FOR MORE THAN 30 YEARS, breast imaging professionals from across the country have come to the SBI/ACR Breast Imaging Symposium to learn about the latest developments related to all aspects of breast imaging practice, network with colleagues, and present their research findings. This is your once-a-year opportunity to demonstrate your brand’s relevance to thousands of healthcare practitioners in one convenient location!
EXHIBIT AT THE 2022 SBI/ACR BREAST IMAGING SYMPOSIUM

The Society of Breast Imaging (SBI) invites you to participate in the exhibits program taking place May 16–19, 2022. As an exhibitor or sponsor of the 2022 SBI/ACR Breast Imaging Symposium, you will have the opportunity to connect with a network of breast imagers in the private sector and academia, fellows and residents with a special interest in breast imaging, data scientists, technologists/technicians, physicists, and research scientists.

WHY YOU SHOULD EXHIBIT...

The Symposium offers the largest audience of breast imaging professionals at any meeting in the world. It provides an excellent venue to share products designed for the breast imaging professional, recruit for radiology positions, or to offer other services to attendees. Our attendees are physicians from breast centers and other radiologic disciplines, technologists, and medical physicists.

PERFECT OPPORTUNITY TO:

- **Generate** new sales leads
- **Maximize visibility** for your company
- **Network** with breast imagers from around the country
- **Introduce** new products and services
- **Advertise** to a wide range of attendees
- **Increase** your marketing with branding opportunities

EXHIBIT HALL HIGHLIGHTS:

- **Unopposed exhibit hours** Monday – Wednesday
- Advertising and sponsorship opportunities
- Networking opportunities

LOCATION

Savannah Convention Center
One International Drive
Savannah, Georgia 31402

MEETING DATES

Monday, May 16, 2022 – Thursday, May 19, 2022
SBI STATISTICS – ANNUAL MEETING

REGISTRATION DATA

GEOGRAPHIC REGION

TOTAL NUMBER OF ATTENDEES EACH YEAR

DISCIPLINE

ATTENDEE JOB TYPE

10% 1% 89%

PHYSICIST TECHNOLOGIST PHYSICIAN

PRIMARY WORK SETTING

INSTITUTIONAL AFFILIATION

1.60%

34.02%

30.93%

11.45%

13.86%

8.13%

11.45%
**EXHIBITOR INFORMATION**

Exhibit booths are 10’ x 10’ or in multiples thereof. The exhibit rates are as follows:

### PRIOR TO 11/13/2021

<table>
<thead>
<tr>
<th>Type</th>
<th>Rate (per 100 sq. ft.)</th>
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<tbody>
<tr>
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<td>Nonprofit</td>
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<tr>
<td>Corner Booth Fee</td>
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### BEGINNING 11/14/2021

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<th>Type</th>
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</tr>
<tr>
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<td>$300</td>
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**EXHIBITOR TYPES**

**Commercial**

For-profit organizations with an interest in radiology or those that supply services to radiology practices, medical centers, community or teaching hospitals.

**Nonprofit**

Nonprofit organizations may be medical associations, organizations affiliated with SBI member institutions, and advocacy groups with an interest in radiology or advocacy. If you register for nonprofit exhibitor status, you may be asked to provide your organization’s IRS determination letter.

**BOOTH FEE INCLUDES**

- 10-foot x 10-foot booth space
- Standard 7-foot x 44-inch ID sign
- 8-foot back drape & 36-inch side drape
- Four complimentary exhibitor badges
- Listing in the Exhibitor Directory
- Complimentary one-time use of pre & post conference mailing list

**Not Included:** Flooring/carpeting, electricity, wired internet, audiovisual equipment, lead retrieval, and other furnishings. Details are included in the Exhibitor Service Kit, which will be available 12 weeks prior to the Symposium. Exhibit hall is NOT carpeted.

**BOOTH PAYMENT TERMS:**

Full payment is due at the time you complete the exhibitor application. You may select the option to pay by check through January 14, 2022. Check must be received within 2 weeks of application.

Reservations made after January 14, 2022, must be followed by credit card or wire transfer payment (no checks will be accepted) within 5 working days.

**REFUND AND CANCELLATION POLICY:**

Cancellation requests must be submitted in writing to the SBI Expo Team. If written cancellation is received on or before January 14, 2022, the booth fee will be refunded less 50% of the contracted booth rental fee. No refunds or space reductions will be accepted after January 14, 2022.

**SCIENTIFIC POSTERS**

Please note: Exhibitors are not allowed to display scientific posters within their booth space or anywhere throughout the meeting space. All posters must be submitted through the proper SBI channels and undergo review and approval by appropriate SBI leadership. The Abstract Submission Site is open from August 1 – October 15, 2021.
### SCHEDULE AT A GLANCE

**EXHIBITOR REGISTRATION/HOURS**

**SUNDAY, MAY 15**
- Installation: 8:00 a.m. – 5:00 p.m.

**MONDAY, MAY 16**
- Attendee Registration: 6:00 a.m. – 6:00 p.m.
- Exhibitor Registration: 8:30 a.m. – 6:00 p.m.
- ALL EXHIBITS OPEN: 10:00 a.m. – 6:00 p.m.
- Unopposed Hours: 12:00 p.m. – 1:30 p.m., 4:45 p.m. – 6:00 p.m.

**TUESDAY, MAY 17**
- Registration: 6:00 a.m. – 5:00 p.m.
- ALL EXHIBITS OPEN: 10:00 a.m. – 6:00 p.m.
- Unopposed Hours: 12:00 p.m. – 1:30 p.m., 4:45 p.m. – 6:00 p.m.

**WEDNESDAY, MAY 18**
- Registration: 6:00 a.m. – 12:00 p.m.
- ALL EXHIBITS OPEN: 10:00 a.m. – 2:00 p.m.
- Dismantling: 2:00 p.m. – 10:00 p.m.

