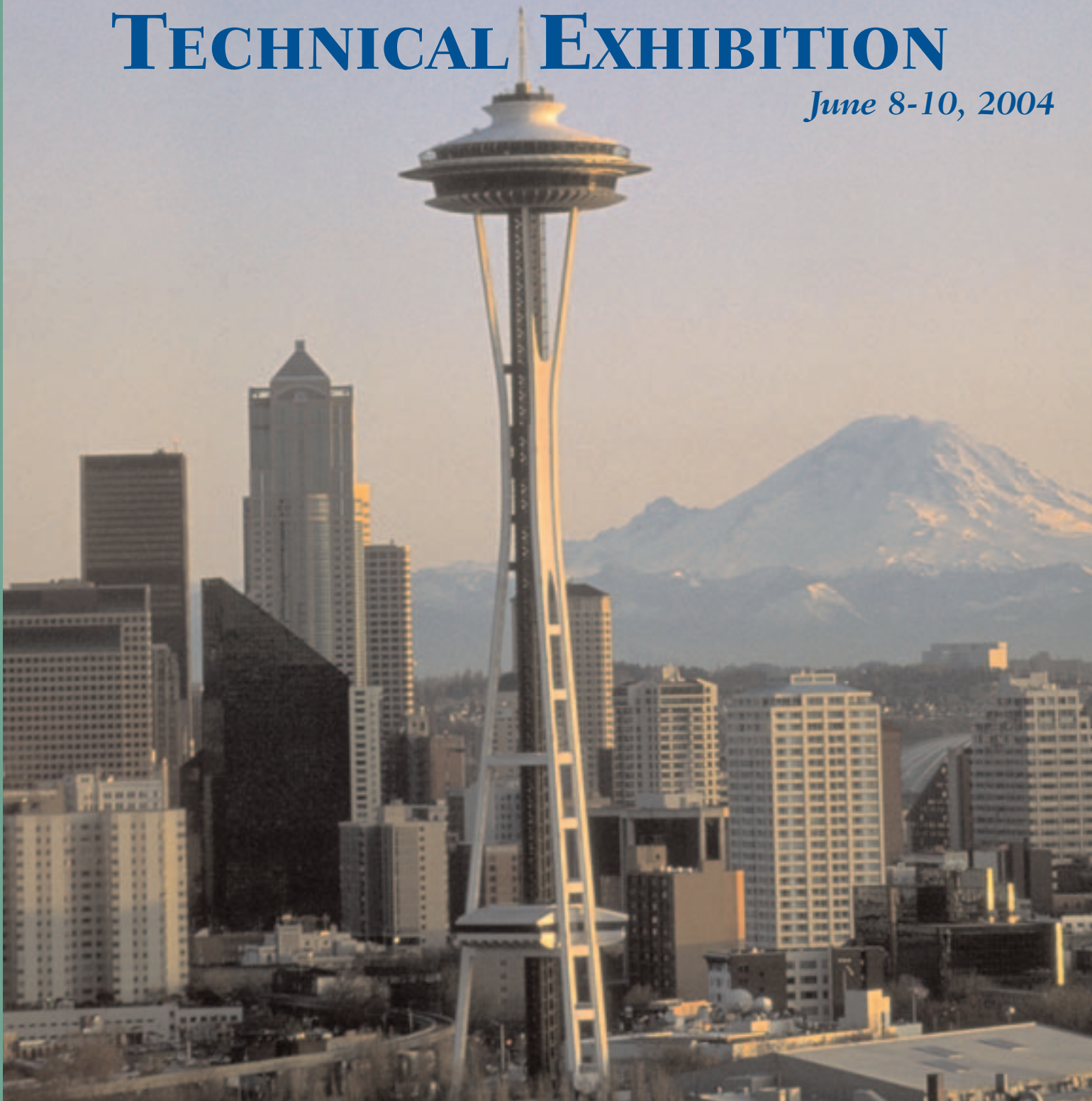


AMERICAN SOCIETY OF NEURORADIOLOGY
TECHNICAL EXHIBITION

June 8-10, 2004



*NER Foundation Symposium 2004
& ASNR 42nd Annual Meeting*

*Washington State Convention & Trade Center
Seattle, Washington
June 5-11, 2004*

Seattle
ASNR 2004

Don't Miss This Opportunity to Meet with Decision Makers

OPPORTUNITIES

The ASNR 42nd Annual Meeting Technical Exhibit offers representatives of neuroradiology product and service manufacturers and suppliers the opportunity to interact and exchange information with some of the most prestigious decision makers in the field of neuroradiology.

