitive. Whether you are a seasoned company or establishing a new startup, this guide features a variety of sponsorship options designed to suit your needs *and* your budget.

Sponsorship dollars will also add priority points toward your company's 2019 booth selection. **One (1) Point is awarded for every \$1,000 spent in Annual Meeting Sponsorship dollars.** Fractions of points are also awarded. *Ex: \$1,750 equals 1.75 points.* Sponsorship dollars are an excellent way to boost your booth selection priority assignment and be one step above your competitor!

Listed on the following page are sponsorship opportunities available at the 2018 Annual Meeting and Exposition.

AHRA 2018 Sponsorship Levels:

Platinum	\$20,000+
Gold	\$15,000 - \$19,999
Silver	\$10,000 - \$14,999
Bronze	\$5,000 - \$9,999
Contributing	Less than \$5,000

All sponsorship items include:

- Recognition in the Registration Brochure. Sponsorship must be confirmed by February 1.
- Recognition in the Onsite Program. Sponsorship must be confirmed by May 18.
- Recognition in the *Convention Daily* Onsite Newspaper.
- Event signage *if applicable*.
- Sponsor ribbons for all company representatives.

Bronze and Above:

All of the above plus...

- Company logo recognition in conference publications and signage
- Company logo and Web address link on Annual Meeting Website
- Company logo on exhibit hall entrance unit signage and in General Session opening PowerPoint presentations

Recognition type, whether text or logo recognition, depends on sponsorship level. Logos in conference publications and signage will be placed and sized according to sponsorship level.

To discuss available sponsorship opportunities, please contact:

Elizabeth Davis, Exhibit & Sponsorship Manager

(703) 964-1240 ext. 110

ahraexhibits@conferencemanagers.com

AHRA 2018 Sponsorship Opportunities

EVENTS/FUNCTIONS	SPONSORSHIP AMOUNT
Theme Party.....	\$35,000 Full sponsorship
Theme Party.....	\$12,000 Partial sponsorship (3 available)
President's Reception	\$30,000
CRA Reception	\$7,500 Full sponsorship
CRA Reception	\$3,000 Partial sponsorship (3 available)
New Member and First-Time Attendee Reception	\$3,200
Continental Breakfast Monday	\$3,000
Continental Breakfast Tuesday	\$3,000
Continental Breakfast Wednesday	\$3,000
Beverage Break Monday.....	\$2,000
Beverage Break Tuesday.....	\$2,000
Beverage Break Wednesday.....	\$2,000

SPEAKERS & EDUCATION	SPONSORSHIP AMOUNT
Monday General Session and Keynote Speaker	\$15,000 SOLD
Tuesday Keynote Speaker	\$15,000
Wednesday Keynote Speaker	\$15,000

ATTENDEE-ESSENTIAL ITEMS	SPONSORSHIP AMOUNT
Meeting Bags.....	\$12,750 SOLD
Water Bottles	\$6,750
Lanyards	\$4,250
Image Magnification (IMAG)	\$5,500
Cell Phone Charging Station	\$3,000 (2 avail)
2018 Promo Item.....	\$3,250
Pens for Tote Bags.....	\$2,500
Luggage Tags	\$2,000

CONFERENCE ADVERTISING & DISPLAYS	SPONSORSHIP AMOUNT
Show Daily Newspaper	\$10,000
Annual Meeting Mobile App.....	\$6,500
Spy for Prize Exhibit Hall Game	\$6,000
Hanging Aisle Signs	\$5,000
Registration Confirmation Banner Add.....	\$3,000
Publication Bin.....	\$4,000/\$2,000
Exhibit Hall Floor Plan Locator Board.....	\$4,000
Meeting Room Locator Board.....	\$4,000
Attendee E-Blast Pre Show	\$3,000 (4 avail)
Attendee E-Blast Post Show.....	\$2,500 (4 avail)
Hotel Key Cards.....	\$3,500 SOLD
General Session Chair Drop	\$3,500 (3 avail)
Registration Confirmation Banner Ad.....	\$3,000
Exhibit Directory – Outside Back Cover Full Page Ad.....	\$3,250
Exhibit Directory – Inside Front Cover Full Page Ad.....	\$3,250
Pocket Program.....	\$3,250
Floor Decals	\$3,000
Exhibit Directory – Inside Back Cover Full Page Ad.....	\$1,850
Directional Signs	\$1,100 each (10 avail)
Exhibitor Directory – Full Page Ad (black & white).....	\$500
Enhanced Logo on Online Floor Plan	\$200 each