**TENTATIVE MEETING SCHEDULE**

**SUNDAY, MAY 15**
- Pre-Meeting Workshops: 8:00 a.m. – 5:00 p.m.
- Residents & Fellows Reception: 5:30 p.m. – 7:30 p.m.

**MONDAY, MAY 16**
- General Session: 8:00 a.m. – 11:45 a.m.
- ALL EXHIBITS OPEN: 10:00 a.m. – 6:00 p.m.
- Unopposed Time / Lunch: 12:00 p.m. – 1:30 p.m.
- SBI Fellows Luncheon: 11:45 a.m. – 1:30 p.m.
- Workshops & Learning Labs: 1:45 p.m. – 4:45 p.m.
- Welcome Reception: 4:45 p.m. – 6:00 p.m.

**TUESDAY, MAY 17**
- General Session: 8:00 a.m. – 11:45 a.m.
- ALL EXHIBITS OPEN: 10:00 a.m. – 6:00 p.m.
- Unopposed Time / Lunch: 12:00 p.m. – 1:30 p.m.
- Workshops & Learning Labs: 1:45 p.m. – 4:45 p.m.
- President’s Reception: 4:45 p.m. – 6:00 p.m.

**WEDNESDAY, MAY 18**
- General Session: 8:00 a.m. – 11:45 a.m.
- ALL EXHIBITS OPEN: 10:00 a.m. – 2:00 p.m.

Booths must be manned during hall hours.
EXHIBIT HALL FLOOR PLAN

RESERVE YOUR SPOT TODAY!
Click here >
SBI is excited to offer an expanded and varied program of conference sponsorships, support, and advertising opportunities for the 2022 SBI/ACR Breast Imaging Symposium. Any company wishing to sponsor at the 2022 SBI/ACR Breast Imaging Symposium must also be an approved exhibitor.

We look forward to the continued support from those companies who have made possible many of the services and activities described in this section and welcome participation by new sponsoring companies or organizations.

## ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

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### PREVIOUS EXHIBITORS INCLUDE:

These exhibitors increased their presence in the breast imaging community at past annual meetings of the Society.

<table>
<thead>
<tr>
<th>Company Name</th>
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<tbody>
<tr>
<td>Advanced Medical Imaging Consultants, PC</td>
<td>European Society of Breast Imaging (EUSOBI)</td>
<td>Lunit, Inc.</td>
<td>PenRad Technologies, Inc.</td>
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<td>Faxitron</td>
<td>MagView Healthcare</td>
<td>Philips</td>
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<td>Foundation Radiology Group</td>
<td>Information Systems</td>
<td>PracticeLink</td>
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<td>Fujifilm Medical Systems USA, Inc.</td>
<td>Mammography</td>
<td>Radiology Partners</td>
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<tr>
<td>BD, Formerly Bard</td>
<td>GE Healthcare</td>
<td>Educators, LLC</td>
<td>RadNet Management</td>
</tr>
<tr>
<td>Beekley Medical</td>
<td>Hitachi Healthcare</td>
<td>Mammatome</td>
<td>RamSoft</td>
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<td>CancerIQ</td>
<td>Hologic</td>
<td>Marshfield Clinic</td>
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<td>ICAD, Inc.</td>
<td>Health System</td>
<td>ScreenPoint Medical</td>
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<td>iKonopedia</td>
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<td>Imaging Technology News</td>
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<td>Siemens Healthineers</td>
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<td>INRAD, Inc.</td>
<td>MEDNAX Radiology Solutions</td>
<td>StatLife</td>
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<td>Intramedical Imaging</td>
<td>Merit Medical Systems</td>
<td>Supersonic Imagine</td>
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<td>Konica Minolta Healthcare Americas, Inc.</td>
<td>Mount Carmel Health System</td>
<td>The Women’s Imaging Center</td>
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<td>UPMC – Hamot</td>
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<td>Koning Corporation</td>
<td>National Consortium of Breast Centers</td>
<td>Upstate Carolina Radiology, PA</td>
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ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

LUNCH & LEARN  (1 opportunity per day)
SBI exhibitors can host a non-CME educational presentation or procedural instruction during the annual meeting. Lunch & Learns are limited to 60 minutes and open to all attendees. SBI will promote the workshop directly to its attendees, and the company is responsible for providing content and ensuring speaker platform training. SBI makes no representations or guarantees of attendance size. Available Monday or Tuesday during the lunchtime break.

Space Reservation: Monday, February 14, 2022
Session Details Due: Tuesday, February 15, 2022
Cost: $15,000 (includes AV)

HANDS-ON LEARNING LABS  (2 opportunities per day)
SBI attendees have asked for more time with exhibitors and more space for hands-on learning. In 2022, we have carved out space (and time) to make that happen. Learning Labs are designed to offer an alternative learning option for attendees seeking hands-on interactive experiences with trending topics in the breast imaging field. The Learning Labs are hosted by your SMEs during the afternoon Workshops and provide a non-CME learning alternative to attendees who are seeking to improve their techniques with simulation and modeling, or specific Q & A time with vendors.

Give potential or current customers first-hand experience on your systems by offering user training and product instruction in a Vendor Workshop. With space located in the Savannah Convention Center (1200 – 1300 sq. ft. each), you can conduct session(s) for Monday and Tuesday in a classroom environment.

Your presentations will be listed in the online website program, onsite signage in the Convention Center, and the Mobile App. SBI makes no representations or guarantees of attendance size. Limit four opportunities (one per vendor). Rental is for meeting space only. AV, furnishings / room setup, and electrical are responsibility of vendor and will be managed by Convention Center staff.

Space Reservation: Monday, February 14, 2022
Session Details Due: Thursday, February 17, 2022
Cost: $15,000 per day

THEATER PRESENTATION
Present your demo or share your research with a 20-minute presentation in the Convention Center amphitheater to an engaged audience eager to learn more about this exciting topic. Your presentation will be listed in the online program, onsite signage in the Expo Hall, and the Mobile App.

Monday
12:15 p.m. - 12:35 p.m.
12:45 p.m. – 1:05 p.m.
1:15 p.m. – 1:35 p.m.

Tuesday
12:15 p.m. - 12:35 p.m.
12:45 p.m. – 1:05 p.m.
1:15 p.m. – 1:35 p.m.

Wednesday
12:15 p.m. - 12:35 p.m.
12:45 p.m. – 1:15 p.m.

