The Society of Abdominal Radiology 2018 Annual Scientific Meeting and Educational Course

CORPORATE SUPPORT AND EXHIBIT OPPORTUNITIES

2017 Meeting Highlights
During our 2017 meeting in Hollywood, Florida, almost 880 attendees were treated to an exceptional educational experience provided by 362 nationally and internationally renowned faculty members. The Society convened four concurrent scientific sessions featuring a total of 70 scientific presentations; the course itself lasted for five days and consisted of 52 plenary lectures, 163 workshops, five self-assessment modules, and 153 scientific and educational exhibits. The 2017 meeting also included outstanding hands-on symposia on CT Colonography (Virtual Colonoscopy), Dual Energy CT, Prostate MRI, and Female Pelvic MRI taught by multiple recognized leaders in the field. Ninety-eight percent of attendees stated that the program was relevant to their practice and improved their ability to provide excellent patient care.

2018 Meeting Highlights
Our 2018 Annual Meeting will be held March 4 - 9, 2018, at the Fairmont Scottsdale Princess in Scottsdale, Arizona. At the 2018 meeting, the Society will present a comprehensive cutting-edge review of imaging and intervention of abdominal and pelvic diseases. We are continuing to incorporate sessions on how practices can distinguish themselves by incorporating current advances in MDCT, MRI, ultrasound, fluoroscopy and interventional radiology. In addition, there will be a focus on radiology efficiency and value including appropriate utilization, and reporting of imaging findings reflecting changes in reimbursement based on quality metrics. We will continue with sessions on radiation dose optimization and MR safety and will give special emphasis to women’s imaging, oncologic imaging, contrast agents, dual energy CT, and newer fast 3T MRI applications. We also plan to have special sessions on changes in CMS reimbursement and strategies on adding value to attendees’ practices. Finally, we will continue to increase members’ and attendees’ understanding of newer molecular imaging agents and techniques including PET MR and CT. In short, the entire spectrum of abdominal imaging and intervention will be covered. Because of the success of the CT Colonography, Dual Energy CT, Prostate MRI and Female Pelvic MRI hands-on symposia at this year’s meeting, we plan to repeat them in 2018, so that more attendees may benefit. Three new hands-on symposia will also be offered covering Advanced Crohn’s Disease Imaging, Pelvic Floor Imaging and Rectal Cancer MRI. The remainder of the educational program will be completely updated, including faculty selected for their knowledge and expertise.

Get Connected with the SAR!
The Society of Abdominal Radiology (SAR) is the result of the merger of the Society of Gastrointestinal Radiologists (SGR) and the Society of Uroradiology (SUR) in 2013. The new society is one of the largest abdominal radiology societies in the world with over 1200 members including a strong international contingent. Among the members are the world recognized thought leaders who are at the forefront of research and innovation. Further, the membership includes many key decision makers including department chairs and executive members of RSNA, ARRS, and the American Board of Radiology. As reported by Google Analytics, the SAR website had over 23,000 hits including over 61,800 pages viewed in a single quarter alone and attracted viewers from over 136 different countries. The Society is also proud to boast over 5,500 “likes” on our Facebook page as of May 2017. We also have an active Twitter and Instagram which encourage communication within the radiology community. Don’t miss this opportunity to connect with our members!

Our Active Website and Affiliation with Abdominal Radiology
Visit us at www.abdominalradiology.org to learn more about our exciting Society and its benefits! Our affiliation with Abdominal Radiology also provides a medium for scientific presentations, position articles, and meeting highlights.

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Corporate Support Opportunities

Unrestricted Educational Grant: These grants will be used to support the course and entitle the supporter to the privileges listed below. (Exhibit space and other items listed below under “Exhibit and Promotional Opportunities” are not included.)

