Introducing...

ASNR
Partner Participation Program

2017-2018
PARTNER PARTICIPATION PROGRAM (P3) ADDS

- FLEXIBILITY
- NEW BENEFITS
- YEAR-ROUND VISIBILITY
Let’s Partner!

**ASNR is...**

The largest neuroradiology association in the world, representing more than 5,300 members.

As the pace of change in health care, and radiology in particular, accelerates, ASNR represents a reliable, stable resource through which neuroradiologists sustain their practices and adopt new knowledge and techniques. ASNR’s corporate partners are a major source of technological innovation, and the close marriage of technology to clinical practice guarantees the success of both.

To foster these productive partnerships, ASNR is introducing our Partner Participation Program (P3) to help your organization work closely with members and promote products and services that enhance neuroradiology practices.

The theme of our 56th Annual Meeting is “Adding Value & Improving Healthcare.” It is a mission pursued by our members and our corporate partners. Please consider joining with the ASNR to help educate ASNR members and raise their awareness of the state of the art in neuroradiology.

Among the new opportunities highlighted in this brochure are:

- Member Focus Group at Annual Meeting
- Surveys of ASNR members
- ‘Lightning’ How-To Session at Annual Meeting
- Sponsorships of High-Profile Meeting Areas
- *Neurographics* and other web sponsorships

Please feel free to contact us at any time to discuss your needs in working with our membership. We are here to help forge strong partnerships for our common future.

Sincerely,

Jacqueline A. Bello, MD, FACP
ASNR President

Mary Beth Hepp, MBA
ASNR Executive Director
WHAT IS P3?

The American Society of Neuroradiology represents more than 5,300 professional members throughout the United States and abroad. These professionals represent top leaders, researchers and clinicians in the field, who are advancing neuroradiology through the application of innovative technologies and development of new techniques. Choose the best opportunities from this brochure to put your company’s products at the forefront of consideration by these influencers!

ASNR has tailored a new Partner Participation Program (P3) to recognize companies of all sizes and budgets for their involvement in the ASNR. These benefits will extend the reach of your message beyond the ASNR Annual Meeting and create year-round connection.

The hallmark of ASNR’s Partner Participation Program (P3) is flexibility. Simply choose from the ASNR sponsorship vehicles that match your own company’s goals, and once you reach the spending level defined below, you will receive the additional partner benefits listed in the ASNR Partner Benefits table.

<table>
<thead>
<tr>
<th>ASNR Partner Benefits</th>
<th>Affiliate Partner (Up to $15,000)</th>
<th>Collaborating Partner ($15,000-$40,000)</th>
<th>Sustaining Partner (&gt; $40,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Meeting recognition banners and signage*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Annual Meeting badge recognition ribbons</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Priority Points for Annual Meeting booth selection</td>
<td>4</td>
<td>20</td>
<td>50</td>
</tr>
<tr>
<td>Invitation to Annual Meeting receptions</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition on ASNR Annual Meeting Website*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo in printed Annual Meeting Guide</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>American Journal of Neuroradiology thank-you ad recognition*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>ASNR Corporate Partner web page recognition*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Partner VIP reception</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Product/Company profile in ASNR E-News</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Invitation to Presidents’ Appreciation Dinner at Annual Meeting</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Mention in Social Media Post (Facebook, Twitter, LinkedIn)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Rotating logo banner ad on Annual Meeting Mobile App</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>One-on-one ASNR executive strategy meeting</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary list (name/address) of Annual Meeting attendees</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Journal of Neuroradiology corporate subscription</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Survey of ASNR membership</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

* Prominence of acknowledgment corresponds to partner level.
**CHOOSE YOUR OPTIONS...**

Choose from our many partnership opportunities to promote your company and brands. All corporate partners receive Affiliate Partner benefits. Spending of $15,000 or more qualifies you for Collaborating Partner benefits, and exceeding $40,000 qualifies you for Sustaining Partner benefits.

