

Society of Abdominal Radiology™

PARTNERSHIP PROSPECTUS

# SAR 2022 ANNUAL MEETING

## FEBRUARY 27-MARCH 4

Fairmont Scottsdale Princess, Scottsdale, AZ



Dear Industry Colleagues,

On behalf of the SAR Leadership, it is my pleasure to invite your support and participation in the Annual Meeting of the Society of Abdominal Radiology. This meeting will take place February 27- March 4, 2022 at the Fairmont Scottsdale Princess, Scottsdale, AZ.

The Society of Abdominal Radiology (SAR) is the result of the merger of the Society of Gastrointestinal Radiologists (SGR) and the Society of Uroradiology (SUR) in 2013. The new society is one of the largest abdominal radiology societies in the world with over 1,450 members including a strong international contingent. Among the members are world recognized thought leaders who are at the forefront of research and innovation. Further, the membership includes many key decision makers including department chairs and executive members of RSNA, ARRS and the American Board of Radiology.

The annual meeting offers clinical instruction, comprehensive cutting-edge scientific sessions, new technologies, and up-to-date information on imaging and intervention of abdominal and pelvic diseases. As always, this meeting will attract many nationally renowned experts and subspecialty academic radiologists in the fields of GU and GI radiology. In addition, many general practicing radiologists from across the country attend the course to further their education in these fields.

Industry partners and technical exhibits continue to be an essential part of our meeting's success. Our table top exhibit package will allow you to build brand awareness, provide product education and make valuable new connections. New this year, SAR is offering a Virtual Exhibit in addition to your in-person exhibit to extend your reach to our virtual audience.

Thank you for your consideration of our request for participation, we look forward to receiving your commitment. If you have any questions, please contact Ryan O'Sullivan, [ryan@veritasamc.com](mailto:ryan@veritasamc.com) or 847-571-2920.

Kind Regards,

*Ryan O'Sullivan*

Ryan O'Sullivan  
Director, Industry Relations

## EXHIBITS & SPONSORSHIPS

### EXHIBIT SPACE RESERVATIONS

Companies wishing to exhibit must submit a completed form with method of payment indicated on the form. Exhibits provide an enhanced experience to participants and provide useful information about developments, products and services related to their interests and responsibilities. Products or services displayed must further the purpose of the meeting and provide an atmosphere conducive to exchanging information relevant to the clinical content of the conference.

### TABLE TOP EXHIBIT INCLUDES:

- Draped Table and 2 chairs
- 2 Exhibitor badges
- Company recognition on signage

### VIRTUAL EXHIBIT INCLUDES:

- Participate with a direct link to representatives
- Product videos and marketing collateral can be loaded to the booth
- Online lead generation and post meeting analytics

### WHY PARTICIPATE?

- Reach your target audience economically and time effectively
- Network with prominent clinicians and key decision makers
- Enjoy unopposed exhibit hall hours
- Take advantage of educational sessions and learn

### OPTIMIZE VISIBILITY WITH A PINNACLE, DIAMOND, PLATINUM, GOLD OR SILVER LEVEL SPONSORSHIP

Participation includes recognition on the Conference website, in social media and e-blasts. Please refer to Partnership Opportunities for a complete list of benefits.

### FOR MORE INFORMATION ABOUT EXHIBITS, SPONSORSHIPS, OR ADVERTISING OPPORTUNITIES TO SUPPORT SAR, PLEASE CONTACT:

**Ryan O'Sullivan** | Director of Industry Relations | Society of Abdominal Radiology  
1061 East Main Street, Suite 300, East Dundee, IL 60118  
W: 847-571-2920 | [ryan@veritasamc.com](mailto:ryan@veritasamc.com)

# SPONSORSHIP OPPORTUNITIES

**PINNACLE | \$50,000 and above choose one of the following:**

**Award Ceremony and Reception**

Highlight your commitment to abdominal radiology imaging. This prestigious sponsorship level offers companies the opportunity to sponsor the Award ceremony. Attendees will be able to network and acknowledge colleague's achievements.

**Custom Package**

Custom combination of sponsorship opportunities will be created for Pinnacle level recognition.

**YOUR PINNACLE LEVEL SPONSORSHIP INCLUDES:**

- Prime location of exhibit space
- "SAR Connect" -Enhance your opportunity to meet with SAR attendees; SAR staff will deliver your message to the attendee of your choice
- Company recognition on the SAR website
- Recognition on contributor support signage in the meeting pre-function space
- Company logo with link to company website in meeting app
- Six exhibitor badges for company representatives
- Invitation to the Welcome Reception for six company representatives

**DIAMOND | \$35,000**

**Lunch Symposium**

Highlight your product and your commitment to abdominal radiology imaging with a dedicated hour for your product specialist or guest speaker to present to our attendees. (Two available) Food and Beverage will be provided to attendees by SAR.

**YOUR DIAMOND LEVEL SPONSORSHIP INCLUDES:**

- Basic AV set up and Event Marketing to attendees and Event Marketing
- Prime location of exhibit space
- "SAR Connect"-Enhance your opportunity to meet SAR attendees; SAR staff will deliver your message to the attendee of your choice
- Company recognition on the SAR website
- Recognition on contributor support signage in the meeting pre-function space
- Company logo with link to company website in meeting app
- Six exhibitor badges for company representatives
- Invitation to the Welcome Reception for six company representatives

**PLATINUM | \$20,000 | Choose one of the following:**

**Welcome Reception**

One of the most visible ways to support SAR and showcase your product. The reception is held in the exhibit hall, showcase your company while the attendees' network with colleagues and visit the exhibits.