EVENTS/FUNCTIONS

Theme Party (*Full sponsorship*)

\$35,000 **Platinum Sponsorship Level**

This is *the* event at AHRA, so don't miss out! The AHRA Theme Party is sure to inspire attendee's and it is where attendees let loose and show off their creative side by getting into character for the event. Attended by nearly 600 people, your company is sure to be remembered long after the party is over. Entertainment, heavy hors d'oeuvres and a hosted bar make this a popular event for all attendees.

Sponsor benefits:

- Name and logo on event signage
- Name and logo on projection screen or LCD
- Logo Gobo at the party
- Logo on event ticket
- Representative joining the AHRA President on stage to kick off the event
- Company logo and Web address link on Annual Meeting Web site
- Company logo on napkins
- Company logo and brief 50 word description on table tent cards

Theme Party (*Partial sponsorship*) 3 available

\$12,000 **Silver Sponsorship Level**

Partial sponsorship is available for three different options. Sponsor either: the DJ and entertainment, the food and beverage, or the themed apparel handed out at the door. This is the final closing event all attendees look forward too. Send attendees home talking about the company who sponsored their memories!

Sponsorship benefits vary by item sponsored.

President's Reception

\$30,000 **Platinum Sponsorship Level**

The President's Reception is the first official function held during the Meeting. Help kick off the 2018 Annual Meeting by sponsoring this festive event. The sponsoring company may supply a representative to join the AHRA President 'center stage' to welcome attendees.

Sponsor benefits:

- Name and logo on event signage
- Name and logo on projection screens
- Logo Gobo at the reception
- Company supplied give away for tables
- Representative joining the AHRA President on stage to kick off the event
- Company logo and Web address link on Annual Meeting Web site

NEW! CRA Reception

\$7,500 FULL Sponsorship **Bronze Sponsorship Level**

The CRA Reception celebrates attendees who have earned the prestigious CRA certification. Show your support for excellence in imaging administration by sponsoring this inspiring event. The sponsoring company may supply a representative to welcome attendees.

Sponsor benefits:

- Name and logo on event signage
- Name and logo on projection screens
- Company logo (one color imprint) on cocktail napkins
- Company supplied give-away for tables
- Representative joining the stage to kick off the event
- Company logo and Web address link on Annual Meeting Web site

\$5,000 PARTIAL Sponsorship Contributing Sponsorship Level (3 available)

Sponsor benefits:

- Name and logo on event signage
- Name and logo on projection screens
- Representative joining the stage to kick off the event
- Company logo and Web address link on Annual Meeting Web site

New Member and First-Time Attendee Reception

\$3,200 Contributing Sponsorship Level

Gain exclusive access to the new AHRA members and first-time attendees at this special welcome reception. Even before the hall's grand opening, network with members at this informative reception. Join AHRA's President and Annual Meeting Design Team in offering tips to make the most of attending the AHRA Annual Meeting. Company representatives mingle and enjoy hors d'oeuvres and a hosted bar with attendees.

Sponsor benefits:

- Name and logo on event signage
- Name, logo, and banner ad on the pre-show e-blast to first-timers and new members promoting the reception
- Company supplied give-away for tables
- Representative joining the AHRA President on stage to kick off the event

Continental Breakfast Monday, Tuesday, or Wednesday

\$3,000 per day Contributing Sponsorship Level

Help get attendees the day off to a great start with full stomachs! Greet attendees with staff and/or company literature in the breakfast area as they fill the main hallway.