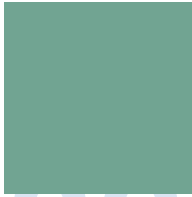
Your company should be exhibiting at the ASNR 42nd Annual Meeting if you produce, manufacture or distribute any of the following products:

- | | | |
|--|--|--|
| Biopsy Guns | Gastronomy Products | Ports |
| Blood Coagulation Monitoring Systems | Guide Wires | Post Processing Workstations |
| Blood Transfusion Equipment | Hemostatic Puncture Site Devices | Radiation Dosage Monitoring Systems |
| C-Arms | Implantable Infusion Ports | Radiation Protection Products (gloves, aprons, shields, etc.) |
| Cardiovascular Analysis Systems | Injectors | Radiology Information Systems |
| Catheters | Inventory Management Tools | Radiopaque Markers |
| Catheter Introducers | IVC Filters | Retrieval Devices |
| Catheterization Laboratories | Kits and Trays | Spine Intervention Tools |
| Central Venous Access Devices and Pharmaceuticals | Monitoring Equipment for Conscious Sedation | Stent Grafts |
| Coding and Reimbursement Tools | MR Coils | Stents |
| Contrast Agents, Drugs and Pharmaceuticals | MR Scanners and Accessories (Hardware and Software) | Stopcocks |
| CT Scanners | Needles | Surgical Supplies (suture materials) |
| Departmental Management | Noninvasive Peripheral Vascular Diagnostic System Occluders | Syringes |
| Drainage Systems | PAC Systems 3D Workstations | Tables |
| Educational Product & Literature | Patient Care Equipment | Thrombectomy Devices |
| Emboloc Agents | PET Scanners | Ultrasound Equipment |
| Embolizing Systems | PET Drugs (e.g., FDG Suppliers) | Vascular Access Guidance |
| Endoscopes | Phantoms | Vascular Brachytherapy Devices |
| Film, Screen Systems, Cassettes & Viewers | Plethysmography | Vertebroplasty Equipment |

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Message to Exhibitors

We are pleased to invite you to exhibit at the Neuroradiology Education and Research (NER) Foundation Symposium and 42nd Annual Meeting of the American Society of Neuroradiology in Seattle, Washington. The Washington State Convention & Trade Center is the programming venue for the meeting, Saturday, June 5 through Friday, June 11, 2004.



The annual meeting of the ASNR represents the world's most significant scientific and educational meeting in neuroradiology. As such, it provides a unique opportunity to update your representatives in the cutting edge trends in diagnostic and interventional neuroradiology and is attended by the decision makers you need to meet.

With specialty programming by the American Society of Pediatric Neuroradiology (ASPNR), American Society of Head and Neck Radiology (ASHNR), American Society of Interventional and Therapeutic Neuroradiology (ASITN), and the American Society of Spine Radiology (ASSR), covering a wide range of topics of interest, the ASNR Annual Meeting attracts both the sub-specialist in neuroradiology as well as the general neuroradiologist.

How-To Sessions Provide Unparalleled Access

The ASNR will again offer the successful How-To Sessions from Sunday, June 6 through Thursday, June 10. These one hour breakfast and lunch sessions will be held in the general session room and will include a brief didactic presentation and demonstration, all with a strong practical emphasis.

Technical Exhibit Committee Support

This year, as in the past, we are always willing to assist you in the development of your exhibit with respect to scientific programming. If you are uncertain about how your exhibit should be designed or have questions on the exhibition, please contact Lora Tannehill, ASNR Director of Scientific Meetings at 630-574-0220, ext. 229. Our Technical Exhibits Committee will be happy to work with you to develop an exhibit that will be beneficial to you, to your company, and to the societies' members and meeting attendees.

Don't miss the opportunity to exhibit at the ASNR 42nd Annual Meeting, where advanced technology and diagnostic and interventional neuroradiological excellence come together. To ensure your preferred space, review the information contained in this Exhibitor Prospectus and complete the enclosed Exhibit Space Application/Contract by Thursday, February 12, 2004.

We look forward to partnering with you in Seattle, Washington in 2004 to create an exciting program for our attendees.

Sincerely,

Charles M. Strother, MD, *President*
American Society of Neuroradiology

UPDATES TO HOUSING POLICY BENEFIT EXHIBITORS

June is a very busy month in Seattle for meetings and conventions. Consequently, it is very important to pay close attention to the deadlines for room reservations with the Sheraton Seattle Hotel & Towers. ASNR encourages exhibiting companies to reserve their rooms as early as possible since space is limited.

ASNR leadership and staff appreciate the support of our exhibiting companies. We listen to your concerns and feedback and continue to adjust the policies to benefit exhibitors each year. Highlights of the 2004 policies include:

- ▲ Time period for making reservation changes and still receive a full refund has been lengthened.
- ▲ Cancellations can now be made up to two (2) weeks prior to the meeting to receive a partial refund.
- ▲ Exhibiting companies are required to have 100% of representative participation in the ASNR housing block at the Sheraton Seattle Hotel & Towers to receive a 10% discount on total booth rental fees (applied as post-meeting refunds).
- ▲ Exhibiting companies booking all of their representative housing through the ASNR room block will receive five (5) additional complimentary registrations.

