



2015 Exhibiting and Sponsorship Opportunities

WMIC 2015 Annual Congress
September 2—5, 2015
Honolulu, Hawaii

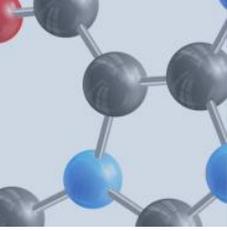


Aloha



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Welcome

Dear Exhibitors and Sponsors:

It is with great excitement that we invite your company to participate in the Eighth Annual **World Molecular Imaging Congress 2015 (WMIC 2015)** as an exhibitor and/or sponsor at this international event.

The **WMIC 2015** will be held **September 2 – 5** and will build upon the success of the past seven World Molecular Imaging Congresses held in France, Canada, Japan, California, Ireland, Georgia and most recently in Seoul, Korea. The WMIC name was created in order to recognize our efforts of bringing together a global Program Committee composition and the diverse nationalities of our attendees.

Our goal is to create a comprehensive program which integrates developments in imaging technologies and molecular imaging agents with applications for drug development, basic science investigations, and clinical translation. The result is an ideal forum, assembling the top minds in the field of molecular imaging today, in one location. We also look forward to working with other societies who will make valuable contributions to the program including the American Association of Physicists in Medicine (AAPM), the International Society for Magnetic Resonance in Medicine (ISMRM), the Radiological Society of North America (RSNA) and the Society of Nuclear Medicine and Molecular Imaging (SNMMI).

Industry exhibits will include the latest advances in preclinical and clinical imaging applications to create a "one-stop" molecular imaging educational technology showcase. The WMIC will bring together technically distinct and separate research communities that have a shared vision in the molecular imaging sciences. We expect the attendance for the WMIC to include participants from around the world. We have sponsorship and advertising opportunities this year that are sure to provide greater exposure and longer lasting visibility for your company.

Don't miss the opportunity to advertise on our website, exhibit or become a sponsor and communicate your company's message directly to your targeted audiences. We have developed a new, comprehensive website to keep you and the attendees informed of the many facets of this exciting event. Exhibitors, advertisers and sponsors will be highlighted on our website.

Thank you for your consideration and welcome to the WMIC 2015. We look forward to your support.

Sincerely yours, WMIC 2015 Steering Committee Members

Christopher Contag, Ph.D.

Stanford University, USA

Ren Shyan Liu, M.D., Ph.D.

National Yang-Ming University Medical School, Taiwan

Jack Hoppin, Ph.D.

invICRO, USA

H. Charles Manning, Ph.D.

Vanderbilt-Ingram Cancer Center, USA

Fabian Kiessling, M.D., Ph.D.

RWTH Aachen University, Germany

Anna Moore, Ph.D.

Massachusetts General Hospital/Harvard Medical School, USA

Jason Lewis, Ph.D.

Memorial Sloan-Kettering Cancer Center, USA

Bernd Pichler, Ph.D.

University of Tuebingen, Germany



2014 Exhibitors

Alpinion Medical Systems Co., Ltd

AMA Medical Inc

Aspect Imaging

Becquerel & Sievert Co Ltd

Best Cyclotron Systems

BioActs

Biospace Lab

Boo Kyung SM Co, Ltd

Bruker BioSpin Corp.

Chematech

Cubresa

Endra

FASMI

GeccoDots

Hawaii Convention Center

IBA SA

ImaginAB, Inc.

inviCRO

iThera Medical GmbH

LI-COR Biosciences

Mauna Kea Technologies

MediLumine Inc.

Mediso LTD

MILabs BV

Molecubes

MR Solutions

nanoPet Pharma GmbH

NeoScience

New Korea Industrial Co, Ltd

Pepric

PerkinElmer

PMOD Technologies Ltd.

Precision X-ray

RAPID Biomedical GmbH

raytest isotopenmessgerate GmbH

Sedecal

Shimadzu Corporation

Sofie Biosciences, Inc.

Spectral Instruments Imaging

S-Sharp Corporation

Tema Sinergie, S.p.A.

Trifoil Imaging

TSMI

UVP LLC

VisualSonics

Von Gahlen

Xstrahl LTD

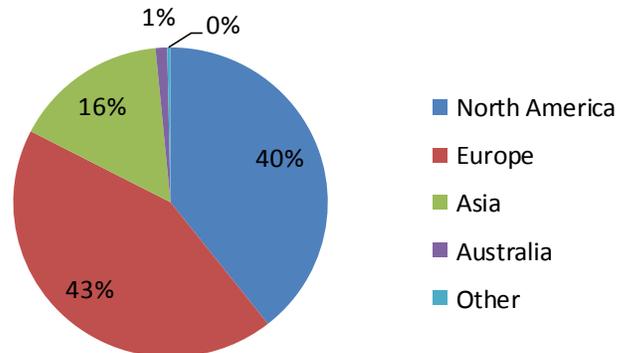
Who attends the WMIC

The WMIC Annual Meeting rotates between North America, Europe and Asia, and is education and abstract-driven, drawing thousands of attendees and abstract submitters, highly respected presenters and top industry representatives from around the world.