Sponsor benefits:

- Name and logo on event signage
- Company literature distributed in breakfast area
- Opportunity to display sponsor supplied signage in the break area the morning of the day of sponsorship
- Company logo (one color imprint) on napkins.

Beverage Break Monday, Tuesday, or Wednesday

\$2,000 per day Contributing Sponsorship Level

Re-energize attendees between classes by sponsoring an afternoon beverage break. Greet attendees with staff and/or company literature as they fill up on refreshments.

Sponsor benefits:

- Name and logo on event signage
- Company literature distributed in break area

SPEAKERS & EDUCATION

Keynote Speaker Monday, Tuesday, or Wednesday **Monday SOLD**

\$15,000 Gold Sponsorship Level

Education is the foundation of the AHRA Annual Meeting. Show AHRA attendees that you value them and their education by sponsoring one of three highly qualified and entertaining keynote speakers.

Sponsor benefits:

- Name and logo on projection screen
- Company representative introduction of speaker
- Company logo and Web address link on Annual Meeting Web site

ATTENDEE-ESSENTIAL ITEMS

Meeting Bags **SOLD**

\$12,750 Silver Sponsorship Level

Emblazon your color logo on the official AHRA meeting tote bag. Given free to all attendees, the tote bag holds all of the items needed to have a successful conference: onsite program, last minute schedule changes, exhibit directory, and AHRA resources. Carried throughout the week by 900 attendees, your company will definitely be noticed!

Sponsor benefits:

- Name and logo on tote bag
- Complimentary tote bag insert
- Company logo and Web address link on Annual Meeting Web site

Water Bottles

\$6,750 Bronze Sponsorship Level

Keep attendees hydrated and headache-free by sponsoring water stations and bottles. The re-usable sport water bottles will have your logo on them and will be distributed from your booth. Attendees will be given a coupon with their registration materials and instructed to visit your booth to redeem the coupon for a bottle. This feature will help drive attendees to your booth.

Sponsor benefits:

- Name and logo on signage
- Logo on re-usable sport water bottles (environmentally friendly!)
- Water bottle coupon redemption from your booth (booth traffic builder!)

Lanyards

\$4,250 Contributing Sponsorship Level

Place your company logo on the official AHRA badge lanyard.

Sponsor benefits:

- Name and logo on lanyard

Image Magnification (IMAG)

\$5,500 Contributing Sponsorship Level

Put your company's logo on the "big screen" during the general sessions by sponsoring the IMAG. This technology enables a close-up image of the speaker to be put onto large screens. Your company's logo will flash each time the speaker's image goes on the screen using the IMAG. Your logo will be seen by the entire conference audience for all three days with this high visibility item.

Sponsor benefits:

- Company logo on the screen during general sessions
- Company logo and Web address link on Annual Meeting Web site

Cell Phone Charging Station

\$3,000 (2 available) Contributing Sponsorship Level

This is a great way to offer convenience to attendees. Your logo/graphics will be displayed on signage and decal on the cell phone charging table.

Sponsor benefits:

- Name and logo on charging station

2019 Promo Item

\$3,250 Contributing Sponsorship Level

Help AHRA promote the 2019 Annual Meeting to be held in Denver, Colorado. In addition to the 2019 meeting logo and dates, the sponsor's logo will be printed on the item. The promotional item will be placed in each registration bag. Examples of past items include luggage tags, magnets and mouse pads.

Sponsor benefits:

- Name and logo on promotional item
- Additional promotional items to hand out from exhibit booth

Pens for Tote Bags

\$2,500 Contributing Sponsorship Level

Place your company's name and logo directly into the hands of all attendees through this sponsorship. Pens will be distributed in the meeting tote bags and the AHRA registration desk.

Sponsor benefits:

- Name and logo on conference pens

Luggage Tags

\$2,000 Contributing Sponsorship Level

Help attendees identify their bags by placing your company's logo on the AHRA 2018 luggage tags to be placed in the meeting tote bags.