The goal of these revised policies is to ensure a continued viable and successful meeting and to assist in better monitoring the most efficient use of our room blocks. Please review the housing reservation and cancellation policies found on page 9 which highlight the reservation deadlines to receive full and partial refunds.

If you should have any further questions concerning these policies in effect for the ASNR 2004 Annual Meeting, please contact Lora Tannehill, CMP, ASNR Director of Scientific Meetings at 630-574-0220, ext. 229; email: ltannehill@asnr.org.

Important Dates and Deadlines

Friday, January 16, 2004

- ▲ Space application deadline for maximum date points

Thursday, February 12, 2004

Initial Space Assignment Deadline:

- ▲ Only those applications received on or before this date may be considered for the initial space assignment.

Booth space is assigned based on:

- ▲ Points awarded for receipt date of application and program sponsorship participation
- ▲ Participation in housing block at headquarters hotel
- ▲ Booth size
- ▲ Competitor proximity
- ▲ Requested location

Friday, February 27, 2004

Exhibitor Space Assignment Mailing:

- ▲ Booth Space Assignment
- ▲ Floor Plan
- ▲ Exhibitor list as of Thursday, February 12, 2004
- ▲ Invoice for balance due on booth space

Online Service Kit available to include:

- ▲ Updated floor plan
- ▲ Service order forms for the Washington State Convention & Trade Center
- ▲ Order forms for additional services provided by official meeting contractors
- ▲ Social Program information
- ▲ Registration and Housing Request Forms (also included in this Prospectus), due by Thursday, April 1, 2004 to be eligible for 10% discount on booth fee (issued post-meeting).
- ▲ Exhibitor List as of Friday, February 27, 2004

Friday, March 12, 2004

- ▲ Final payment for exhibitor space due
- ▲ Deadline for booth cancellations with full refund
- ▲ Full payment due with Exhibit Space Applications received after this date

Thursday, April 1, 2004

- ▲ Deadline for submitting Housing Forms (no names required) to ASNR to be eligible for 10% discount on booth fee (all registered exhibitors must be within the ASNR housing block to qualify).
- ▲ Deadline for receipt of request to use Exhibitor Appointed Contractor. Request must be submitted by the exhibitor and accompanied with an original Certificate of Insurance.

Friday, April 16, 2004

Housing Deadlines (Refer to page 9)

Friday, April 16, 2004, cont'd.

- ▲ Technical Exhibitor Advance Registration Form due.
- ▲ Deadline for receipt of confirmed Housing Reservations (name required). All rooms reserved in the ASNR hotel block must be assigned a complete name, address, and arrival/departure date by 5:00pm CST.

Friday, April 30, 2004

- ▲ Deadline for reducing the number of room nights reserved or canceling a reservation to receive a complete refund of advance payment for nights not used; changes must be made by 5:00 pm CST.
- ▲ Deadline to submit housing reservation and name change requests to insure correct submission to the hotels
- ▲ Name changes to hotel reservations not received at ASNR by Friday, April 30, 2004, will need to be made directly with the hotel after Friday, May 21, 2004.

Monday, May 3, 2004

- ▲ Deadline for late space applications

Friday, May 7, 2004

- ▲ Deadline for Advance Registration "badge only" requests for Exhibitors (no hotel required)

Friday, May 14, 2004

- ▲ Deadline to submit registration changes and badge only registration

2004 Annual Meeting

Saturday, June 5 through Monday, June 7, 2004

- ▲ Exhibit installation begins at 8:00 am on Saturday, June 5 and continues through 2:00 pm Monday, June 7, 2004

Monday, June 7, 2004

- ▲ A special Welcome Reception with ASNR Annual Meeting attendees and their guests will be held with the Technical Exhibitors in Hall 4A from 6:00 pm – 7:30 pm

Tuesday, June 8, 2004

- ▲ Exhibits open at 9:30 am

Wednesday, June 9, 2004

- ▲ A Reception with ASNR Annual Meeting attendees and their guests will be held with the Technical Exhibitors in Hall 4A from 6:00 pm – 7:30 pm

Thursday, June 10, 2004

- ▲ Exhibits close at 4:00 pm

Friday, June 11, 2004

- ▲ Freight arrangements must be made by 8:00 am
- ▲ All exhibit material must be removed from the exhibit hall by 10:00 pm





Quick Reference

Exhibit Space Rates

- ▲ Exhibition Space rates:
 - Standard Exhibitor\$30.00 per square foot
 - Publisher.....\$20.00 per square foot
 - Corner\$125.00 per corner assigned

Deposits

- ▲ Completed Exhibit Space Application/Contract, full payment due on or before Friday, March 12, 2004.
- ▲ 20% of the total space cost must accompany the contract.
- ▲ Applications postmarked after Friday, March 12, 2004 must be accompanied by full payment.
- ▲ No applications will be processed until all conditions are met.