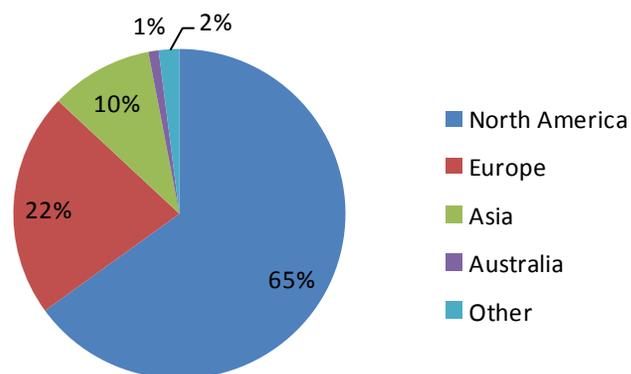
The WMIC Annual Meeting provides a distinctive platform for scientists and clinicians with diverse backgrounds to interact and present cutting-edge advances in molecular imaging. Industry exhibits include the latest advances in preclinical and clinical imaging applications to create a complete molecular imaging educational technology showcase.

The WMIC Annual Meeting draws the highest ratio of attendees from the region where it is taking place in any given year.

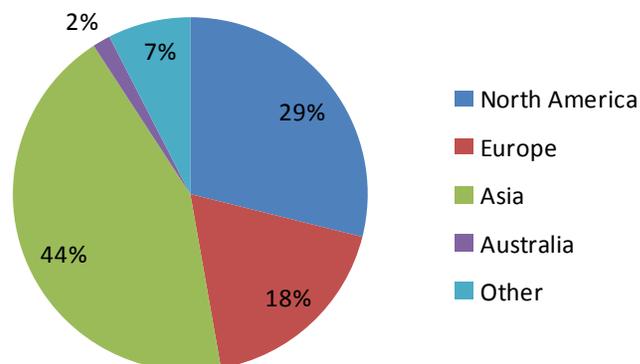
WMIC 2012- Dublin, Ireland



WMIC 2013- Georgia, USA



WMIC 2014- Seoul, Korea



CONFERENCE PROMOTION

The conference is listed in the “Meetings and Conferences” section of numerous professional societies’ websites such as RSNA, ISMRM and SNMMI among many others, on commercial sites such as Auntminnie.com and on government websites within the NIH. Calendar listings have been included in publications such as *Nature*, *Diagnostic Imaging*, *Radiology*, *Imaging Technology News* and *Medical Physics* as well.

EMAIL BLAST CAMPAIGN

We work with a variety of societies that help us to advertise the congress directly to their members. Last year, we worked with RSNA, SNMMI, IEEE, ISMRM, and other smaller meetings in order to wage a strategic marketing campaign of timely and periodic email blasts, newsletter articles and advertisements. We will be working to expand the list for this year’s meeting. This methodology provides for a constant flow of updated information on the WMIC Annual Meeting to these potential conference delegates.

PUBLIC RELATIONS

We maintain an active media contact list from newspaper dailies, industry trade publications and news magazines. Certain media contacts are targeted for customized outreach efforts in order to secure their involvement. Press releases go out on a regular basis as the program evolves and new information on keynote speakers, program sessions and topics are finalized. Media advisories are sent out closer to the actual conference event dates. As a result of our steady PR campaign, we enjoy local and global media coverage in publications such as *The Boston Globe* and *The Wall Street Journal* and in trade magazines such as *Molecular Imaging*, *Diagnostic Imaging*, *Imaging Technology News*, and *Health Imaging*, as well as coverage directly from the conference by Auntminnie.com.

TRADESHOWS/SCIENTIFIC CONFERENCES

The WMIC Annual meeting is promoted at the following tradeshow/scientific conferences: AACR, ESMI, FASMI, IEEE Medical Imaging, ISMRM, JSMI, RSNA, SNMMI and SPIE.

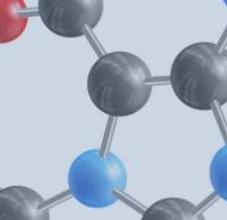
SOCIAL MEDIA

The WMIC Annual Meeting is promoted using the advanced features of social media technologies. The program will be promoted on Facebook and Twitter.

<http://www.facebook.com/pages/World-Molecular-Imaging-Society-Congress-WMIS-WMIC/132209076853229>

<https://twitter.com/WMISWMIC>





Sponsorship

To support the World Molecular Imaging Congress (WMIC) and the World Molecular Imaging Society (WMIS) as a whole, we offer our industry partners a variety of sponsorship opportunities. We have decreased the number of WMIC sessions that will carry CME credits for 2015 to allow for more participation and input from our industry partners. In addition, we now have several newly formed Interest Groups that you might be interested in sponsoring. We want your sponsorship to fit your needs, so if there is something that you would like to sponsor that you do not see in the pages that follow, please contact us and we will work with you.

Sponsorship Levels 2015

Platinum Sponsorship - \$50,000 or above

The Platinum sponsorship is the top level sponsorship for the WMIC. This puts your company's name and logo at the top of all sponsorship signage in the largest acknowledgement format. You will also receive recognition both on the website and in the program. For this sponsorship level, the WMIC will provide 200 priority points towards your booth placement in the Exhibit Hall, twelve floor decals with your company name and logo placed throughout the exhibit hall, and eight complimentary registrations valued at \$750 per registration. In addition, Platinum sponsors receive reduced industry workshop rates and top priority for timeslot allocation.

Gold Sponsorship - \$35,000

With the Gold sponsorship, your company's name and logo will appear on all sponsorship signage in the second largest acknowledgement format. You will also receive recognition both on the website and in the program. For this sponsorship level, the WMIC will provide 100 priority points towards your booth placement in the Exhibit Hall, eight floor decals with your company name and logo placed throughout the exhibit hall, and five complimentary registrations valued at \$750 per registration. In addition, Gold sponsors receive reduced industry workshop rates and second priority for timeslot allocation (should timeslots remain open).