### P3 Marketing Opportunities 2017-2018

<table>
<thead>
<tr>
<th>ASNR Individual Sponsorship Items</th>
<th>Pricing</th>
<th>Exclusivity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>YEAR-ROUND OPPORTUNITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neurographics Site Sponsorship (1 year, 6 issues)</td>
<td>$30,000</td>
<td>✓</td>
</tr>
<tr>
<td>Survey of ASNR membership (up to 5 questions / 10 clicks)</td>
<td>$7,500</td>
<td></td>
</tr>
<tr>
<td>Neurographics Site Sponsorship (one issue; two months)</td>
<td>$6,000</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsorship of ASNR Resident or Fellow Portal</td>
<td>$2,500</td>
<td>✓</td>
</tr>
<tr>
<td><strong>ANNUAL MEETING OPPORTUNITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>How-To Session at Annual Meeting</td>
<td>$40,000</td>
<td>✓</td>
</tr>
<tr>
<td>“DIY” Special session room (may hold third party accredited sessions)</td>
<td>$20,000</td>
<td></td>
</tr>
<tr>
<td>Study Group Sponsorship and Participation</td>
<td>Custom</td>
<td>✓</td>
</tr>
<tr>
<td>Annual Meeting Wifi Network sponsorship (password naming)</td>
<td>$12,500</td>
<td>✓</td>
</tr>
<tr>
<td>Opening reception sponsorship</td>
<td>$10,000</td>
<td>✓</td>
</tr>
<tr>
<td>How-To &quot;Lightning&quot; presentation (8-minute)</td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>Annual Meeting Room Key sponsorship</td>
<td>$7,500</td>
<td>✓</td>
</tr>
<tr>
<td>Case of the Day program sponsorship</td>
<td>$7,500</td>
<td>✓</td>
</tr>
<tr>
<td>Member Focus Group at ASNR Annual Meeting</td>
<td>$7,500</td>
<td></td>
</tr>
<tr>
<td>e-Access Center sponsorship</td>
<td>$5,000</td>
<td>✓</td>
</tr>
<tr>
<td>Foundation Donor Lounge and Goodie Bag sponsorship</td>
<td>$5,000</td>
<td>✓</td>
</tr>
<tr>
<td>Program Directors lunch or breakfast sponsorship</td>
<td>$3,000</td>
<td></td>
</tr>
<tr>
<td>Young Professionals Lounge sponsorship</td>
<td>$2,500</td>
<td>✓</td>
</tr>
</tbody>
</table>
ANNUAL MEETING OPPORTUNITIES

The American Society of Neuroradiology and The Foundation of the ASNR invite you to participate as an advertiser, exhibitor, and corporate partner for the ASNR 56th Annual Meeting, June 2-7, 2018 in Vancouver, Canada. The Annual Meeting attracts 1,600-1,800 neuroradiologists and allied professionals with buying power and influence over purchasing decisions.

ANNUAL MEETING EDUCATIONAL OPPORTUNITIES

How-To Sessions

NEW! Optimum programming time slots: 9 am, 50-minute sessions with no concurrent/competing sessions scheduled (5 opportunities available)

$40,000

You are invited to develop a 50-minute educational session on a clinical topic of interest. The sessions are held during the Annual Meeting. Your company’s How-To Session will be listed on the ASNR website prior to the meeting, promoted via email campaign and social media, and featured in the Annual Meeting Guide and Mobile Meeting App. ASNR will provide recognition ribbons for all company representatives at the ASNR 56th Annual Meeting and prominent display of your company’s name/logo on signage outside the How-To Session. In addition to the live session, a webcast of your session will be presented post-meeting via the ASNR website (contingent upon your presenter’s consent) and promoted via email campaign. CME credit hours are not granted for How-To Session programming.
Do-it-Yourself (DIY) Educational Breakout Session
$20,000, 50-min session; Room capacity: 120
Do you have your own program content that you’d like to present concurrently with the ASNR Annual Meeting? You’ll have access to a large and engaged audience by hosting your program at the ASNR Annual Meeting venue. While not part of the official program, ASNR will promote your event to all attendees and provide assistance with room equipment and setup. This arrangement affords your company additional flexibility to accredit material with third-party CME providers.