Exhibit Space

Minimum space is 10' x 10'. Multiple 10' x 10' spaces, 10' x 20' peninsulas and free-form "island" exhibits of 20' x 20' and larger are also available, based on exhibit area request.

Exhibit Space includes:

- ▲ 8' high back drape
- ▲ 7" x 44" identification sign
- ▲ Complimentary listing in the ASNR 42nd Annual Meeting Proceedings Book and Virtual Exhibition section of the ASNR website.

For more specific information please refer to the Rules and Regulations section of this prospectus.

Exhibit Hall Dates and Hours

The exhibit hall will be open for the following hours:

- *Monday, June 76:00 pm - 7:30 pm
- Tuesday, June 8 through
- Thursday, June 109:30 am - 4:00 pm
- ***NEW!!** Wednesday, June 9.....6:00 pm - 7:30 pm
(Additional Reception in Exhibit Hall)

* *Special Receptions with the Technical Exhibitors and ASNR attendees and their guests.*

Show Colors

The official show colors are green and gray.

Exhibitor Breakfast

Each exhibiting company is invited to designate two (2) representatives to participate in a breakfast with open discussion and feedback on the ASNR Technical Exhibition and Annual Meeting. This breakfast will be held Wednesday, June 9, 2004 with further details provided in the Service Kit.

Registration

- ▲ Each exhibiting company is provided ten (10) complimentary registrations. **If the company has 100% participation in ASNR housing block at the Sheraton Seattle Hotel & Towers, the exhibiting companies will receive a total of fifteen (15) complimentary registrations.**
- ▲ Additional company representatives may register for an exhibitor registration fee of \$75.00.
- ▲ Each exhibit space fee includes exhibitor participation in the social program as specified in the **SOCIAL PROGRAM PARTICIPATION** section of these regulations.
- ▲ On-site registration and badge picked-up is located in the South Lobby (Level 4) of the Washington State Convention & Trade Center.

See "Advance Registration" section on page 8 for complete details.

Hotel Accommodations

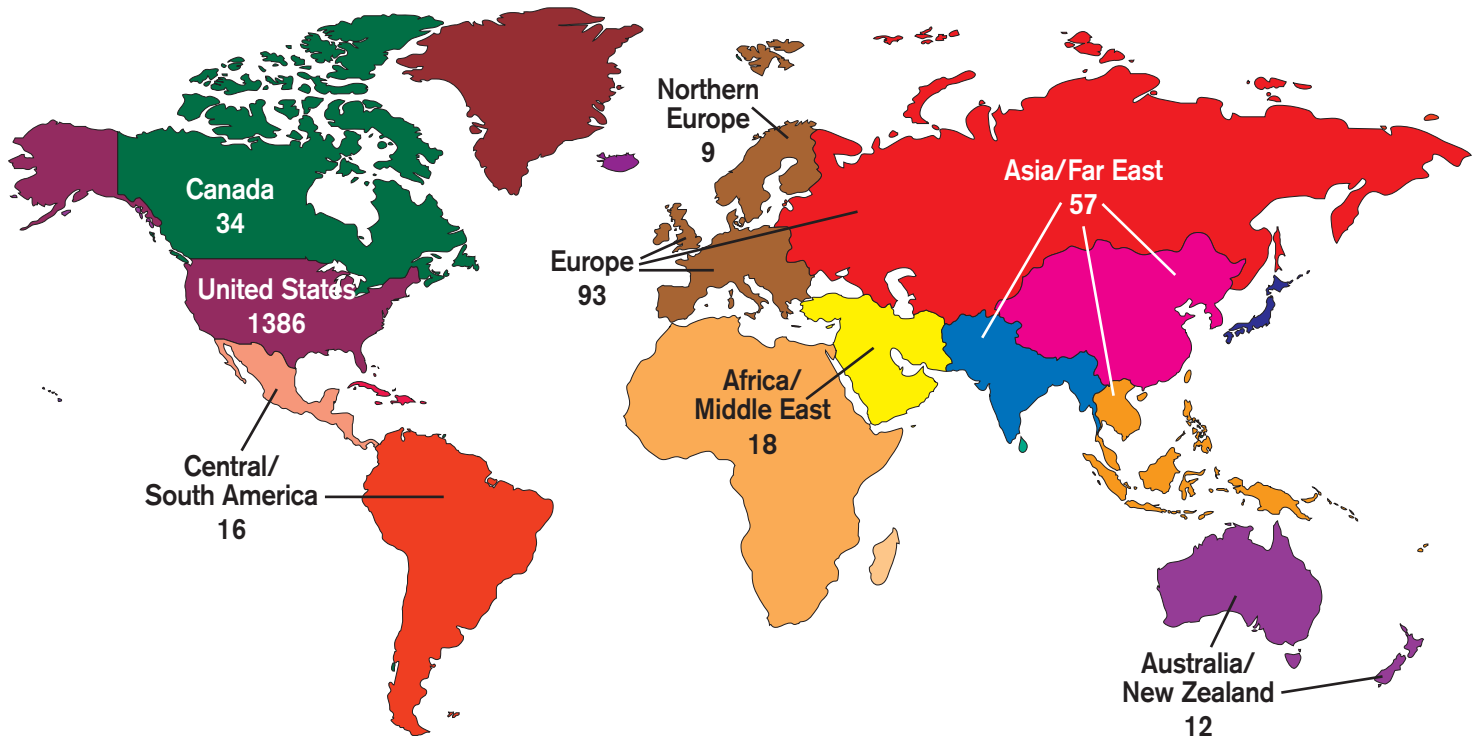
- ▲ The headquarters hotel for the ASNR 42nd Annual Meeting is the Sheraton Seattle Hotel & Towers.
- ▲ Each exhibiting company may reserve a block of rooms under the company/organization name (individual names not required) until Thursday, April 1, 2004.
- ▲ Full advance payment is required to reserve hotel room(s) for exhibitors.
- ▲ Hotel rooms for Technical Exhibitor representatives **MUST BE REQUESTED** on the official ASNR 42nd Annual Meeting Technical Exhibitor Housing Reservation Form. The hotel will **NOT** accept reservations for exhibitors by telephone, letter, or online.
- ▲ Reservation changes or cancellations that result in a reduction in the number of room nights used may result in forfeiture of the advance payment. See Housing Section on page 9 for complete details.