Silver Sponsorship - \$25,000

With the Silver sponsorship, your company's name and logo will appear on all sponsorship signage in the third largest acknowledgement format. You will also receive recognition both on the website and in the program. For this sponsorship level, the WMIC will provide 50 priority points towards your booth placement in the Exhibit Hall, five floor decals with your company name and logo placed throughout the exhibit hall and three complimentary registrations valued at \$750 per registration. In addition, Silver sponsors receive reduced industry workshop rates and third priority for timeslot allocation (should timeslots remain open).

Bronze Sponsorship - \$15,000

With the Bronze sponsorship, your company's name and logo will appear on all sponsorship signage in the fourth largest acknowledgement format. You will also receive recognition both on the website and in the program. For this sponsorship level, the WMIC will provide 30 priority points towards your booth placement in the Exhibit Hall, three floor decals with your company name and logo placed throughout the exhibit hall and two complimentary registrations valued at \$750 per registration.

For more information or to take advantage of sponsorship opportunities, please contact Dova Levin at 310.215.9729 or dlevin@wmis.org.

Industry Workshops



Industry Workshops - \$18,000 (discounts for Platinum, Gold and Silver sponsors*)

Industry workshops continue to be a favorite for sponsors and attendees alike. To minimize competition for attendance, the WMIC 2015 schedule will offer only four workshop opportunities. Only one workshop presentation will be assigned per timeslot. These excellent opportunities for content-rich exposure to WMIC attendees will take place in the absence of material competition.

Available timeslots include breakfast or early evening schedules, with our major sponsors receiving priority access to timeslots as described in the Sponsorship Levels section. Food and beverage service is available for an additional charge.

Meeting room, standard AV equipment, advance registration, and notification in conference materials and on the website are included in the sponsorship fee. The sponsor is responsible for the content, invited speakers, and providing a one-page description for the program materials. The Industry Workshops will not be CME accredited.

The WMIC organizers expect that the Industry Workshops be science-oriented and not merely extensive sales presentations. WMIC reserves the right to refuse content that is not considered appropriate for the Congress.

*Platinum sponsors price is \$10,000; Gold sponsors price is \$13,000; Silver sponsors price is \$16,000

Available Times	Thursday, September 3	Friday, September 4	Saturday, September 5
Morning	1	1	1
Lunch	0	0	0
Early Evening	1	0	0

Sponsorship

ADVERTISING:

Conference Bags - \$10,000

Have your company name and logo on the conference bag that each delegate carries throughout the congress. This is a great way to be noticed. Combine this sponsorship with the lanyard sponsorship for maximum visibility. Your name and logo will be along side the WMIC name and logo on the conference bag. We will work with you to customize the artwork to your specifications.

Cyber Lounge and Recharging Station - \$10,000

Specially designed lounge in the Exhibit Hall featuring tables, chairs, and an electrical recharge station where attendees can refresh their battery operated devices while they get to know your company better. This is an exclusive sponsorship opportunity and will bear the name and logo of the sponsoring company. Sponsoring companies may also choose to locate their booth near the station for maximum access and effect.

Mobile App - \$8,000

The mobile app is hugely popular and a great way for attendees to view their itineraries and conference information. In 2015 we expect it will have more than 1000 downloads and more than 50,000 views. This is a dominant positioning opportunity to maximize brand awareness. Get your name and logo on the mobile app by taking this very exciting sponsorship.

Bag Inserts - \$7000 for a five to eight page bag insert or \$4000 for a one to four page bag insert

This is our most popular sponsorship opportunity. Bag inserts will be placed in the conference bags that are given to every attendee. WMIS must approve all final artwork before bag inserts are printed. The sponsor is responsible for the design, printing and shipping costs and for shipping directly to the convention center as identified in the Exhibitor Service Kit.

Floor Decals - \$4,000

Let the delegates know where you are. Display your name and booth number on these colorful floor decals in the Exhibit Hall and quickly drive more traffic to your booth. This sponsorship covers six floor decals.

Lanyards - \$4,000

Your company name printed on the lanyards which are given out to each delegate in their conference bag, for great visibility and awareness. Your company name will be worn by every attendee every day at the congress. Boost your visibility by combining the lanyard sponsorship with the conference bag sponsorship.

Notepads - \$4,000/Pens - \$4000 – or, a combined sponsorship of notepads and pens for \$6000

Print your company name and logo on notepads and/or pens for delegates to use during the congress and at their desk back home once the congress is over. A notepad and/or a pen will be put into each conference bag. The sponsor is responsible for the design, printing and shipping costs and for shipping directly to the convention center as identified in the Exhibitor Service Kit.

Hawaii Convention Center Signage Opportunities – Pricing varies

The Hawaii Convention Center has a number of advertising opportunities. Pricing will depend on the size of the advertising requested. Artwork to be provided by the company and the WMIC will be responsible for printing and installation. Pricing available upon request.

Web Advertising - please see page 12 for details.

Program Book Advertising - please call for pricing

Sponsorship

EVENTS

Gala - please call for pricing

We will be holding a closing reception in Hawaii to celebrate the congress and to show our appreciation to the attendees. Be a part of the festivities by hosting or sponsoring this event either as the sole sponsor or as a combined sponsor with another company. We expect to have local cultural entertainment that should be exciting for everyone. Contact Dova Levin at 310-215-9729 to discuss options that are available for this sponsorship. Signage and recognition will be provided.