ASNR Study Group Sponsorship (Custom)
ASNR Study Groups provide a forum for members with common interests in an emerging research/practice area to share information and network. Current groups are devoted to (1) Vessel Wall Imaging, (2) Imaging Genomics, and (3) Functional and Diffusion MRI. This unique venue allows companies active in new R&D efforts to work closely with key researchers and practitioners to share information on the challenges and opportunities posed by emerging areas of practices. Work directly with ASNR to develop a level of participation that meets your company’s individual goals.

“Lightning” How-To Session
$10,000
Companies that wish to produce focused, educational “How-To” lectures now have a unique, new format for inclusion in the ASNR Annual Meeting program. Partners are free to select the topics and speakers for these eight-minute non-CME lectures. Topics can cover innovative uses of new and existing technologies and may include specific company/product mentions. Strict time limits will be enforced, as this session will present up to 5 eight-minute lectures.

ASNR Case of the Day Program Sponsorship
$7,500
ASNR Case of the Day is a popular program component that engages meeting attendees through a series of challenging cases. Six cases in different practice areas are presented each Monday, Tuesday and Wednesday of the Annual Meeting, and attendees submit their answers for chances to win prizes (including free registration for the following year’s Annual Meeting). Have your company associated with this social, fun and educational programming. Corporate sponsors will receive recognition in numerous meeting materials, with mentions of Case of the Day including (“sponsored by [Partner]”). Signage in this well-trafficked area will also acknowledge your contribution.

ANNUAL MEETING NETWORKING OPPORTUNITIES

Annual Meeting Wifi Network Sponsorship
$12,500
Have your company name on the tip of everyone’s tongue, as they login to our ASNR/partner cobranded wifi network. With the constant stream of online activity at the Annual Meeting, your branding will prominently reach most attendees by sponsoring their free wifi access. Recognition of your sponsorship will be prominently included in all wifi network references in program materials (“ASNR wifi, sponsored by [Partner]”), as well as in the network name.
**ASNR Opening Reception Sponsorship**  
$10,000
The ASNR Opening Reception is the Annual Meeting’s most prominent social event, attracting most attendees. The reception includes light food, beverages and entertainment in the exhibit hall setting. The Opening Reception sponsor will benefit from widespread acknowledgements in program materials, emails, and onsite signage.

**Member Focus Group at ASNR Annual Meeting**  
$7,500
With an ASNR-endorsed Member Focus Group at the 56th Annual Meeting, your product teams will have direct access to neuroradiologists to learn their opinions on current issues in technology and practice. Assemble a cross section of your users for a discussion about how to move your products forward, and learn about new areas for future development. ASNR will provide a meeting room and signage, as well as send one email message on behalf of company for participant recruitment.

**Hotel Room Key Cards**  
$7,500
Customized room key cards issued to all registered ASNR attendees at the Pan Pacific and Fairmont Waterfront Hotels will serve as a daily reminder of sponsor identity. Keys may be customized with logos, product artwork and/or messaging.

**e-Access Center Sponsorship**  
$5,000
ASNR’s e-Access Center is open throughout the duration of the Annual Meeting, offering attendees a convenient place to enter their CME credits, check email or conduct other work on available computers. Your support of this valued offering will be acknowledged in program materials (“ASNR e-Access Center, sponsored by [Partner]”) and displayed via meeting room signage.
Foundation Donor Lounge and Goodie Bag Sponsorship

$5,000

The Foundation of the ASNR Donor Lounge is a hub of activity. Lounge access is a perk for our engaged donors, and the space also hosts Foundation fundraising efforts. Your contribution will include items included in the “goodie bags” given to donors. You may also include your own branded goodies in the bags. Prominent in-room signage will acknowledge our sponsor.

Program Directors Luncheon or Breakfast

$3,000

ASNR Program Directors are among the neuroradiology's most influential leaders, responsible for training the next generation of neuroradiologists. ASNR's annual Program Directors meeting recognizes their contributions and provides them with a valuable networking venue. Your sponsorship will be recognized in meeting program materials, as well as on room signage.