Earn 10% Discount on Booth Fee

Exhibiting companies are required to have 100% of representative participation in the ASNR housing block at the Sheraton Seattle Hotel & Towers to receive a 10% discount on total booth rental fees. This discount will be refunded six (6) to eight (8) weeks following the Annual Meeting.

ASNR 41st Annual Meeting Registration Analysis

April 27-May 2, 2003
 Marriott Wardman Park Hotel
 Washington, DC



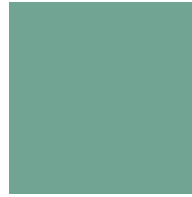
GEOGRAPHICAL BREAKDOWN

| | |
|---|-------------|
| United States | 1386 |
| Europe | 93 |
| Austria, Belgium, United Kingdom, France, Germany, Italy, Luxembourg, Netherlands, Russia, Switzerland, Portugal, Spain | |
| Canada | 34 |
| Asia/Far East | 57 |
| India, Iran, Japan, Korea, People's Republic of China, Singapore, Taiwan, Thailand | |
| Central/South America | 16 |
| Argentina, Brazil, Chile, Colombia, Ecuador, Mexico | |
| Australia/New Zealand | 12 |
| Northern Europe | 9 |
| Denmark, Finland, Norway, Sweden | |
| Middle East/Africa | 18 |
| Israel, Republic of South Africa, Saudi Arabia, Turkey, Zambia, Zimbabwe | |
| TOTAL | 1625 |

TOTAL U.S. PARTICIPATION

| | |
|---|-------------|
| Pacific (WA, OR, CA) | 251 |
| Mountain (MT, ID, NV, UT, CO) | 39 |
| West South Central (AZ, NM, TX, OK) | 108 |
| West North Central (ND, SD, NE, KS, MN, IA, MO, WI, IL, IN, MI) | 293 |
| East South Central (AR, LA, MS, AL, TN) | 39 |
| East North Central (KY, OH, WV, PA) | 150 |
| South Atlantic (FL, GA, SC, NC) | 126 |
| Mid-Atlantic (NY, NJ, DC, DE, MD, VA) | 278 |
| New England (NH, ME, MA, RI, CT) | 95 |
| Alaska/Hawaii | 7 |
| United States | 1386 |





SCIENTIFIC RESEARCH

As the most significant educational event in neuroradiology, the ASNR Annual Meeting consistently serves as the best source of current scientific research in neuroradiology. At the 41st Annual Meeting held in 2003 in Washington, DC, scientific presentations were offered in the following categories.

| | |
|---------------------------------|-----|
| Scientific Papers/Oral..... | 344 |
| Scientific Paper/Posters..... | 95 |
| Scientific Exhibits..... | 75 |
| Excerpta Extraordinaire..... | 63 |
| Computer Assisted Exhibits..... | 14 |

TOTAL PRESENTATIONS.....591

ATTENDANCE FIGURES

Neuroradiologists and Allied Scientists984
(Member and Non-Member)