Opening Reception - please call for pricing

The Opening Reception is held in the Exhibit Hall on Wednesday Night right after the Opening Ceremony. It's a great celebration where all of the attendees come to raise a glass, network and meet among the Industry Exhibits and kick off the congress. Sponsorship will be recognized on signage throughout the Exhibit Hall.

Fellows Forum - please call for pricing

Exhibit Hall Lunch - \$15,000

Sponsor lunch in the exhibit hall. This sponsorship is for one day of providing lunch to the attendees, and includes specific dynamic signage in the café area of the exhibit hall on that day.

Satellite Events – Cost per event \$2,000

Satellite events can be organized by WMIC industry partners and may include, but are not limited to: user meetings, social events, focus groups, committee meetings, hospitality functions, investigator's meetings and media events. These events are not eligible for CME credit offerings to attendees.

Any company submitting an application to hold a Satellite event must be an exhibitor or sponsor at the WMIC 2015. Satellite event applications can be found at <http://www.wmis.org/meetings/exhibiting-and-sponsorship/exhibitor-resources/>. For questions please contact Dova Levin at dlevin@wmis.org or 310-215-9729.

Interest Group Event - please call for pricing

WMIS Interest Groups are active at WMIC, coming together to discuss hot topics and plans for the future. Sponsor an Interest Group workshop, breakfast or other meeting at WMIC. Sponsorship includes recognition at the event.

Sponsorship

AWARDS:

Student Travel Awards – increments of \$1,000 up to \$50,000

Sponsor student travel awards. Every year the WMIS makes it our mission to assist students who submit abstracts and get high scores with their travel to the congress. With this sponsorship receive recognition on our signage, website and in the program book. This is a way to connect with the young people in the field and to help the WMIS fulfill our mission of education and creating a congress where new ideas are shared.

Young Investigator Award and Jorge Barrio Abstract Award for Best Clinical Translational Research Abstract - \$4,000 each

These two separate sponsorships will allow the sponsoring company to receive recognition in the program, through signage and through verbal acknowledgement at the sessions.

SESSIONS:

Sponsor a Session:

Plenary - \$10,000

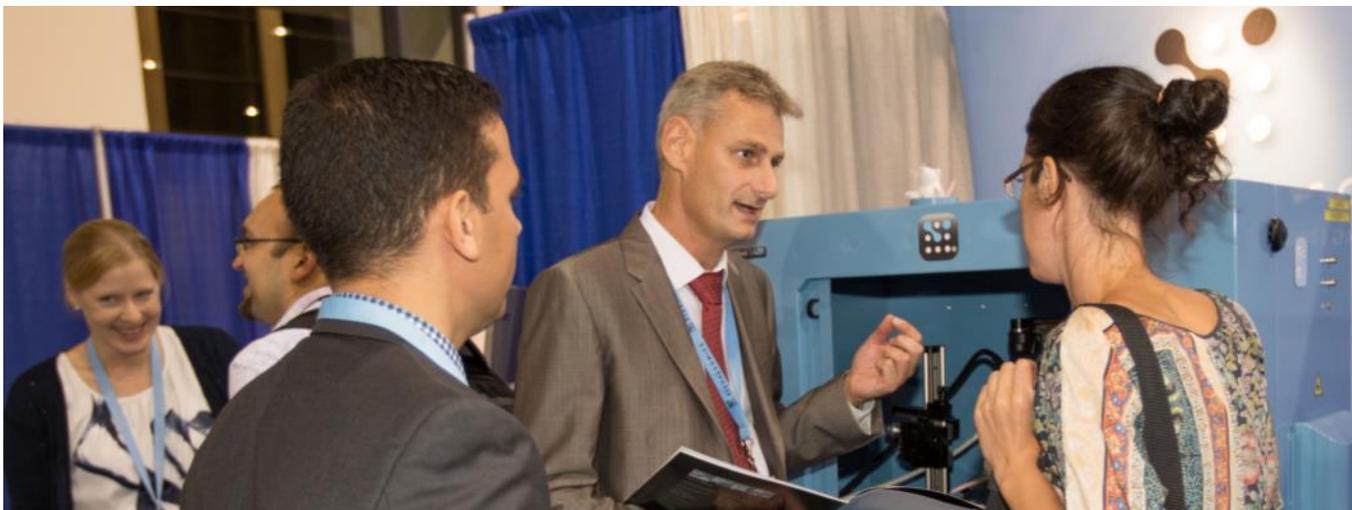
Panel Discussion Sponsorship - \$5,000

Spotlight Session - \$5,000

Sponsor a session! Get recognition in the program book, on our website and on signage in the convention center as well as on the mobile app as the industry sponsor of the session.

Poster Session sponsorship - \$10,000

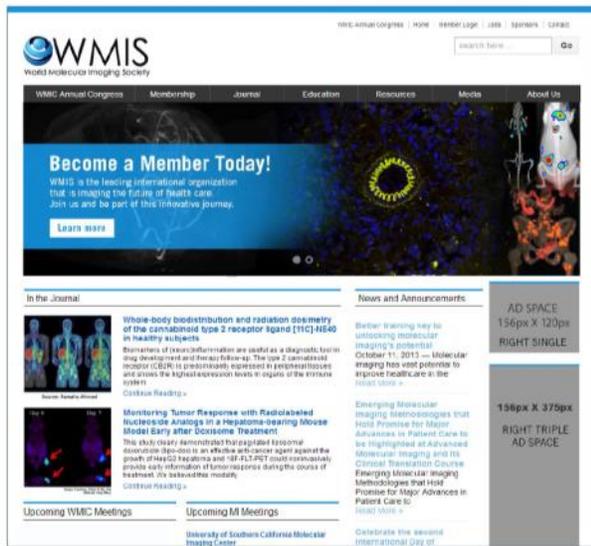
Be the exclusive sponsor of the poster sessions. Poster Awards will be given to the ten best posters submitted. This is a great way to reach the newest and brightest up and coming scientists in the field. The Poster Award winners will receive a cash prize and a certificate. Your company name and logo will appear on the award certificate as well as on signage and in our program book.