Sponsor benefits:

- Name and logo on luggage tags

CONFERENCE ADVERTISING/DISPLAYS

Show Daily Newspaper

\$10,000 Silver Sponsorship Level

Reach meeting attendees each morning with the AHRA *Convention Daily*, the only publication that provides up-to-the minute news, information, and schedules.

Sponsor benefits:

- Company logo in the Newspaper masthead
- Two free full page color ads
- Company logo on Newspaper distribution bins
- Company logo and Web address link on Annual Meeting Web site

NEW! "Spy for a Prize" Exhibit Hall Game

\$6,000 Bronze Sponsorship Level (for Full sponsorship or \$1,000 per sign)

New for 2018! Draw traffic to your booth by sponsoring this unique exhibit hall game. Attendees will be handed out special decoder glasses and a map leading them through the hall in search for a special prize, valued at over \$500!

Full Sponsor benefits:

- Logo on all "Spy" signs
- Logo on decoder glasses

Annual Meeting Mobile App

\$6,500 Bronze Sponsorship Level

Create your own personal schedule, view maps, exhibitor info, photos, and more on your smart phone or tablet with the Annual Meeting App. Sponsor the first ever Annual Meeting App and gain exposure before and during the meeting. Your company will receive exclusive recognition on the app home page, on site signage, and website.

Sponsor benefits:

- Logo on the app home page
- Logo on app signage at the meeting
- Recognition on website and *Convention Daily*

Aisle Sign Floor Stickers

\$5,000 Bronze Sponsorship Level

Receive premium exposure with your company's logo on ALL aisle signs in the exhibit hall for maximum visibility during the entire show. Production costs are included in the listed price.

Sponsor benefits:

- Company logo on exhibit hall aisle signs

Publication Bin

\$4,000 or \$2,000 Contributing Sponsorship Level

Distribute your magazine to attendees by sponsoring a publication bin. Sponsorship includes 3 publication bins with your magazine logo scattered through the meeting space. All publication bin sponsors will be recognized in publications as an official media sponsor. Exhibiting publishers receive a discounted rate of \$2,000.

Sponsor benefits:

- Magazine distribution in high traffic areas of the meeting
- 4-color logo on publication bin

Exhibit Hall Floor Plan Locator Board

\$4,000 Contributing Sponsorship Level

Place your company's advertisement on the Exhibit Hall Locator Board displayed in the Exhibit hall. This unique advertising method will be seen by all conference attendees as they review the exhibit hall floor plan and list of companies exhibiting at AHRA. Be creative! Use the advertisement to lure them to your booth and welcome them to the meeting.

Sponsor benefits:

- Company advertisement displayed on bottom half of locator board

Meeting Room Locator Board

\$4,000 Contributing Sponsorship Level

Place your company's advertisement on the Meeting Room Locator Board displayed in a prominent area of the meeting space. This unique advertising method will be seen by all conference attendees as they review the convention hall floor plan and list of meeting rooms at AHRA. Be creative! Use the advertisement to lure them to your booth and welcome them to the meeting.

Sponsor benefits:

- Company advertisement displayed on bottom half of locator board

***NEW!* General Session Chair Drop**

\$3,500 (3 avail.) Contributing Sponsorship Level

Place your company information directly in the attendees hands by sponsoring a General Session Chair drop. This new sponsorship includes one flyer, supplied by the sponsor, to be placed on each of the 1000 chairs in the General Session. Give the attendees something to read while they wait for the session to kick off. Three (3) sponsorships are available.

Sponsor benefits:

- Company supplied flyer placed on all chairs at the sponsored General Session

Attendee E-Blast (POST SHOW)

\$2,500 (2 avail.) Contributing Sponsorship Level

Reach attendees via email upon their return home from AHRA. This sponsorship includes one e-blast sent to registered attendees 1-2 weeks post event. Thank attendees for visiting your booth and remind them of the products/services you offer. What a great way to stand out among competitors once attendees have come home to share their knowledge with their staff! The sponsoring company supplies an HTML file (subject to AHRA approved) and AHRA sends it out on the sponsor's behalf. Two (2) sponsorships are available. AHRA does not distribute attendee email addresses, so this is the only way to reach registrants via email prior to the meeting.