Neuroradiology Fellows226

Total Professionals.....1210

Commercial Representatives.....335

Others.....80

TOTAL MEETING ATTENDANCE.....1625

ATTENDING INSTITUTIONS

The attendee profile from the ASNR Annual Meeting is diverse and includes representatives from world renowned universities and hospitals from the United States, Canada and worldwide. *(This list represents a sampling of institutions.)*

Brigham & Women's Hospital
 The Children's Hospital of Philadelphia
 Cincinnati Children's Hospital Medical Center
 Duke University Medical Center
 Emory University Hospital/School of Medicine
 Georgetown University Medical Center
 The George Washington University Medical Center
 Hôpital Bicêtre, France
 Hôpital de la Timone, France
 St. Julien Hospital, France
 The Johns Hopkins Hospital and Health System
 Massachusetts General Hospital
 Mayo Clinic
 The Methodist Hospital
 The Mount Sinai Medical Center
 New York University Medical Center
 Northwestern University
 Oregon Health & Sciences University

Stanford University Medical Center
 Servizio di Neuroradiologia, Bologna, Italy
 Universite de Montréal, CHUM-Hospital
 University College London, England
 University Hospital Antwerp, Belgium
 University of California, Health Systems
 University of Chicago
 University Zurich, Switzerland
 University Hospital, Case Western Reserve University
 University of Maryland Medical Center
 University of Miami School of Medicine
 University of North Carolina School of Medicine
 University of Pittsburgh Medical Center
 University of Southern California
 University of Toronto
 University of Utah
 University of Wisconsin
 Yale University School of Medicine

“The annual meeting of the ASNR represents the world’s most significant scientific and educational meeting in neuroradiology.”

ASNR EXECUTIVE COMMITTEE

Charles M. Strother, MD, President
Victor M. Haughton, MD, President-Elect/Program Chair
Patricia A. Hudgins, MD, Vice President & Secretary
M. Judith Donovan Post, MD, Treasurer
Patricia A. Hudgins, MD, Head and Neck Representative
John J. Connors, III, MD, Interventional Representative
Charles R. Fitz, MD, Pediatric Representative
Gregg H. Zoarski, MD, Spine Representative
Patrick A. Turski, MD, First Past-President
William P. Dillon, MD, Second Past-President
William S. Ball, Jr., MD, Third Past-President
J. Arliss Pollock, MD, Clinical Practice Committee Chair

Laurie A. Loevner, MD, Education Committee Chair
John R. Hesselink, MD, FACR, Rules Committee Chair
James M. Provenzale, MD,
Research Committee Chair/Member-at-Large
Mauricio Castillo, MD, Publications Committee Chair
Andrew Litt, MD, AMA Delegate
James B. Gantenberg, CHE, ASNR Executive Director/CEO,
Commercial Relations Committee Chair
Kelly K. Koeller, MD, ACR Representative
Robert R. Lukin, MD, ABR Representative
William G. Bradley, MD, PhD, FACR,
ACR Neuro/MRI Commission Liaison

TECHNICAL EXHIBITS COMMITTEE

Lawrence N. Tanenbaum, MD, Chair
Ray A. Brinker, MD
Taher El Gammel, MD
Andrei I. Holodny, MD
Jonathan Kleefeld, MD

John Perl, II, MD
C. Douglas Phillips, MD
Robert L. Waldron, II, MD, FACR
Alan L. Williams, MD, FACR, MBA
Donald S. Willig, MD

COMMERCIAL RELATIONS COMMITTEE

James B. Gantenberg, CHE,
ASNR Executive Director/CEO, Chair
Charles M. Strother, MD, President
Victor M. Haughton, MD, President-Elect/Program Chair
M. Judith Donovan Post, MD, Treasurer
Patrick A. Turski, MD, First Past-President
William P. Dillon, MD, Second Past-President
Laurie A. Loevner, MD, Education Committee Chair

Lawrence N. Tanenbaum, MD, Technical Exhibits Committee Chair
Martin J. Fine, MD
John P. Karis, MD
Edmond A. Knopp, MD
James G. Smiriotopoulos, MD
Charles L. Truwit, MD
Douglas H. Yock, MD

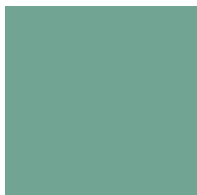


Exhibit Space



Exhibit Space Rates

Exhibition space will be rented based on the following rates:

- Standard Exhibitor\$30.00 per square foot
- Publisher\$20.00 per square foot
- Corner\$125.00 per corner assigned

Please send a completed Exhibit Space Application/Contract on pages 17-18 of this prospectus accompanied by a company product brochure and a 20% deposit.