Web Advertising

WMIS Website

WMIS.org is the website for the World Molecular Imaging Society, featuring access to the Molecular Imaging and Biology Journal, the latest molecular imaging news, press, resources, education, funding and job opportunities.



WMIC 2015 Annual Meeting Website

WMIS.org contains the dedicated website for the World Molecular Imaging Congress Annual Meeting. Our international meeting draws thousands of attendees and abstract submitters, highly respected presenters and top industry representatives.



Specs: Your ad can be a static image linked to a URL, an animated GIF file, or a text ad with URL. Please set your ad up using the correct dimensions, below. Static ads should be created at 72dpi or higher in either .JPG or .PNG format. Animated GIF ads should be set up using the correct dimensions, below. The smaller the file size the less time it will take to load, but we can accept files up 10MB.

Position	Cost/Month
Leaderboard* (622px X 100px)	\$4,000
Right Single (156px X 120px)	\$1,500
Right Triple (156px X 375px)	\$2,500
Left Square* (142px X 142px)	\$1,500

For more information about advertising on the WMIS and WMIC Annual Meeting websites and for other sponsorship opportunities, please contact :

Dova Levin
dlevin@wmis.org
310-215-9729



* Leaderboard and Left Square ad space only available on the WMIC Annual Meeting section

An ad space may be shared by up to two advertisers during any given time period, and no more.

Ads will be set for an equal number of impressions and will not rotate except upon page refresh.



Important Dates

MARCH 12

- Point system begins

April 2

- Completed application and 50% deposit must be received for first-round space assignment consideration

APRIL 15

- Deadline for delivery of blueprints for approval of free-form booth designs

May 20

- Deadline for reduction/cancellation of exhibit space (partial refund)

June 1

- First-round space assignments made and invoices mailed
- Deadline for delivery of company description for the program book
- Exhibitor Service Kit available

June 25

- Final payment due for exhibit space
- Payment due for approved sponsorships

July 1

- Deadline for delivery of advertising materials for the conference program book

JULY 15

- EAC (Exhibitor-Appointed Contractor) authorization forms due
- Sponsorship requests due
- Certificate of Insurance due
- Deadline for delivery of workshop descriptions

August 3

- Exhibitor Badge Order form due
- Deadline for Satellite Event applications and space assignments

AUGUST 12

- Deadline to book hotel rooms at conference rates

SEPTEMBER 1

- Move-in starts at 08:00 and continues until 17:00

SEPTEMBER 2

- Move-in continues starting at 08:00 and ending at 13:00
- Technical Exhibits for the World Molecular Imaging Congress open at 17:30 for the Poster Sessions and Opening Night Reception (subject to change according to program schedule)

SEPTEMBER 5

- Move-out begins at 15:30 and must be completed by Midnight. (subject to change according to program schedule)

EXHIBIT HOURS

(subject to change due to program adjustments)

Wednesday, September 2	17:30 - 20:00
Thursday, September 3	09:30 - 17:00
Friday, September 4	09:30 - 17:00
Saturday, September 5	09:30 - 15:30

EXHIBITOR REGISTRATION AND INFORMATION HOURS

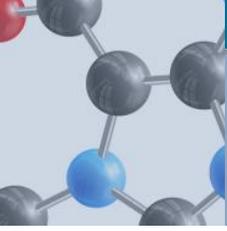
Tuesday, September 1	08:00 - 17:00
Wednesday, September 2	08:00 - 17:00
Thursday, September 3	08:00 - 17:00
Friday, September 4	08:00 - 17:00
Saturday, September 5	08:00 - 17:00

MOVE-IN DATES AND TIMES (times subject to change)

Tuesday, September 1	08:00 - 17:00
Wednesday, September 2	08:00 - 13:00

MOVE-OUT DATE AND TIMES

Saturday, September 5	15:30 - midnight
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Contacts

CONFERENCE MANAGEMENT

World Molecular Imaging Society

5839 Green Valley Circle, Suite 209

Culver City, CA 90230

310-215-9730

310-215-9731 (fax)

wmis@wmis.org

EXPOSITION MANAGEMENT

Dova Levin

310-215-9730

310-215-9731 (fax)

dlevin@wmis.org

OFFICIAL EXPOSITION CONTRACTOR

Ryan Yemm

Heritage Exposition Services

620 Shenandoah Ave.

St. Louis, MO 63104

800-360-4323

314-534-8050 (fax)

314-308-7615 (cell)

ryany@heritageexpo.com

www.heritageexpo.com

ACCOUNTING/BILLING CONTACT

Dova Levin

310-215-9729

310-215-9731 (fax)

dlevin@wmis.org

REGISTRATION CONTACT

Dova Levin

310-215-9729

310-215-9731 (fax)

dlevin@wmis.org

PROGRAM AND ABSTRACTS CONTACT

Andrea Diaz

310-215-9730

310-215-9731 (fax)

adiaz@wmis.org

HOUSING ISSUES

Please visit our website at <http://www.wmis.org/meetings/attending-the-conference/housing-travel/>.