Platinum Level
- Bronze level sponsorship opportunities, plus
- Three additional (5 total) corporate representatives invited to all presentations and complimentary social events, with waiver of meeting registration fees
- Three opportunities for session sponsorship or award sponsorship are included

Gold Level
- Bronze level sponsorship opportunities, plus
- Two additional (4 total) corporate representatives invited to all presentations and complimentary social events, with waiver of meeting registration fees
- Two opportunities for session sponsorship or award sponsorship are included

Silver Level
- Bronze level sponsorship opportunities, plus
- One additional (3 total) corporate representatives invited to all presentations and complimentary social events, with waiver of meeting registration fees
- One opportunity for session sponsorship or award sponsorship is included

Bronze Level
- Corporate recognition on signage at the meeting
- Corporate recognition in the course syllabus
- Two corporate representatives invited to all presentations and complimentary social events, with waiver of meeting registration fees

Session Sponsorship: You have the opportunity to sponsor one of our plenary sessions of educational presentations. Sponsorship would result in your company being acknowledged in the meeting program and on-site at the time that the session is held. This would serve to reinforce your company’s leadership in the area to be discussed and demonstrate your support of the meeting and of continuing medical education in this area to all attending the meeting.

Focus on the Future Sponsorship: You have the opportunity to sponsor one of the following events: SAR Mentor Program Luncheon; SAR Leadership Program Event; or Trainee Social Events. Sponsorship would result in your company being acknowledged in the meeting program and on-site at the time that the event is held. This would serve to reinforce your company’s support of the SAR’s focus on the future.

Award Sponsorship: You have the opportunity to sponsor one of the scientific paper awards for the members’ session held on Sunday. The sponsored award would be named after your company and your company would be acknowledged when the award is presented to the recipient in front of all meeting attendees during one of the plenary sessions.

Exhibit and Promotional Opportunities

Exhibit Space: The exhibitor fee entitles you to one skirted table-top in the meeting room foyer which will also host continental breakfasts and coffee breaks. This opportunity allows you to interact with course attendees and promote your products and services. Your exhibit fee also includes enrollment of two representatives in the meeting and complimentary social events affiliated with the meeting.

Meeting App Push Notifications: Planning a give-away at your booth to encourage traffic? Consider purchasing the opportunity to promote your give-away using a push notification to SAR meeting attendees. Notifications are limited to 2 daily and are available on a first-come, first-served basis.

Focus Session: You have the opportunity to select six representatives from our Society in order to conduct a “focus session”, which would provide you a venue to discuss areas of interest in genitourinary, gastrointestinal, or cross-sectional imaging and intervention with leaders in the field of your interest. You will be choosing representatives from a list of accomplished and well-established leaders in the field who are attending the meeting (depending on their availability). These individuals will come together and spend 90 minutes with you and your appropriate marketing and development team during the annual course. This is an opportunity to enlist the dedicated attention of these experts and to explore possible research, development, and/or marketing ideas.

Lecture Update or Satellite Symposium: A company representative has the opportunity to present a “lecture/update” to meeting attendees during a morning coffee break. This might be a discussion of works in progress or new products in development. It would provide you with a forum to present lectures with a corporate focus. The session would be approximately 15 minutes in length. Attendance at this session would be voluntary for the attendees, but would be advertised and encouraged. A “satellite symposium” is a longer version of the “lecture update” (45 minutes) which can be presented after the conference ends each day. Continuing medical education credit cannot be offered for these sessions. These options are on a first-come, first-served basis, as space is limited.

Please note that all expenses associated with focus sessions, lecture updates and satellite symposia, including food and beverage, audio visual, electrical needs, etc. are all the responsibility of the support company hosting the event.
Meeting App Sponsorship: All course information is distributed to attendees through our meeting app. This opportunity for sponsorship would allow your company prominent visibility to all attendees!

Promotional Material Distribution
Corporate Handouts in Registration Packets: Each attendee will receive a packet upon registration filled with their registration materials. This is an opportunity to have a promotional handout inserted into these registrant packets.

Hotel Room Drop: Interested in delivering something to the hotel room of SAR attendees? If so, then this is the opportunity for you! Associated fees from the hotel are the responsibility of the sponsoring company. Item to be delivered is subject to SAR approval.

Sponsorship of Registrant Amenities
Pens and Lanyards: Each attendee will receive a pen and lanyard with their registration materials. This is an opportunity for your company to provide our registrants with pens or lanyards prominently displaying your company's name or logo.

Personalized Room Keys: Consider the benefit of advertising your company and products on all attendee room keys! Graphics and associated fees from the hotel are the responsibility of the sponsoring company. Graphics are also subject to SAR approval.

For additional information, please contact Jessica Whalen, the SAR Meeting Manager, at admin@abdominalradiology.org or 713.965.0566.