Space Reservation: Monday, February 7, 2022
Session Details Due: Thursday, February 10, 2022
Cost: $7,500 (Limit one presentation per exhibitor)

MEETING SPACE
A private space for conversations throughout the meeting.

10x10 Cost: $2,000 Custom branding can be added on the back wall facing the exhibit hall for an added cost.

10x20 Cost: $3,500 Custom branding can be added for an extra cost

All educational sponsorships are limited to exhibiting companies. Booth purchase is required.
HAND SANITIZER
To keep attendees safe, everyone will appreciate access to antibacterial hand sanitizer to keep at their desk, bag, or purse.
Cost: $2,000

NEW FOR 2022!
ON-SITE SIGNAGE OPPORTUNITIES
Drive attendees to your booth with highly visible signage throughout Savannah Convention Center.

AISLE SIGN SPONSORSHIP (EXCLUSIVE)
By sponsoring the hanging numbered aisle signs in the exhibit hall, your company logo, booth number, and design will be prominently displayed where it simply cannot be missed! Featured on all overhead aisle signs, your message will reinforce your brand and drive traffic to your booth as attendees navigate the exhibit hall – guaranteed impressions and can’t miss branding to thousands of attendees! Twelve signs will be displayed.

Size: 4’x8’ Sign with 4’x2’ Sponsor Dangler
Reservation deadline: February 1, 2022
Cost: $5000 (includes 6 signs)

STAIRS/ESCALATORS
Whether coming or going, more than 1,000 attendees will be riding on your exclusively branded stairs or escalators connecting to Exhibit Hall A.

High Traffic + High Visibility = Major Exposure

- Stair Graphics Cost: $4000
  Reservation deadline: February 1, 2022
- Escalator Runners Cost: $600
  Artwork deadline: February 11, 2022
ON-SITE SIGNAGE OPPORTUNITIES

RIVERSIDE INTERIOR WINDOWS (3 OPPORTUNITIES AVAILABLE)
Brand the windows above the riverside exit with your company or event logo or design.

Reservation deadline: February 1, 2022  
Cost: 1 row 1A+2B’s = $3000  
Artwork deadline: February 11, 2022  
(3 rows available)

GLASS WALL PANELS
Brand glass panels throughout the building with window clings made with your company or event logo or design.

Reservation deadline: February 1, 2022  
Cost: $600 each. (5 available)  
Artwork deadline: February 11, 2022

PILLARS AND COLUMN WRAPS (20 OPPORTUNITIES)
Brand the columns with 4’ x 4’ graphics throughout the Savannah Convention Center with your company or event logo or design.

Reservation deadline: February 1, 2022  
Column Wraps: Starting at $1,500  
Artwork deadline: February 11, 2022

VIRTUAL BRANDING OPPORTUNITIES

DIGITAL ADVERTISING

SBI MEETING WEBSITE BANNERS
Showcase your company with a banner on the highly viewed SBI registration website—the all-in-one online resource for annual meeting registration and hotel reservations. Banners should be 2320 x 1200 pixels in JPG or GIF files. The SBI Meeting site scales for device size, so we recommend limited text to ensure easy legibility across all devices. PLEASE NOTE: Due to limited ad space, your ad will loop with as many as 4 other ads.

Space reservation deadline: Ongoing  
Meeting Website launch: 10 business days after receipt  
Artwork deadline: Ongoing  
Cost: $3,000 (5 available)
ADVANCE HOUSING DEADLINE:
January 14, 2022 (as available)

SBI has room blocks reserved for exhibitors at a discounted group rate at the Marriott Savannah Riverfront. The property is located across the river from the Convention Center. It is available by Water Taxi or by Bus.

This meeting does typically sell out of hotel sleeping rooms, and you are strongly encouraged to make reservations early.

SPAM WARNING
Spammers and outside firms not associated with associations are very good at making their emails and websites look legitimate. Whether they are soliciting you for hotel rooms, list rentals, or AV contracts, they are not official vendors and the SBI does not take responsibility for their claims, actions and/or damages you may incur or reservations and refunds that are non-existent.

Please work only with authorized “Official” SBI or third-party vendors:
- Society of Breast Imaging – Show Management & Attendee Lists
- PSAV – Audiovisual
- Levy – General Contractor
- Savannah Convention Center – Exclusive Food and Beverage Provider, Electricity
SBI EXHIBIT RULES AND REGULATIONS

SBI welcomes exhibitors because they constitute an important means of keeping the breast imager informed of new and better products and services for their practices. However, exhibits, products, booth backdrops, and promotional materials must be factual, dignified, and tasteful, and provide useful product and service information. These standards similarly apply to all product specific promotional material submitted to SBI programs.

As a condition of exhibiting, and when applying for exhibit space, an exhibitor agrees to adhere to all conditions and regulations outlined in the Exhibitor Prospectus. The rules and regulations have been prepared to serve the interests of the exhibitors and attendees, with the goal of creating and maintaining a productive experience for all. Cooperation will ensure mutual success. Violations of these Rules and Regulations by the exhibitor or his/her employees or agents shall at the option of SBI forfeit the exhibitor’s right to occupy space, and such exhibitor shall forfeit to SBI all monies paid or due. Upon evidence of violation, SBI may take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor’s risk. The exhibitor shall pay all expenses and damages that SBI may incur thereby.
EXHIBITS, ELIGIBILITY, ASSIGNMENT & RELOCATION
The exhibits are an integral part of the Society of Breast Imaging (SBI)/ACR Breast Imaging Symposium. Products and services exhibited must be related to the conduct of radiology and its practice. SBI reserves the right to accept or reject at its sole discretion any application to exhibit and to determine the eligibility of any proposed exhibit.

Acceptance of this contract is in no way to be construed as an endorsement by SBI of either an exhibiting company or its products or services. Exhibitor understands and agrees that SBI has sole discretion on the assignment of booths. SBI reserves the right to alter Exhibitor’s assigned location at any time in its sole discretion if deemed in the best interests of the exhibit hall. Before exercising its discretion, SBI will speak with Exhibitor.