HAWAII CONVENTION CENTER

Hawaii Convention Center

1801 Kalakaua Ave

Honolulu, HI 96815

<http://www.meethawaii.com/Hawaii-Convention-Center.aspx>

SPONSORSHIPS AND ADVERTISING CONTACT

Dova Levin

310-215-9729

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dlevin@wmis.org

ANCILLARY MEETINGS

Dova Levin

310-215-9729

310-215-9731 (fax)

dlevin@wmis.org

POSTERS

Andrea Diaz

310-215-9730

310-215-9731 (fax)

adiaz@wmis.org



Space Pricing & Assignment Process

Applying for Space

Complete and sign the application/ contract. Submit a 50% deposit along with an electronic version of a company description (100 words or less).

Exhibit Space Rental Rates

Floor space rate: \$4,000 USD per 100 square feet

Space Size: 10' x 10' (100 square feet) is the minimum size booth area available.

Larger booth areas are available in the following multiples of 100 square feet:

10' x 20' (200 square feet)

10' x 30' (300 square feet)

20' x 20' (400 square feet)

20' x 30' (600 square feet)

For any larger size booth, please contact the WMIS office.

Corners: Additional \$200 USD per corner for in-line booths.

Complimentary conference registrations are included in the space rate – the quantity offered is based on the size of the booth taken. Please see application for details.

Assignment of Space

WMIC has established a priority point system for booth space assignments. Points will be awarded based on the following criteria:

- Date Points – A maximum of 10 points will be given for returning the application and a 50% deposit by March 12, 2015. Each business day thereafter one point will be deducted until all 10 points have been exhausted. Applications received after March 26, 2015 will not receive any points in this category.
- Ten points will be given for each 100 square feet of exhibit space taken.
- Ten points will be given for each \$1,000 USD taken in sponsorships, including grant support but not advertising opportunities.
- Ten points will be given for each year that a company has exhibited with WMIC since 2008.

To maximize your assignment consideration, return your application by March 12.

A 50% deposit is due with the completed application, signed with a legally competent signature. Late applications will be assigned booth space on a first-come, first-serve basis. WMIC will assign all exhibit space and reserves the right to change the location of exhibit space at any time in the best interest of the exhibition.

After the application deadline, a floor plan will be devised arranging the available floor space to meet the space requests submitted by exhibitors. Exhibitor preferences for location near or away from other exhibiting companies will be taken into consideration in determining booth location, however such preferences indicated on the application form serve as guidance only and cannot be guaranteed.

Exhibitors that change the size of their exhibit space are not guaranteed the original location and are subject to relocation by WMIC.



Space Pricing & Assignment Process

Space Benefits

- 24 hour hall security
- 8' high back wall drapes
- 3' high side drapes
- One standard booth sign (7' x 44") for in-line booths
- Four full conference registrations per 100 square feet of exhibit space ordered
- Company listing with description in the official conference program book
- Company recognition on Exhibition Hall entryway signage

Booth Reduction or Cancellation

Reductions or cancellation of booth space must be requested in writing and received by WMIC no later than May 20, 2015. Exhibitors reducing booth space before this deadline will receive the appropriate reduction in booth cost/balance due. Exhibitors canceling by this deadline date will receive back all funds paid less a cancellation fee of \$300 USD. Exhibitors canceling after May 20, 2015 forfeit the full exhibit rental and are responsible for paying the remaining balance in full within 30 days of cancellation.



Rules and Regulations

1 : MEETING SCHEDULE

The World Molecular Imaging Congress 2015 commences on Wednesday, September 2 at 16:00 and adjourns on Saturday, September 5 at 17:00.

2 : EXHIBIT HOURS

The exhibits will be open to conference registrants and should be fully operational and staffed during the hours outlined below:

Wednesday, September 2	17:30 - 21:00	Opening Reception
Thursday, September 3	09:30 - 17:00	
Friday, September 4	09:30 - 17:00	
Saturday, September 5	09:30 - 15:30	

Since these times are subject to change, a reminder announcement with the times will be provided closer to the conference dates. If the closing time approaches and you need some additional time, for example if you have a customer in your booth, you can make a special request to the floor coordinator of the WMIC and we will be happy to keep the exhibition open for an extended time period.

3 : EXHIBITION LOCATION

The WMIC 2015 Technical Exhibition is taking place in Exhibit Hall 2 and 3. All scientific sessions, exhibits, and posters will take place in the Hawaii Convention Center, 1801 Kalakaua Ave, Honolulu, HI 96815.

4 : EXHIBIT INSTALLATION

Exhibit space may not be occupied by the exhibitor until all conditions as set forth in these Rules and Regulations are met. All power tools and equipment used in the installation of exhibits must be operated in compliance with safety guidelines, as prescribed by recognized authorities, for the protection of the operator and others working in the vicinity.

General setup for the WMIC 2015 will begin on Tuesday, September 1 at 08:00 and all exhibits must be fully operational by 13:00 on Wednesday, September 2 (times subject to change). Before or after this time, no installation work will be allowed without special permission from WMIC.

Exhibitors that may require additional time to construct their displays may contact Show Management regarding the possibility of moving in earlier by appointment.

No one under 18 years old is permitted in the exhibit hall during installation or dismantle hours.

