Technical Exhibits Committee

Background and Function

The participation and contributions by exhibiting companies to the educational program of the Annual Meeting and to the Society are critical to continued success of the meeting. With the introduction of corporate-sponsored How-To sessions, funding for Technical Exhibit space rental has shown marginal growth and, in some years, has declined. The prospect of having a more “captive audience” in the How-To session arena has caused these same companies to reduce, or totally eliminate, technical booth space.

The Technical Exhibition held during the Annual Meeting provides a forum for companies representing products and/or services related to the practice or teaching of radiology, to interact directly with neuroradiologists. Attendees can learn about the latest available devices and equipment, while corporate exhibitors are provided an area to showcase their services and/or product line in a cordial and professional environment.

The Technical Exhibits Chair and committee members, in conjunction with the Program Chair and Headquarters Staff, oversees the entire commercial program, including the development and enforcement of policies and procedures.

Guidelines and Logistics

Specific guidelines have been instituted to fairly govern the participation of commercial companies. Interpretation and implementation of the policies are the responsibility of the Technical Exhibits Committee Chair, in conjunction with the Program Chair and Headquarters Staff. These guidelines/policies were developed to protect the educational objectives and needs of the Society and its exhibitors, and in addition, to protect exhibitors from unfair and unauthorized competition.

Exhibit Guidelines:

All products and services to be exhibited must be directly related to the science or practice or teaching of neuroradiology.

Exhibitors’ display must include only products or services manufactured or distributed by them, and other companies cannot share space.

All applications to exhibit must be accompanied by a complete description of the products and/or services to be exhibited. Some type of promotional/informational brochure typically serves this purpose.

Equitable booth assignments shall be made by the Headquarters Office (as approved by the Director of Scientific Meetings), and are also subject to approval by the Technical Exhibits Committee Chair. Booth assignments are based on a historical point system, history points, housing block usage, and date and sponsorship points.

Exhibit space rental rates are established by the Headquarters Office in consultation with the Executive Director, and with approval of the Technical Exhibits Committee Chair and Executive Committee. Rates are determined in accordance with current market rates for comparable meetings to ASNR (such as RSNA), and with sensitivity to the needs of developing companies and reduced rates for publishers/book sellers.

The Rules and Regulations that govern exhibitors must be reviewed and printed annually with the annual printing of the Technical Exhibition Prospectus.
Technical Exhibits should remain on display, and open according to the approved schedule. *(Setup and Display times may vary according to Exhibit Hall accessibility and scientific program composition).*

Headquarters Staff will determine placement of exhibit booths based upon exhibitor preferences, time of receipt of exhibit application, exhibit history and “point system,” booth size/configuration. (N/A with new ACCME rules – 2011)

The Technical Exhibits Committee should approve the final floor plan, as submitted and recommended by Headquarters Staff.

Headquarters Staff, in conjunction with the Technical Exhibits Committee Chair (or his/her committee member designee), should be present to oversee the setup of the displays at the meeting site. It is the responsibility of each exhibiting company to transport, setup, and dismantle their exhibit, and abide by the Rules & Regulations pertaining to such. Many exhibiting companies elect to assign a private Exhibitor Appointed Contractor (EAC) to set up their booth. For security and liability reasons, if a company elects to have an EAC, written notification of such, accompanied by a Certificate of Insurance, must be received by the Headquarters Office approximately 6 weeks prior to the Annual Meeting.

The Headquarters Office will have online access to Service Kits to all exhibiting companies approximately 2 months prior to the meeting, including instructions for shipping and setting up the exhibit booth, service provider forms, and miscellaneous other meetings-related documents including Rules & Regulations of the exhibit hall.

Exhibiting companies making significant contributions to the Society (Annual Meeting) are awarded plaques of recognition/gratitude by the Society. The Commercial Relations and Technical Exhibits Committee Chairs, President, and Executive Director award these plaques throughout the week at each exhibitor’s booth, or at other appropriate times, as determined by the Executive Director and other key leaders and volunteers.