RESTRICTIONS ON EXHIBITOR SPACE
Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by them and previously approved by SBI. The placement of booth materials and furnishings may not create a visual obstruction to the neighboring exhibitor. Solicitations or demonstrations by exhibitors must be confined within the boundaries of their booth. No person, firm or organization not having contracted with SBI for space in the exhibit hall will be permitted to display or demonstrate any products, processes, or services, or solicit orders or distribute advertising materials at the meeting. Any infringement of these regulations will result in the prompt removal of the offending person from the conference. Due to the layout of the Hotel, storage space is not available for display materials and/or show merchandise. At the conclusion of the set-up operation, all related equipment, crates, trash, etc. must be removed from the premises at least two hours before the start of the exhibit show.

The exhibitor will not be permitted to store packing crates and boxes in the booth or the exhibit areas during the exhibit show hours. If there are unsightly boxes/freight and/or storage behind booths, Exhibit Management will instruct Levy Exposition Services to remove boxes/freight and will be stored elsewhere at exhibitor’s expense.

OPERATION OF EXHIBITS
Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the Show, or which is considered to be objectionable to the public, or which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the exposition as a whole. Use of “barkers” or “pitchmen” is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

USE OF EXHIBITOR BADGES
The Exhibit Hall is limited to registered attendees of the SBI Symposium and to registered representatives of companies who have contracted or paid for exhibit space.

SBI requires all exhibitors to pre-register all confirmed exhibit personnel by March 8, 2022 to avoid lines and name changes on site. A company-issued badge is required for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

SBI EXHIBIT RULES AND REGULATIONS

EXHIBITOR-APPOINTED CONTRACTORS
Exhibitors that wish to use a service contractor other than the official service contractor appointed by SBI must obtain advance approval from SBI in writing. The written request must include the contractor’s name, address and phone number, name of supervisor to be in attendance and a certificate of insurance. An exception to use an EAC will be granted only if it will not interfere with or prejudice the orderly set-up, interim services, or dismantling of the exhibit. No exception will be granted if it is inconsistent with the commitments made and obligations assumed by SBI. The written request to use an EAC must be submitted to SBI Exhibit Management by February 15, 2022. All EAC representatives must obtain badges by checking in at Self-Service Kiosks. No badges will be issued to EAC companies who are not pre-registered and for whom insurance certificates have not been submitted. It is understood that the EAC shall be cognizant of and in compliance with all applicable labor contracts and shall comply with all SBI exhibit rules and regulations. All employees, representatives or agents representing the exhibitor must be fully identified by official badges.

If an exhibitor, with advance approval from SBI, plans to use a service contractor other than the official service contractor appointed by SBI must obtain advance approval from SBI in writing. The written request must include the contractor’s name, address and phone number, name of supervisor to be in attendance and a certificate of insurance. An exception to use an EAC will be granted only if it will not interfere with or prejudice the orderly set-up, interim services, or dismantling of the exhibition. No exception will be granted if it is inconsistent with the commitments made and obligations assumed by SBI. The written request to use an EAC must be submitted to SBI Exhibit Management by February 15, 2022. All EAC representatives must obtain badges by checking in at Self-Service Kiosks. No badges will be issued to EAC companies who are not pre-registered and for whom insurance certificates have not been submitted. It is understood that the EAC shall be cognizant of and in compliance with all applicable labor contracts and shall comply with all SBI exhibit rules and regulations. All employees, representatives or agents representing the exhibitor must be fully identified by official badges.

GENERAL CONDUCT & USE OF SPACE
All activities of the exhibitor in the Exhibit Hall must be conducted within the exhibit’s allotted space. The placement of booth materials and furnishings may not create a visual obstruction to the neighboring exhibitor. Activities outside of the Exhibit Hall or during Meeting and Exhibit Hall hours must be authorized by
SBI EXHIBIT RULES AND REGULATIONS

SBI Expo Management or will be considered a clear violation of the SBI Rules and Regulations Agreement and subject to penalties. Canvassing or distribution of any materials outside the exhibitor’s own booth is prohibited.

Asles may not be obstructed at any time due to excessive crowding in exhibit booths. The exhibit area is limited to registered attendees of the 2022 SBI/ACR Breast Imaging Symposium, as well as registered representatives of business firms, manufacturers, professional organizations, and dealers who have contracted or paid for exhibit space. No other persons are permitted to demonstrate their products or distribute advertising materials in the Exhibit Hall.

Exhibit personnel shall wear attire consistent with the decorum of the Meetings (business casual). All exhibitors must conduct exhibits in a dignified and professional manner.

Food and beverage stations will be placed throughout the Exhibit Hall to encourage attendee traffic. Exhibit Hall hours have been selected to allow Meet- ing attendees the maximum amount of unopposed time possible. Please note that the Exhibit Hall hours are based on the SBI 2022 Preliminary Program schedule. If the Program Schedule changes, Exhibit Hall hours may also change. Exhibitors will be notified via email of any schedule changes.

STORAGE SPACE
Storage space is not available for display materials and/or show merchandise. At the conclusion of the set-up operation, all related equipment, crates, trash, etc., must be removed from the premises at least two hours before the start of the exhibit show.

CRATE/BOOTH STORAGE
No cardboard boxes or packing materials are allowed to be stored on the Exhibit Hall floor. Combustible materials such as brochures, literature, giveaways, etc., within exhibit booths are limited to a one-day supply. NOTHING may be stored behind booths. All packing containers, wrapping materials, carrying cases, etc., must be stored off the Exhibit Hall floor. Access service will be available through the Exhibitor Service Desk.

LITERATURE DISTRIBUTION
Distribution of flyers, publications, or other specialty advertising directly to attendee hotel rooms is available only through SBI. All demonstrations or other activities must be confined to the limits of the exhibitor’s booth. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

ADVERTISING, CONSULTING, AND PUBLIC RELATIONS AGENCIES
In order to prepare for the SBI/ACR Breast Imaging Symposium in a timely and efficient manner, third parties acting on behalf of, or representing the exhibitor, must adhere to and abide by all established deadlines and all Exhibit Rules and Regulations. It is the exhibiting company’s responsibility to make its agencies and/or contractors aware of all guidelines and deadline dates, and to forward promotional materials, service kits, and forms to third parties. The exhibitor contact remains SBI’s primary contact person in all circumstances.