5 : DISMANTLING/EXHIBIT REMOVAL

All dismantling of exhibits must be done during the times indicated for move-out. No exhibit can be dismantled prior to the official closing time. It is the responsibility of the exhibitor to remove all materials from the exhibit hall by the specified deadline. Failure to remove exhibit will result in removal arranged by WMIC at the exhibitor's expense.

Dismantle for the WMIC 2015 begins at 15:30 on Saturday, September 5 and must be completed by midnight.



Rules and Regulations

6 : EXHIBIT DESIGN/CONSTRUCTION

A. General Requirements

All exhibits must conform to and enhance the professional, educational and instructional atmosphere of the conference. Exposed parts of any display must be finished so as not to be objectionable to other exhibitors or to WMIC. Exhibitors must provide, at their expense, appropriate display stands, components, furniture and floor covering (if the existing carpeting is not desired) as required. Exhibitors may not hang their signs or attach any part of their exhibit to the conference center structure. Hanging signs are permitted with permission from the WMIS. For any exhibitors displaying any unusually large, oversized and/or heavy weight equipment, please contact Show Management and/or Heritage Exposition Services to ensure accessibility in and out of the exhibit area.

B. In-Line Exhibits

(10 feet x 10 feet or multiples thereof)

The minimum space is 10' x 10'. The back five feet of the rented space may be occupied up to a height of 8'. The front five feet of the rented space may be occupied from the floor up to a height of 4'. Equipment may exceed the 4' front height limit, but may not be higher than 8', and must be placed so as not to block the view or impede the sight lines of adjacent exhibits.

C. Free-Form Exhibits (Islands)

WMIC will consider free-form designs and their effect on surrounding exhibits as factors in assigning exhibit space. Regulations governing such exhibits are the following:

1. All free-form exhibits should have access from all four sides. For an exhibit with limited access, the exhibit booth space assignment will be at the discretion of WMIC.
2. Detailed blueprints that clearly show height and distance from the perimeter of each element of the display, including furniture and equipment placement, as well as the site and nature of any audio presentation, are required to be provided to WMIC no later than April 30, 2015. If an exhibitor fails to submit blueprints by this deadline, and the exhibit does not comply with WMIC's Rules and Regulations, WMIC reserves the right to fine the non-compliant exhibitor, close the exhibit and exclude the exhibitor from any future WMIC conferences.
3. All stands and stand material must comply with local fire regulations as outlined in the Exhibitor Service Kit.

7 : CARE OF EXHIBIT SPACE

The exhibitor must, at its expense, maintain and keep its exhibit clean and in good order in accordance with these Rules and Regulations and all other applicable rules and ordinances.

8 : BOOTH EQUIPMENT AND SERVICES

Each exhibitor that has completed an application for exhibit space and paid the 50% deposit will receive an Exhibitor Service Kit after June 1, 2015. The Exhibitor Service Kit will include forms to rent booth stands, furniture, accessories, signage, and services such as floral, internet, electricity, and security.

9 : SHIPPING

Complete shipping information will be included in the Exhibitor Service Kit.



Rules and Regulations

10 : STORAGE

See the Exhibitor Service Kit for prices and procedures.

11 : DAMAGE TO EXHIBIT FACILITIES

The exhibitor must leave the space occupied in the same condition as it was received. The exhibitor or its agent shall not injure or deface the walls, columns or floors of the congress center, the booths or the equipment or furniture of the booth. When such damage occurs, the exhibitor shall be liable to the owner of the property so damaged.

12 : PHOTOGRAPHY/VIDEOTAPING

Exhibitors are allowed to photograph, videotape or mechanically record their own company's booth during regular floor access hours for exhibitor personnel without the use of additional electrical lighting. This does not include setup and dismantle hours. Exhibitors may not photograph or videotape another exhibitor's display without permission from that exhibitor.

13 : SATELLITE EVENTS

Exhibitors needing function space for meetings or events must submit a Satellite Event Request form, which can be found online at <http://www.wmis.org/meetings/exhibiting-and-sponsorship/exhibitor-resources/> . Small conference rooms at the Hawaii Convention Center or at nearby hotels may be used for company meetings or more focused discussions with clients. Space is limited at the Hawaii Convention Center so any functions at neighboring hotels might carry a fee that the requesting party is responsible for. Functions will not be permitted during the scheduled programming but can be held during lunch breaks (with non-attendees only), free evenings and in the mornings before the sessions begin. Private consultation with clients may take place at any time. Exhibitors will be responsible for contracting for audiovisual, food and beverage and extraordinary setups required. Please contact Dova Levin at dlevin@wmis.org for space reservations.

14 : EQUIPMENT OR PRODUCT PRESENTATIONS OFF EXHIBIT FLOOR

Equipment or product presentations to conference attendees or guests by exhibitors other than on the exhibit floor are expressly prohibited. The only exception will be WMIC-sanctioned Users' Meetings.

15 : CANCELLATION OF EXHIBIT CONTRACT

Exhibitors that provide written notification of cancellation on or before May 20, 2015 will have any fees collected returned, less a \$300 USD service charge.

Exhibitors that cancel after May 20, 2015 will not receive a refund and are responsible for payment of the full exhibit fee within 30 days of cancellation.

Failure to remit the balance due on the booth rental fees within 30 days of date of invoice constitutes cancellation of contract, and will be considered a "Late Cancellation," and treated as outlined above.

Reserved Exhibit Space not occupied by 13:00 on Wednesday, September 2, 2015 for the WMIC 2015 will be forfeited by the exhibitor and the space may be resold, reassigned or used by WMIC without refund, unless prior approval has been obtained in writing. If the exhibit has been delivered to the convention center, WMIC may assign labor to set up any booth that is not in the process of being erected by the given deadline and may bill the exhibitor for all charges.