Sponsor benefits:

- Company supplied HTML email is sent to all registrants

Registration Confirmation Banner Ad

\$3,000 Contributing Sponsorship Level

Each attendee will receive a confirmation email upon registering for the Annual Meeting. Can you imagine better exposure than having your company name and website along the bottom of that email? This is an exclusive sponsorship opportunity and is therefore available on a first-come, first-serve basis.

Sponsor benefits:

- Company supplied URL for electronic attendee registration confirmation email

Exhibit Directory - Outside Back Cover Ad

\$3,250 Contributing Sponsorship Level

Advertise in the AHRA Annual Meeting guide to the exhibits. Exhibit directories will be placed in all attendee tote bags.

Sponsor benefits:

- Full page color ad

Exhibit Directory - Inside Front Cover Ad

\$3,250 Contributing Sponsorship Level

Advertise in the AHRA Annual Meeting guide to the exhibits. Exhibit directories will be placed in all attendee tote bags.

Sponsor benefits:

- Full page color ad

Pocket Program

\$3,250 Contributing Sponsorship Level

The Pocket Program will be handed to all attendees with their registration materials and will provide an easy to read schedule at-a-glance. The Program is designed to fit in the badge holders for easy access. Your ad will be placed on the back cover as exclusive sponsor of the pocket program. Once folded, the Program will be 3"x4".

Sponsor benefits:

- Company logo on front Pocket Program cover
- Back cover four-color ad

Hotel Key Cards **SOLD**

\$3,500 Contributing Sponsorship Level

Have your company's logo appear on one of the most important items attendees will be carrying — their hotel room key cards. The key cards are distributed during hotel check-in and will be carried by attendees for the duration of the conference. This is a great way to be at everyone's fingertips! Additional hotel fees will apply. Production costs are not included in this sponsorship fee. Once approved, sponsor will be put in touch with keycard manufacturer and be responsible for production.

Sponsor benefit:

- Company logo and art displayed on keycard along with AHRA meeting logo

Floor Decals

\$3000 Contributing Sponsorship Level

This sponsorship provides a cost-effective way to keep your company's name top-of-mind with attendees through the meeting. The 3'x3' floor decal, featuring your logo and booth number, will conveniently guide attendees to your booth. Decals will be placed in high traffic areas of the meeting space. Sponsorship includes 6 decals.

Sponsor benefits:

- Six 4-color 3'x3' floor decals with company graphics and booth number

Exhibit Directory - Inside Back Cover Ad

\$1,850 Contributing Sponsorship Level

Advertise in the AHRA Annual Meeting exhibitor guide. Exhibit directories will be placed in all attendee tote bags.

Sponsor benefits:

- Full page color ad

Directional Signage

\$1100 each (10 total available) Contributing Sponsorship Level

Sponsors will have the entire back side of the sign for their graphics. These signs measure 1 meter wide x 3 meters tall.

Sponsor benefits:

- Company logo on directional signage
- Company graphics on the backside of the sign

Exhibit Directory - Full Page Ad (black & white)

\$500 Contributing Sponsorship Level

Advertise in the AHRA Annual Meeting exhibitor guide. Exhibit directories will be placed in all attendee tote bags.

Sponsor benefits:

- Full page black & white ad

Enhanced Logo on Online Floor Plan

\$200 Contributing Sponsorship Level

Attendees use the online floor plan to map out their hall experience pre-conference as well as onsite. Draw extra attention to your company by sponsoring a rotating logo on the online floor plan. Logos will be hyperlinked to company website.