FOOD AND BEVERAGES
Distribution of food other than hard candy or similar items will not be permitted without prior written approval from SBI Exhibit Management and use on-site catering. All approved items must be distributed from the confines of the Exhibitor’s booth.

GIVEAWAYS AND DRAWINGS
SBI recognizes the ethical guidelines and standards that describe appropriate interactions and relationships between industry and healthcare professionals. SBI encourages exhibitors to refer to these guidelines and expects all exhibitors to be in compliance. Exhibitors may distribute small, tasteful token gifts such as pens, notebook, etc., from their booth. Any debris resulting from giveaways or packaging will be cleared by the General Service Contractor at the exhibitor’s expense. Giveaways must meet the appropriate American Council on Continuing Medical Education (ACCME) commercial support guidelines and have minimal monetary value. The following items are NOT approved: pens or pocket knives, pocket tools, badge holders, badge lanyards, and cameras. Noisemakers of any kind will not be permitted. All exhibitors distributing approved “stick-ons” may not place the “stick-ons” on the attendees’ badges.

USE OF THE FOLLOWING IS STRICTLY PROHIBITED:
Use of lighter-than-air (Helium) balloons, confetti, ‘silly string’, noisemakers, live animals, decals, badges, conference-sized totes, lanyards, and/or lottery tickets, metallic or mylar materials are specifically and entirely prohibited.

SOUND
Demonstrations by exhibitors must be confined within the boundaries of their booth. Exhibits which include the operation of musical instruments, radios, sound projection equipment, or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Noise from electrical or mechanical apparatus must not interfere with other exhibitors. No exhibitor shall operate equipment or voice reproducing machines that would cause annoyance to other exhibitors. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens. Show Management shall be the sole judge of what constitutes appropriate sound levels.

MUSIC AND OTHER COPYRIGHTED MATERIAL
It is the sole responsibility of the exhibitor to obtain any required licenses to broadcast, perform, or display any copyrighted materials including but not limited to music, video, and software. Exhibitor shall indemnify and hold harmless SBI, Show Management, and facility against cost, expense, or liability which may be incident to, arise out of or be caused by Exhibitor’s failure to obtain requisite license.

USE OF CERTAIN PROPERTY
Exhibitor will assume all costs arising from the use of patented, trademarked, or franchised materials, devices, processes or dramatic rights used on or incorpo- rated in the exhibitor’s space. Exhibitor shall indemnify, defend and hold harm- less SBI, Show Management and their directors, members, agents, and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys’ fees, and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

ENTERTAINMENT
The use of music, dancers, mimes or other similar entertainment will not be permitted in the Exhibit Hall.

DISTRIBUTION OF PRINTED MATERIALS
Distribution of printed materials by an exhibitor is limited to their rented space in the Exhibit Hall. This restriction also applies to distribution of materials or place- ment of signs in the hotel(s) used by SBI to house registrants of the meeting.

PHOTOGRAPHY IN HALL
Picture-taking, other than by the official photographer, is prohibited during setup, dismantling and non-exhibit hours. Each exhibitor has control over the space it has rented and may prevent those considered its competitors from gaining access to, photographing, videotaping or otherwise recording its presentations.

SPECIAL EFFECTS
Audiovisual and other sound and attention-getting devices and effects will be permitted only if they do not interfere with the activities of neighboring exhibi- tors and must be approved in advance by SBI Exhibit Management.

PRODUCT PRESENTATION
All products exhibited must be presented and marketed in strict compliance with all federal, state and local laws pertaining to the labeling and marketing of medical devices and/or drugs. Devices/drugs awaiting FDA approval (i.e., those qualifying for an Investigational Device Exemption), including but not limited to PMA and 510(k) devices, must be identified to SBI as such at the time of appli- cation for exhibit space. Documentation of compliance with all applicable FDA guidelines relating to the marketing and promotion of investigational devices must be submitted to SBI with the space application. Failure to meet marketing and labeling standards will result in removal of the device/drug in question from the exhibit hall or forfeiture of exhibit space. NO EQUIPMENT OPERAT- ED IN THE EXHIBIT HALL MAY PRODUCE RADIATION AT ANY TIME DURING MOVE-IN, THE EXHIBIT PERIOD OR MOVE-OUT.
SBI EXHIBIT RULES AND REGULATIONS

BOOTH PRIVACY
All exhibitor activities in the Exhibit Hall must be confined to the exhibitor’s allotted exhibit space. Exhibitors may only enter exhibit areas other than their own by invitation so that there is no misunderstanding about taking ideas and/or objects. Violators of this will be penalized with a reduction of points for future SBI meetings.

SMOKING
Smoking is prohibited in the conference venue.

PRIZES
Prize drawings in booths are permitted if allowed under applicable state and local laws that govern drawings. Exhibitors are responsible for verifying compliance with such laws.

PERFORMANCE LICENSES
Exhibitor will be solely responsible for obtaining any necessary licenses or permission to use any copyrighted works that exhibitor may use.

EXHIBITOR ACCESS TO HALL
During the days of the exhibition, exhibitors will be admitted into the Exhibit Hall 30 minutes prior to the opening. Requests for access to the Exhibit Hall more than 30 minutes prior to opening or after the daily scheduled closing must be made in advance.

EXHIBITOR SERVICES KIT
The official Exhibitor Services Kit will be provided by Levy Exposition Services. The kit will only be available online and will be accessible approximately 12 weeks prior to the show; access is granted only after receipt of full payment for exhibit space.