In all cases, the exhibitor agrees that WMIC will have the right to use the booth space as it sees fit, including the selling of space to another exhibitor without any refund to the canceling company.



Rules and Regulations

16 : EXHIBIT HALL ATTENDANCE

Name badges are produced using the company name submitted on the application. The official World Molecular Imaging Congress badge must be worn at all times while in the exhibit hall and the convention center.

Exhibitors are entitled to a certain number of complimentary badges based on the size of their exhibit space rented, with a maximum of 16.

The number of complimentary badges offered based on booth size is:

10' x 10' = 4 complimentary badges

10' x 20' = 8 complimentary badges

10' x 30' = 12 complimentary badges

20' x 20' = 16 complimentary badges

20' x 30' = 20 complimentary badges

A limited number of additional exhibitor badges will be available at a rate of \$395. The number of additional badges available is equal to the number of complimentary badges allotted for your booth size. For example, if you are entitled to four Complimentary Exhibitor Badges, you may purchase 4 additional Exhibitor Badges at \$395 per badge. Any other badges should be purchased at the regular attendee rate. These badges will permit entrance into the exhibit hall, all scientific sessions (space permitting), and the Opening Night Reception. Fees for other social events are not covered by Exhibitor Registration.

An Exhibitor Badge Order form can be found online or at the end of this prospectus. The deadline for ordering exhibitor badges is August 3, 2015. Badges ordered in advance of the conference will be held onsite for pick-up by the official company representative or the individual themselves. Exhibitor badges are for use by employees of the exhibiting company only.

There will be a One-Day Exhibit Hall-Only Pass available for first-time visitors at \$100 USD. Encourage potential customers to come visit the technical exhibition and see firsthand all the latest technological advances in molecular imaging. Contact Dova Levin at dlevin@wmis.org to process these requests.

WMIC reserves the right to refuse admittance to or to eject from the exhibit hall any objectionable or undesirable person.

Canvassing or the distributing of advertising materials by an exhibitor will not be permitted outside the exhibitor's allotted space unless approved by WMIS management in writing prior to the beginning of the congress. Canvassing in any part of the exhibit hall or meeting rooms by anyone representing or connected with a non-exhibiting firm is strictly forbidden.

17 : WORK BADGES

Unregistered exhibitor personnel and exhibitor-appointed contractors who wish to obtain access to the exhibit floor during installation and dismantle hours will be required to show proof of affiliation with the exhibiting company or exhibitor appointed contractor to receive a work pass. Work passes will be available at either the Exhibitor Service Desk or the Exhibitor Registration area during installation and dismantle hours noted on page 13.

Work badges are not valid during show hours. Individuals will be asked to leave the floor and register as a technical exhibitor for that specific exhibiting company. Please send a note to dlevin@wmis.org with the number of work badges you will need and, if known, the names of the workers.



Rules and Regulations

18 : SECURITY

Each exhibitor is responsible for safeguarding its goods, materials, equipment and exhibit at all times. The facility is locked each night and perimeter security service will be provided by WMIC for the exhibition period, but neither the guard service nor WMIC will be responsible for loss of or damage to any property. Individual booth security can be ordered through the Exhibitor Service Kit.

19 : INSURANCE

It is the sole responsibility of the exhibitor for any damages, claims, losses, liabilities or expenses arising from any injury to any person or property that arises out of or is in any manner connected with the exhibitor's participation in the World Molecular Imaging Congress 2015, including its indemnity obligations. Exhibitor shall at its own cost and expense provide General Liability Insurance in an amount not less than \$1,000,000. This insurance should recognize WMIC as additional insured. Exhibitor must provide a certificate of insurance stating same by July 15, 2015.

By signing the Exhibit Space Application, the exhibitor agrees to protect, indemnify, defend and hold harmless the WMIC from and against any and all liabilities, losses, damages, suits, claims, demands, costs and expenses, which may arise or result in any way from the wrongful or negligent acts of the exhibitor, its agents, contractors and employees. In no event shall the WMIC be liable to an exhibitor for loss of business, or business opportunities, or for any other type of direct or consequential damages alleged to be due under any claim. For purposes of this paragraph, the parties indemnified and insured shall include the WMIC, their officers, directors, members, agents and employees.

20 : ANIMALS

No live animals are permitted on the premises with the exception of service animals.

21 : PENALTIES FOR VIOLATION OF CONFERENCE RULES

Violations of the Rules and Regulations can result in WMIC reserving the right to fine the non-compliant exhibitor, close its booth and exclude the exhibitor from any future WMIC events.

22 : CANCELLATION POLICY

It is mutually agreed that in the event the World Molecular Imaging Congress 2015 is cancelled in whole or in part, or its scheduled opening is cancelled or delayed, due to fire, explosion, strike, freight embargo, act of God, act of public enemy, act of war, war, act of terrorism, civil disturbance, act of any government, *de jure* or *de facto*, or other government declaration or regulation, epidemic or other event over which the WMIC has no control, then the exhibitor contract may be immediately amended by the WMIC, and the exhibitor hereby waives any and all claims against the WMIC for damages, reimbursement, refund or compensation. At the sole discretion of WMIC, exhibitor refunds, if any, will be determined after deduction of any incurred expenses by WMIC as deemed necessary in connection with the technical exhibition. WMIC shall not be financially liable in the event the conference/exhibition is interrupted, cancelled, moved or rescheduled as outlined above.