**Focus Group**

Unparalleled opportunity to gain insight! SAR will organize a group of subject matter experts to convene with your team on a topic of your choosing during the annual meeting.

**YOUR PLATINUM LEVEL SPONSORSHIP INCLUDES:**

- Prime location of exhibit space
- "SAR Connect" -Enhance your opportunity to meet SAR attendees; SAR staff will deliver your message to the attendee of your choice
- Company recognition on the SAR website
- Recognition on contributor support signage in the meeting pre-function space
- Company logo with link to company website in meeting app
- Five exhibitor badges for company representatives
- Invitation to the Welcome Reception for five company representatives

## SPONSORSHIP OPPORTUNITIES

### **GOLD | \$10,000 | Choose one of the following:**

#### **Internet Code**

Exclusive provider of Wi-Fi for the meeting. Your company name will be the official name of the Wi-Fi and your booth number will be the password. Company name and password will be displayed on signage and in the program book.

#### **Meeting App**

Make a lasting impression on attendees by sponsoring the app that houses all materials for the meeting, allowing your banner ad to be viewed by all attendees.

#### **Early Career Committee Event**

A unique opportunity to connect with young radiologists by sponsoring this educational and networking event gearing for professionals in their early career.

#### **YOUR GOLD SPONSORSHIP INCLUDES:**

- Prime location of exhibit space
- “SAR Connect” -Enhance your opportunity to meet SAR attendees; SAR staff will deliver your message to the attendee of your choice
- Company recognition on the SAR website
- Recognition on contributor support signage in the meeting pre-function space
- Company logo with link to company website in meeting app
- Four exhibitor badges for company representatives
- Invitation to the Welcome Reception for four company representatives

### **SILVER | \$7,500 | Choose one of the following:**

#### **Coffee Break**

Help provide attendees with an AM or PM jolt by sponsoring the coffee breaks during the annual meeting.

#### **Lanyard**

Your corporate logo will be displayed on conference badge lanyards given to all attendees and your organization will be acknowledged in the meeting program

#### **YOUR SILVER SPONSORSHIP INCLUDES:**

- Prime location of exhibit space
- “SAR Connect” -Enhance your opportunity to meet SAR attendees; SAR staff will deliver your message to the attendee of your choice
- Company recognition on the SAR website
- Recognition on contributor support signage in the meeting pre-function space
- Company logo with link to company website in meeting app
- Three exhibitor badges for company representatives
- Invitation to the Welcome Reception for three company representatives

### **BASIC EXHIBITOR PACKAGE | \$4,000 | Includes Table Top Exhibit and Virtual Exhibit**

#### **YOUR TABLE TOP EXHIBIT INCLUDES:**

- Exhibit space (No floor standing signage or equipment allowed)
- “SAR Connect” -Enhance your opportunity to meet with the SAR attendees; SAR staff will deliver your message to an attendee of your choice
- Company recognition on SAR website
- Recognition on contributor support signage in meeting prefunction space
- Company logo with link to company website in meeting app
- Two exhibitor badges for company representatives
- Invitation to the Welcome Reception for two company representatives

#### **YOUR VIRTUAL EXHIBIT INCLUDES:**

- Participate with a direct link to representatives
- Product videos and Marketing collateral can be loaded to the booth
- On-line lead generation and post meeting analytics

## EXHIBIT REGISTRATION & INVOICE FORM

Contact Name \_\_\_\_\_

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

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_

### SPONSORSHIP OPTIONS

- PINNACLE** (\$50,000+)
  - Award Ceremony and Reception
  - Custom Package
  - Six Exhibitor Badges
- DIAMOND** (\$35,000)
  - Lunch Symposium
  - Six Exhibitor Badges
- PLATINUM** (\$20,000)
  - Welcome Reception or  Focus Group
  - Five Exhibitor Badges
- GOLD** (\$10,000)
  - Internet Code or  Meeting App
  - or  Early Career Event
  - Four Exhibitor Badges
- SILVER** (\$7,500)
  - Coffee Breaks or  Lanyards
  - Three Exhibitor Badges
- BASIC EXHIBITOR PACKAGE** (\$4,000)
  - Table Top and Virtual Booth
  - Two Exhibitor Badges

REPRESENTATIVE NAME (FIRST, LAST)	TITLE	EMAIL ADDRESS	PHONE

### PAYMENT INFORMATION

Please select your preferred method of payment:

- Credit Card: a member of our accounting team will contact you directly
- Check payable to: Society of Abdominal Radiology (in US dollars on a US bank) Tax ID # 80-0783088  
Mail to: 1061 East Main Street, Suite 300, East Dundee, IL 60118
- Please Invoice Me

Return this completed Registration Form to Ryan O'Sullivan

Email: ryan@veritasamc.com

Mail: Veritas Association Management, 1061 East Main Street, Suite 300, East Dundee, IL 60118