Sponsor benefits:

- Logo with website hyperlink on online floor plan

AHRA 2018 SPONSORSHIP AGREEMENT

AHRA 2018 Annual Meeting and Exposition • July 22 – July 25, 2018 • Gaylord Palms Resort & Convention Center • Orlando, FL
 COMPANY INFORMATION: Please list your company name EXACTLY how you wish it be listed in promotional materials.

Company: _____ Contact (name): _____

Title: _____ Phone: _____

Email: _____

Street Address: _____

City: _____ State: _____ Zip: _____

EVENTS/FUNCTIONS

- Theme Party\$35,000
- President’s Reception\$30,000
- CRA Reception\$7,500
- CRA Reception.....\$3,000
- New Member & First-Time Attendee Reception\$3,000
- Continental Breakfast Monday\$3,000
- Continental Breakfast Tuesday\$3,000
- Continental Breakfast Wednesday\$3,000
- Beverage Break Monday\$2,000
- Beverage Break Tuesday\$2,000
- Beverage Break Wednesday.....\$2,000

SPEAKERS & EDUCATION

- Monday Keynote Speaker.....\$15,000
- Tuesday Keynote Speaker.....\$15,000
- Wednesday Keynote Speaker.....\$15,000

ATTENDEE-ESSENTIAL ITEMS

- Meeting Bags\$12,750
- Water Bottles\$6,750
- Lanyards.....\$4,250
- Image Magnification (IMAG)\$5,500
- Cell Phone Charging Station\$3,000
- 2018 Promo Item.....\$3,250
- Pens for Tote Bags.....\$2,500
- Luggage Tags.....\$2,000

CONFERENCE ADVERTISING& DISPLAYS

- Show Daily Newspaper.....\$10,000
- Annual Meeting Mobile App.....\$6,500
- Aisle Signs.....\$5,000
- Publication Bin (non-exhibiting publishers).....\$4,000
- Meeting Room Locator Board.....\$4,000
- Exhibit Hall Locator Board\$4,000
- Attendee E-Blast\$3,000 each
- Attendee E-Blast (post show)\$2,500 each
- Registration Confirmation Banner Ad.....\$3000
- Exhibit Directory – Back Cover Ad\$3,250
- Exhibit Directory – Inside Front Cover Ad\$3,250
- Pocket Program\$3,250
- Hotel Key Cards\$3,500
- General Session Chair Drop\$3,500
- Floor Decals.....\$3,000
- Publication Bin (exhibiting publishers).....\$2,000
- Exhibit Directory – Inside Back Cover Ad\$1,850
- Directional Signage.....\$1100 each
- Exhibitor Directory – Full Page Ad (black & white)\$500

- Enhanced Logo on Online Floor Plan \$200

CANCELLATION POLICY: No refunds due to sponsorship cancellation will be granted. Sponsor will be obligated to pay any outstanding balance due on sponsorship as outlined in the sponsor application.

COMPANY LOGO: I agree to submit my company logo to the sponsorship manager via email within 1 business week of signing the sponsorship agreement. If my company logo changes at any point, I will notify the sponsorship manager immediately and send the new logo. Due to production time of certain items, if a logo change occurs it is not guaranteed that the item can be printed with the new logo. Please check with the sponsorship manager for individual items’ production times.

AUTHORIZATION: By signing, I agree that I have read the above guidelines, and agree to abide by the terms and conditions set forth. This Agreement must be signed to confirm sponsorship.

X _____
 AUTHORIZED SIGNATURE DATE

STOP! PLEASE READ:

Credit card numbers are only accepted by
 FAX: 703-964-1246
 Do **NOT** submit credit card payment by email or standard mail.

PAYMENT INFORMATION: (due with form)

- Check (made to AHRA) is enclosed in the amount of \$ _____
- Bill \$ _____ to my
 Visa/MasterCard/American Express

Card #: _____

Exp Date: _____ CVV Code: _____

Authorized Signature: _____

Please complete this form and return to:
 Elizabeth Davis, AHRA 2018 Sponsorship Manager
 512 Herndon Parkway, Suite D, Herndon, VA 20170
 Fax: 703-964-1246