GENERAL BOOTH CONSTRUCTION AND GUIDELINES
Booth Space Rental includes the following exhibit equipment: 8'-high back wall; 3'-high side rails; plus a 7' x 44" sign featuring the exhibitor’s company name. Twenty-four-hour general security and general aisle cleaning are provided. In-line booths have only 1 side exposed to an aisle (these also are called “linear booths”). Corner booths are exposed to aisles on 2 sides. Multiple booths can be purchased to form an island configuration. Booth options are:

- In-line Booths. In-line booths in the center of the exhibit hall may not exceed 8’ in height. In-line booths along the walls or outside borders of the exhibit area may not exceed more than 12’. NOTE: Hanging signs are not permitted.
- Corner Booths. A corner booth is defined as a 10’ x 10’ space having 2 aisles. Booths facing toward the cross aisle at the end of a row of traditional 10’ x 10’ linear booths. Certain restrictions apply to a corner display. Any portion of the exhibit bordering another exhibitor’s booth must have the back side of that portion finished and must not carry identification signs or other copy that would detract from the adjoining exhibit. The back wall is limited to 10’ wide, 8’ high. If an organization purchases 2 (2) 10’ x 10’ corner booths, the back wall is limited to 10’ wide, 8’ high, centered across the 20’ back-wall area. All display fixtures over 42’ high must be confined to those areas of the booth that are at least 5’ from the aisle line to avoid blocking the sightline from the aisle to the adjoining booth. Exhibitors adjoining a corner exhibitor are entitled to the same reasonable sightline from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth. NOTE: Hanging signs are not permitted.
- Island Booths. Because an island booth is separated from all neighboring exhibits by the width of an aisle, full use of the floor space is permitted. However, the design of the booth must allow for see-through visibility and accessibility from all 4 sides. SBI Exhibit Management must approve a sketch of the exhibit prior to installation. NOTE: Hanging signs are not permitted.

Booths must be constructed and arranged in such a manner as to be able to accommodate the viewing audience inside each booth so as to discourage the formation of a standing crowd in the aisles. All construction must be substantial and fixed in position for the duration of the show. Any construction in excess of 4’ in height must be kept within 5’ of the rear of the booth. No exhibits that violate local, state, or federal laws or regulations, including safety codes, will be permitted. Combustible decorations of any kind are prohibited. Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. The exhibits will be inspected and, upon notification by SBI Expo Staff, the decorator will provide necessary draping and submit the changes to the exhibitor.

Aisle Crossing: No exhibit space may span an aisle by ceiling or floor covering. No part of any exhibit or decorations or signs relating thereto, shall be taped, posted, nailed, screwed, or otherwise attached to columns, walls, drapes, floors, or any interior or exterior surface of the Exhibit Hall.

Hanging Signs: All hanging signs are allowed in Island booths only, up to 20 ft. from the floor to top of sign. Hanging Signs and Graphics should be set back 10 ft. (3.05m) from adjacent booths and be directly over contracted space only. Approval for the use of Hanging Signs and Graphics, at any height, should be received from the Organizer at least 60 days prior to installation. Variances may be issued at the Organizer’s discretion. Drawings should be available for inspection.

Flooring and floor height of exhibits: Avoiding trip hazards is a requirement in booth design. No double carpet padding, oversized flooring substrates that extend into the aisle, raised floors or any elevation changes are permitted unless Exhibit Management receives, and approves of, a booth design that demonstrates the elimination of any potential trip hazards in advance of the expo. Note that even if approved, onsite adjustments, such as the addition of stanchion, caution tape and/or access ramps, may be required to ensure the safety of all concerned. The Exhibit Hall is NOT carpeted.

Any infringement of these regulations will result in the prompt removal of the offending person from the conference. At the conclusion of the set-up operation, all related equipment, crates, trash, etc. must be removed from the premises at least two hours before the start of the exhibit show.

U.S. FDA REGULATIONS
SBI requires that all products exhibited must be presented and marketed in strict compliance with all federal, state and local laws pertaining to the labeling and marketing of medical devices and/or drugs. Devices/drugs awaiting FDA approval (i.e., those qualifying for an Investigational Device Exemption), must be identified to SBI as such at the time of application for exhibit space. Exhibitor agrees that they are in compliance with all applicable FDA guidelines relating to the marketing and promotion of investigational devices. Questions should be directed to the FDA at 301.443.1544. NO EQUIPMENT OPERATED IN THE EXHIBIT HALL MAY PRODUCE RADIATION AT ANY TIME DURING MOVE-IN, THE EXHIBIT PERIOD OR MOVE-OUT.

CLEANING SERVICES
Aisles will be vacuumed daily. Exhibitors must arrange and pay for cleaning of their individual booths via the Cleaning Services Form included in the Exhibitor Services Kit.

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SBI EXHIBIT RULES AND REGULATIONS

EXHIBITOR SERVICE DESK
The Exhibitor Service Desk will be set up in the Exhibit Hall. The specific location will be available at the Registration Desk.

ARRANGEMENT OF EXHIBITS
Each exhibitor is provided an Official Exhibitor Services Kit, issued approximately 12 weeks prior to the show. The Exhibitor Services Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Services Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Services Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exposition. Exhibits not conforming may be dismantled or modified, at cost to the exhibitor, at the sole judgment and discretion of Show Management. Exhibitor Plan Review - Booth construction plans and layout arrangements for first-time exhibitors, exhibits in island booth spaces only or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exposition (February 1, 2022).

INSTALLATION AND REMOVAL
Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the show. Any space not claimed and occupied three (3) hours prior to the published Show opening time, may be resold or reassigned without refund. Exhibits must be staffed during all Show hours and may not, to any extent, be dismantled before the Show closing. Any early dismantling or packing shall be considered a breach of this agreement and may affect future applications. Any unclaimed freight will be returned to the exhibitor via the General Contractor.

SOCIAL ACTIVITIES
Any social function or special event planned by an exhibiting company, to take place during the SBI Annual Meeting, must be pre-approved by SBI. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official conference and exposition activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by SBI and/or Show Management. Distribution of exhibitor materials is not permitted to attendee sleeping room doors, SBI meeting rooms or anywhere else in the hotel and/or exhibit facility except in the specified booth space. Exhibitor-only meetings may be scheduled any time during the conference. If you wish to use official meeting hotels you must submit a request to Jen Leeper at jleeper@sbi-online.org. If you wish to use any non-official hotel or restaurant, you may make arrangements directly with the property.

AUDIOVISUAL AND COMPUTER EQUIPMENT
PSAV is the Convention Center’s preferred on-site audiovisual provider. All audiovisual and computer equipment will be provided through them. Order forms will be included in the Exhibitor Services Kit.