Exhibit Hall Dates and Hours

The exhibit hall will be open during the following hours:

- *Monday, June 76:00 pm - 7:30 pm
- Tuesday, June 8 through Thursday, June 109:30 am - 4:00 pm
- ***NEW!!!** Wednesday, June 96:00 pm - 7:30 pm
(Additional Reception in Exhibit Hall)

* Special Receptions with the Technical Exhibitors and ASNR attendees and their guests.

Space Assignment Priority Point System

ASNR is continuing to offer a space assignment priority point system. To maximize your assignment priority, return your application by Friday, January 16, 2004. Space assignments will be made on Friday, February 27, 2004.

Assignment priority points for all contract exhibit space at the ASNR 42nd Annual Meeting may be earned in the History, Housing, Sponsorship and Date (awarded based on date of application receipt) categories.

History Points

Exhibiting companies will accumulate eight (8) history points for each consecutive year a company exhibits with ASNR beginning with the 38th Annual Meeting in Atlanta. Three (3) points will be awarded for each nonconsecutive year of exhibiting beginning in 2000.

ASNR Housing Block Participation Points

ASNR will award eight (8) seniority points for each consecutive year of 100% booking of room reservations in the ASNR housing block at the designated ASNR Annual Meeting headquarters hotel beginning with the ASNR 41st Annual Meeting in Washington, DC. Three (3) points will be awarded for each nonconsecutive year of 100% housing participation beginning in 2003.

Sponsorship Points

Priority points will also be awarded to companies participating in program sponsorship opportunities. Points will be distributed based on the following scale:

- Platinum Level (\$100,000+)20 points
- Gold Level (\$70,000 - \$99,999)17 points
- Silver Level (\$50,000 - \$69,999)14 points
- Bronze Level (\$30,000 - \$49,999).....11 points
- Contributor Level (< \$30,000)8 points

DATE POINT CALENDAR

JANUARY 2004

| Sun. | Mon. | Tues. | Wed. | Thurs. | Fri. | Sat. |
|------|-----------|-----------|-----------|-----------|-----------|------|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 40 | 17 |
| 18 | 38 | 36 | 34 | 32 | 30 | 24 |
| 25 | 28 | 26 | 24 | 22 | 20 | 31 |

FEBRUARY 2004

| Sun. | Mon. | Tues. | Wed. | Thurs. | Fri. | Sat. |
|------|-----------|-----------|-----------|-----------|-----------|------|
| 1 | 18 | 16 | 14 | 12 | 10 | 7 |
| 8 | 8 | 6 | 4 | 2 | 0 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | | | | | | |

Date Points

- ▲ A maximum of forty (40) points may be earned by returning the Application/Contract with the 20% deposit and collateral materials by 5:00 pm CST Friday, January 16, 2004.
- ▲ Each day thereafter, two (2) points per day will be subtracted until all date points have been exhausted. This means that Thursday, February 12, 2004 is the last day to earn date points.
- ▲ On Friday, February 13, 2004, the initial space assignments will begin.
- ▲ Applications will continue to be accepted after Friday, February 13, 2004; however, space assignments will be subject to availability.
- ▲ Space will be assigned using the Point System as a guide with preference given in each point category to preferred and first-time exhibitors.
- ▲ Space assignments will be released on Friday, February 27, 2004.

Advance Registration and Housing Reservations

Submit all Technical Exhibitor advance registration and housing reservations on the forms provided in this prospectus.

Advance Registration Information

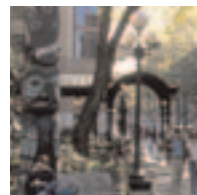
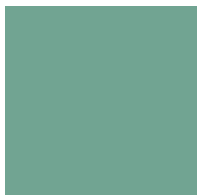
- ▲ All exhibitors must have a badge to enter the exhibit area.
- ▲ Complimentary registration for up to a maximum of ten (10) persons. Exhibiting companies booking all of their representative housing rooms through the ASNR room block will receive five (5) additional complimentary registrations.
- ▲ Additional company representatives may register for an exhibitor registration fee of \$75.00 each.
- ▲ Exhibitor Registrations must be submitted using the official ASNR 42nd Annual Meeting Technical Exhibitor Advance Reservation Form.
- ▲ Exhibitor badges may be picked up at the Exhibitor Registration counter located in the South Lobby (Level 4) of the Washington State Convention & Trade Center.
- ▲ **Advance Registration Forms are due Friday, April 16, 2004.**
- ▲ **Deadline to submit registration changes and badge only (no housing required) registration is Friday, April 30, 2004.**
- ▲ Social Event Tickets, included in registration, will only be released to the official representative of the exhibiting company or his/her designee and must be picked up on-site at the Technical Exhibitor Registration Desk located in the South Lobby (Level 4) of the Washington State Convention & Trade Center.