**Composition**

Chair, Vice-Chair, and a minimum of 10 members. *(Committee size should remain large enough to guarantee an adequate “pool” of committee members from which to assign marketing/PR efforts during RSNA and the Annual Meeting, in order to establish contacts/leads, and conduct cold calls. Members should provide input and recommendations on the development and production of the Technical Exhibition Prospectus. Committee members are especially necessary on-site during the Annual Meeting to promote PR/goodwill to existing exhibitors, and also provide assistance during setup, operation, and dismantle, in conjunction with Headquarters Staff. Note: Not all committee members will attend the meeting.)*

**Tenure**

*Committee Chair and Vice-Chair*

Chair is appointed by the President for a term of three years, and should recommend a Vice-Chair from among committee members to serve during his/her third year as Chair. The Vice-Chair succeeds to the position of Chair, after serving his/her one-year term as Vice-Chair.

*Committee Members*

Committee members should each serve a minimum of two years. Expertise in interventional Neuroradiology should be recruited for the committee.
Responsibilities

Committee Chair (Also serves as a member of the Commercial Relations Committee)
♦ To coordinate with the Commercial Relations Committee to encourage overall vendor participation in the Annual Meeting.

♦ To recommend/select members of the Technical Exhibits Committee, which the President then appoints.

♦ To initiate innovations relating to Technical Exhibits (i.e. schedule, prospects, etc.).

♦ To approve final floor plan of Technical Exhibits, based upon company preferences, flow, overall logistics, budget, facility fire/other codes, and Headquarters Staff recommendations.

♦ To network/visit with Technical Exhibitors on-site in order to obtain their level of satisfaction/dissatisfaction, and to solicit any other relevant feedback to better enhance the Technical Exhibits area.

♦ To approve all written communications between Headquarters Office and Committee Members and Technical Exhibitors, and review and approve Technical Exhibitor Prospectus in conjunction with the Headquarters Staff and Committee Members.

♦ To provide on-site support to Headquarters Staff in the setup, operation, and dismantle of Technical Exhibits.

♦ To maintain regular contact with Technical Exhibits Committee Members, Program Committee Chair, and Headquarters Staff.

Committee Members
♦ To recommend innovations relating to Technical Exhibits, and suggest prospective corporate participants to Chair.

♦ To determine/approve Technical Exhibitor policy, in conjunction with Program Chair and Headquarters Staff.

♦ To rule on the acceptability of products and/or services for display on the exhibit floor.

♦ To review/approve Technical Exhibits Prospectus, in conjunction with Headquarters Staff.

♦ To provide on-site support to Headquarters Staff in the setup, operation, and dismantle of Technical Exhibits, as directed by Chair.

Accountability

Technical Exhibits Committee Chair reports directly to the Commercial Relations Committee Chair, and indirectly to the Program Committee Chair, with support from the Director of Scientific Meetings.

Technical Exhibits Committee Members report directly to Technical Exhibits Committee Chair.

Primary Goals
♦ To investigate mechanisms by which increased support from existing exhibiting companies and new participation from non-exhibiting companies can be encouraged.

♦ To arrange a schedule whereby each of the Technical Exhibitors is visited by a member(s) or staff member of the committee to encourage continued support, and to solicit feedback relating to existing practices and complete individual evaluations for each exhibiting company.
♦ To assist Headquarters Staff in maintaining the “point system” for assigning exhibit space, in an effort to make the process less complex, and somewhat more objective in nature.

**Continuing Goals**
♦ To continue collaborating and foster a joint (cooperative) working relationship with the Commercial Relations Committee (Chair), in an effort to secure support for the Society, both in general contributions and exhibit sales.

♦ To continue developing dialogue for improving exhibits by continuing to discuss these matters with Technical Exhibitors and at committee meetings.

♦ To determine new program options for the ASNR Technical Exhibition, such as: varying show hours, social programming options in the hall, and continuing to provide new approaches to increase exposure for the exhibitors.