USE OF SBI NAME / LOGO
The names, insignias, logos, and acronyms of SBI are proprietary and use of these items is prohibited without the written permission of SBI. A symposium Logo is available, upon request for use.

MAILING LIST USE
Exhibitors will be provided a pre-conference attendee email list for one-time use and a post-conference attendee email list for one-time use. All email content must be approved by SBI prior to sending. Exhibitors must use full conference title in email messages. Any mailings must also include SBI’s seed list. Conference attendees are asked to opt-in at the time of registration in order to receive email messages from exhibitors. Conference attendees have the option to opt-out of receiving messages from exhibitors.

SALES
Selling is allowed on the show floor. SBI’s Exhibit Program educates attendees by providing information, services, and products, and presenting industry trends pertinent to healthcare professionals’ interests. Exhibitors are required by the laws of the jurisdiction in which the event is being held to be solely responsible for the collection and remittance of any sales or other taxes imposed on them. At no time may the exhibit or product display be altered to fulfill a transaction. Any signage or product advertising must be placed within the exhibitor’s booth.

TIPPING
Levy requests that exhibitors do not tip their employees. They are paid an excellent wage scale denoting a professional status and tipping is not necessary. This applies to all Levy employees.

SAFETY
Standing on chairs, tables or other rental furniture is prohibited. The furniture is not engineered to support your standing weight. Levy is not responsible for injuries caused by the improper use of furniture.

FIRE SAFETY
Exhibitors must comply with all local fire regulations. Booth decorations must be flame-proofed, and all hangings must clear the floor. Electrical wiring must conform to all federal, state, and municipal government requirements. If inspection indicates that an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, SBI reserves the right to cancel all or such part of the exhibit as may be irregular.

PROPERTY DAMAGE
SBI and Show Management shall not be responsible for any loss of or damage to property of the Exhibitor, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion, or other insurable casualty, and Exhibitor expressly waives any claim for liability against SBI and Show Management with respect to any such loss or damage. Accordingly, it shall be the responsibility of Exhibitor to secure its own insurance or otherwise protect itself and its property against such loss or damage.

INSURANCE
Each exhibitor is responsible for maintaining such property and casualty insurance for its exhibit and display materials as the exhibitor shall deem adequate. Any policy providing such insurance must contain a waiver of any right of subrogation as to any claims against SBI, its officers, directors, agents or employees and Savannah International Trade & Convention Center, its operators. Each exhibitor must maintain general commercial liability insurance and workers’ compensation insurance, each in an amount of not less than $2 million ($2,000,000) for any one occurrence, against claims for personal injury, death or property damage connected in any way with the exhibitor’s participation in the exhibition. Such insurance must include coverage of the indemnification obligations of the exhibitor as stated in these Exhibit Rules and Regulations and must cover SBI and the Savannah Convention Center as an additional named insured. In addition, the insurance policy or policies must provide that coverage cannot be cancelled or reduced without at least ten (10) days prior written notice to SBI. The exhibitor shall provide SBI with an original certificate of insurance evidencing the maintenance of liability insurance complying with all requirements of this paragraph.

The exhibitor shall be liable to the host facility and/or SBI for any damage to the building and/or the furniture and fixtures contained therein, which shall occur through acts or omissions of the exhibitor.

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor’s activities on the Hotel premises and will indemnify, defend, and hold harmless the Convention Center its owner, and its management company, as well as their respective agents, servants, and employees from and against all and such losses, damages, and claims.

Hotel will not be responsible for any loss, damage or claims arising out of exhibitor’s activities on the Convention Center premises except for any claims, loss, or damages arising directly from the hotel’s own negligence. Society of Breast Imaging will be responsible to negotiate the contract with its exhibitors.

Exhibitor acknowledges that SBI does not maintain and is not responsible for obtaining insurance covering exhibitor’s property. Exhibitors are advised to obtain business interruption and property damage and loss insurance to cover such occurrences.
LIABILITY INSURANCE
Exhibitors must surrender the space occupied in the same condition as received. Exhibitors must provide evidence of insurance not less than $1M to protect against any loss or damage to property or liability for personal injury during the term of installation and use of exhibit premises.

Exhibitors are further required to assume complete responsibility and liability for any damage to booth space or equipment arising under this contract and are required to indemnify and hold the SBI harmless in any action, incidental to or arising from the exhibitor’s occupation or use of booth space, or arising out of any acts of the exhibitor, and the exhibitor’s employees and agents, including, but not limited to, actions brought by the Savannah Convention Center or its agents against the SBI.

SECURITY
We ask that you honor all security rules which have been established to assure that your property is not lost or damaged.

A. Overall guard service will be provided by SBI for the exhibit period, but neither the guard service nor SBI will be responsible for loss or damage to any property for any cause.

B. No luggage will be allowed in the Exhibit Hall during move-in, exhibit operation or move-out. SBI reserves the right to inspect any package, box, handbag, or other means of conveyance leaving or entering the Exhibit Hall at any time.

Anyone not allowing such inspection will not be allowed to enter with, or remove, uninspected property from the hall.

C. No one will be allowed in the Exhibit Hall before or after the published “open” hours without permission from SBI. Exhibitors must fully comply with pre and post exhibit hours regulations specified in the online Exhibitor Manual.

D. 2022 SBI/ACR Breast Imaging Symposium badges must be worn by exhibitors at all times during exhibit hours to gain entry to the exhibit space.

E. Work badges are valid only for setup and breakdown of the exhibits. They may not be used during exhibit hours.

F. Protection of your exhibit and property is your own responsibility. Each exhibitor must make provisions for the safeguarding of his/her goods, materials, equipment and display at all times. Also check your own insurance coverage.

G. Neither management of the host facility nor SBI shall be liable for the damage, loss, or destruction to the exhibits or equipment, property and/or personal items by reason of fire, theft, accident, or other destructive causes. Exhibitor shall lease booth(s) at his/her sole risk. Neither the management of the host facility, SBI nor any of their agents, servants, or employees will be accountable or liable for accidents to exhibitors, their agents, or employees.