Young Professionals Lounge Sponsorship

$2,500

This area provides a “home base” where young professionals can network and share knowledge and experiences throughout the meeting. Your sponsorship of the Young Professionals Lounge (which welcomes fellows, residents, medical students and neuroradiologists in their first three years of practice) will be acknowledged via prominent signage in the Lounge. Meeting materials will reference the “Young Professionals Lounge, sponsored by (Partner)”.
YEAR-ROUND OPPORTUNITIES

Neurographics EXCLUSIVE SPONSORSHIP
$30,000 full-year exclusive; $6,000 per issue (two-month duration)
Your company’s custom branding will be prominently placed on the home page of Neurographics and seen by 40,000 unique annual readers of ASNR’s popular online educational journal. Exclusive sponsorship of this highly valued publication is available. Published six times per year at neurographics.org, this resource is freely available to all neuroradiologists and offers free CME credit to ASNR members (3,500 CME hours awarded in the past year). Neurographics focuses on review articles for practicing neuroradiologists, along with select case reports. Sponsorship is available annually or in two-month increments.

SURVEY OF ASNR MEMBERSHIP
$7,500
Reach out to ASNR’s 5,300 members for their opinions. A wealth of knowledge and data is at your fingertips. ASNR offers the opportunity to send an online survey to its members on a range of neuroradiology topics relevant to your company. A single mailing and up to two reminders may be sent through ASNR. ASNR branding on the survey mailing can boost the response rate. ASNR or our corporate partner may create and host the survey instrument.

SPONSORSHIP OF ASNR WEBSITE RESIDENT OR FELLOW PORTAL
$2,500
Do you want to target neuroradiologists at the beginning of their careers? Neuroradiology fellows and residents frequent their respective portals on the ASNR website. Your prominent banner on one of these portals will create a strong first impression and elevates your brand.
ASNR MEMBERSHIP AT A GLANCE

ASNR is a unique fellowship of more than 5,300 radiologists, imaging scientists and individuals dedicated to the advancement of neuroradiology.

PRACTICE SETTING

- Academic Institution—44%
- Community Hospital—37%
- Free-Standing Imaging Center—10%
- Government/Military—6%
- Other—3%

PRIMARY AREAS OF PRACTICE

- Neuroradiology—90%
- Head & Neck Neuroradiology—50%
- Diagnostic Radiology—38%
- Pediatric Neuroradiology—24%
- Interventional Neuroradiology—16%
- Functional Neuroradiology—12%
- Other—4%
ASNR: OUR REACH BY THE NUMBERS

40,000
Unique annual visitors to Neurographics website

7.5 Million
Annual downloads of AJNR articles

19,833
Combined AJNR and ASNR Facebook followers

5,300
ASNR Members

1,700-2,100
Annual Meeting Registrants

4,511
Combined AJNR and ASNR Twitter followers

PAST ASNR SPONSORS AND EXHIBITORS

Accriva Diagnostics
American College of Radiology
AprioMed, Inc.
Bayer
Benvoney Medical, Inc.
Bracco Diagnostics Inc.
Brainlab, Inc.
Control Medical - Distal Access
CorTechs Labs, Inc.
Elsevier, Inc.
Fluid Biomaging Inc.
GE Healthcare
Guerbet LLC
Hitachi Medical Systems America, Inc.
Iconometrix
Imaging Biometrics, LLC
Inlab Corporation
Invivo Corporation
ISchemaviewRAPID
Laurane Medical
Medtronic
MicroVention, Inc.
NordicNeuroLab
Novarad
Nucleust Health
Olea Medical
Phillips Healthcare
Prism Clinical Imaging, Inc.
Radiology Partners
Sheridan Healthcare
Siemens Healthineers
Stryker
Syntervention, Inc.
TeraRecon
Toshiba America Medical Systems, Inc.
UBS Financial Services Inc
VasSol, Inc.
Vital Images
vRad

VANCOUVER 2018
HTTP://2018.ASNR.ORG