H. Unusual activities or persons in the Exhibit Hall should be reported immediately to SBI staff or security.

TERMS OF PAYMENT
Payment is due in full with application. Check, Credit Card, or Wire Transfer options are available through the exhibitor portal. You may select the option to pay by check through January 14, 2022. Check must be received within 2 weeks of application. For reservations made after January 14, 2022, must be followed by credit card or wire transfer payment within 5 working days. No checks will be accepted after January 15, 2022.

AGREEMENT TO TERMS, CONDITIONS AND RULES
The exhibitor agrees to observe and abide by the Terms, Conditions and Rules set forth hereafter and by such additional Terms, Conditions and Rules made by SBI for the efficient or safe operations of SBI Annual Meeting (Show), including, but not limited to, those contained in the printed and online Exhibitor Information (Manual), the Exhibitor Service Kit, and any correspondence from SBI or its agent(s). The exhibiting company will be held responsible for the activities of its employees and any agents appointed on its behalf. It is the responsibility of the exhibiting company to disseminate the rules and regulations among its staff and affiliates.

BOOTH SPACE CANCELLATION OR REDUCTION OF BOOTH SPACE
Cancellation or reduction of booth space for any reason is subject to terms. Cancellation or reduction of space requests must be submitted in writing to the SBI Expo Team. The date that the exhibitor’s written notice of cancellation is received by SBI will be considered the official cancellation date. If written cancellation is received on or before January 14, 2022, the booth fee will be refunded less 50% of the contracted booth rental fee. After January 14, 2022, there will be no refunds for booth space cancellations or space reductions.

In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid by the exhibiting company for space reservation, regardless of whether or not Show Management enters into a further lease for the space involved. In case the exposition shall not be held for any reason whatsoever, then and thereupon, the rental and lease of space to the exhibitor shall be terminated. In such case, the limit claim for damage and/or compensation by the exhibitor shall be returned to the exhibitor of the prorated amount already paid for space for this specific event.

CANCELLATION AND NO SHOW / FORCE BOOTH SET-UP
For a cancellation after the signed contract is returned, 50% of the booth space fee will be retained by the SBI. Notification of cancellation must be made in writing to SBI Exhibit Management via email—partnerships@sbi-online.org; mail—SBI, 1891 Preston White Drive, Reston, VA 20191 or fax (703) 716-4487. The email date, the date of the postmark, the fax date stamp, or the date the letter is submitted by a private express service will be the official cancellation date. In the event that no representative of an exhibiting company has set-up the company’s booth by 5:00 PM on Monday, May 16, 2022, SBI will instruct the show service contractor to assemble the booth and the exhibiting company agrees to pay for assembly charges.

INDEMNIFICATION
The Exhibitor agrees to indemnify, defend and hold harmless SBI, its officers, directors, agents, employees, and members, and the Geo. L. Smith II Georgia World Congress Center Authority (also called Savannah Convention Center or Center) (both referred to as “INDEMNIFIED PARTIES”) from and against
Exhibitors are required to comply strictly with all terms of this agreement as contained in this Exhibitor Prospectus and Application to Exhibit and Contract, as well as all applicable terms and conditions contained in the agreement between the SBI and Savannah Convention Center.

**WAIVER**

SBI and Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by SBI and Show Management. No delay or omission by SBI and Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of such rights in writing on one occasion shall not be construed as consent to or a waiver of any right or remedy on any future occasion.

**ATTORNEYS’ FEES**

Should SBI and Show Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement, or to protect in any manner its interest or interests under this agreement, SBI and Show Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys’ fees incurred by the exhibitor, except as such portion of the space fee, as calculated by the SBI, that may be refunded to the exhibitor after deduction of SBI’s expenditures and commitments.

**AMERICANS WITH DISABILITY ACT (ADA) COMPLIANCE**

Exhibitors are responsible for compliance with all applicable provisions of the ADA for their booth space, including but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless, and defend SBI, its officers, directors, agents, members, and employees from and against any claims, liabilities, losses, damages, and expenses (including attorney’s fees and expenses) resulting from or arising out of the exhibitor’s failure or allegations of the exhibitor’s failure to comply with the provisions of the ADA Liability.

**UNION REGULATIONS AND JURISDICTION**

If applicable, these rules will be supplied in the Exhibitor Services Kit.

**AGREEMENT TO TERMS, CONDITIONS AND RULES**

The exhibitor agrees to observe and abide by the Terms, Conditions and Rules set forth hereafter and by such additional Terms, Conditions and Rules made by the Society of Breast Imaging (SBI) for the efficient or safe operations of SBI/ACR Breast Imaging Symposium Exhibition (Show), including, but not limited to, those contained in the printed and online Exhibitor Information (Information), the Exhibitor Service Kit, and any correspondence from SBI or its agent(s). The exhibiting company will be held responsible for the activities of its employees and any agents appointed on its behalf. It is the responsibility of the exhibiting company to disseminate the rules and regulations among its staff and affiliates.

**RESTRICTIONS ON EXHIBIT SPACE USE**

Subletting, sharing, allocation, partnering or any other similar arrangement of space is prohibited. An exhibitor may neither assign, allocate, nor apportion the whole or any part of space allotted, or display any goods other than those manufactured or distributed by the exhibitor in the regular course of the exhibitor’s business, nor permit any representative of any other firm to solicit business or take orders in the exhibitor’s space. The featuring of names or advertisements of non-exhibiting firms or businesses will not be permitted.

**EXHIBITOR-SPONSORED EVENTS AND EDUCATIONAL PROGRAMS**

As a condition of the SBI accepting the exhibitor’s application for space, the exhibitor agrees that exhibitors may not hold focus groups, seminars or programs during exhibit hall or scientific program hours that bring attendees out of the SBI virtual platform. The SBI offers a comprehensive scientific program on a full array of breast imaging topics, and the program that attracts the most members to the meeting. Therefore, the SBI prohibits educational forums that detract from the activities at the conference during the dates of the annual meeting. Please be aware that exhibitors are strongly discouraged from utilizing speakers who are on the current-year SBI scientific program. Exhibitors must disclose to the SBI Exhibit Management Office all offsite events, seminars, focus groups or programs that will be linked to using the ADA virtual platform. Any violation of this stipulation will cause sanctions to be applied to the exhibitor. Please review program and exhibit days and hours before completing your plans.