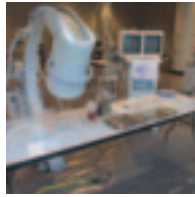
Sheraton Seattle Hotel & Towers

The freshly renovated AAA Four-Diamond Sheraton Seattle Hotel & Towers is located 2 blocks from the Washington State Convention & Trade Center, in the heart of Seattle's vibrant downtown core. Discover the 840 guestrooms, which showcases original signed and numbered artwork by internationally acclaimed artist, Dale Chihuly. The hotel features great restaurants, lounges, a rooftop health club and state-of-the-art recreational facilities. The world-class facilities, distinguished service and dedication to their guests is the hallmark of the Sheraton Seattle Hotel & Towers.



Sheraton Seattle
HOTEL & TOWERS





Housing Reservation Information

IMPORTANT NOTE: Exhibiting companies are required to have 100% of representative participation in the ASNR housing block at the Sheraton Seattle Hotel & Towers to receive a 10% discount on total booth rental fees. This discount will be refunded six (6) to eight (8) weeks following the Annual Meeting. (All registered exhibitors must be within the ASNR block to qualify.)

- ▲ ASNR has contracted with the Sheraton Seattle Hotel & Towers to provide accommodations for the ASNR 42nd Annual Meeting for exhibitors and attendees at a special conference rate:
Standard room: \$204.00 single/double – Rate does not include hotel taxes (currently estimated at 15.6%)
- ▲ Exhibiting companies may request rooms only for their employees or agents.

Submitting Housing Requests

- ▲ All exhibitor housing requests must be submitted on the official ASNR 42nd Annual Meeting Housing Reservation Form.
- ▲ An exhibiting company may request a block of rooms under the name of the company/organization (individual names not required) until **Thursday, April 1, 2004**. Housing request must be received by this date to be eligible for the 10% discount.
- ▲ All reservations must be assigned to an individual with complete name, address, and arrival/departure dates by **5:00pm CST, Friday, April 16, 2004**. Reservations not assigned to an individual by this time will be released to the general meeting room block.
- ▲ The hotel will not accept exhibitor reservations directly by telephone, letter, or online.
- ▲ The deadline for making exhibitor housing reservations is **Friday, April 30, 2004**.

Advance Housing Payment Policy

- ▲ Advance payment of \$235.00 USD (includes room and tax) per person per room night booked is required for each reservation. (For example, a reservation for 1 person for 5 nights would require an advance payment of \$1,175.)
- ▲ Payment must be sent with the Technical Exhibitor Housing Reservation form and the method of payment cannot be changed once the form has been processed.
- ▲ Housing requests will not be processed or blocks of rooms reserved until the advance payment is received.

Cancellation Policies

If Housing Reservations are cancelled:

| | Refund* |
|--|--------------------------------|
| By Friday, April 30, 2004, 5:00 pm CST: Full refund for any changes, reductions or cancellation. | Full Refund of Advance Payment |
| Between Saturday, May 1, 2004 & Friday, May 21, 2004, 5:00 pm CST: Any changes or reductions or total cancellations will result in a fee of 50% of advance payment. | 50% of Advanced Payment |
| Between Saturday, May 22, 2004 and arrival: Any changes, reductions or total cancellations will result in a complete forfeiture of the advance payment. | No refund of Advance Payment |

* Refunds will be made six (6) to eight (8) weeks after the Annual Meeting

Housing Reservation Changes

- ▲ All requested **changes to hotel room reservations for exhibitors must be made in writing to ASNR**. Send requests to: Valerie Geisendorfer, Meetings Coordinator, via email at vgeisendorfer@asnr.org or by fax to 630-574-1740.
- ▲ Reductions in room nights and cancellations submitted to ASNR prior to 5:00 pm CST, Friday, April 30, 2004 will be eligible for a full refund.
- ▲ Reductions in room nights and cancellations must be submitted to ASNR no later than 5:00 pm CST, Friday, May 21, 2004 to be eligible for a 50% refund.
- ▲ **Change requests should be submitted by 5:00 pm CST on Friday, April 30, 2004** to insure correct submission to the hotels. Name changes not received at ASNR by Friday, April 30, 2004, will need to be made directly with the hotel after Friday, May 21, 2004.

The terms and conditions set forth in the ASNR 42nd Annual Meeting Technical Exhibitor Advance Registration and Housing Reservation Forms are made part of the 2004 Rules and Regulations and are fully incorporated herein.

Annual Meeting Support Opportunities

Each year major corporations with an interest in neuroradiology, including pharmaceutical firms and equipment manufacturers, have generously supported various ASNR Annual Meeting activities and programs. This support includes commercial exhibits, educational and special program grants.

A special mailing was sent in September 2003 to all prior/prospective contributors regarding these support opportunities, including sponsorship of the breakfast and lunch How-To Sessions available at the ASNR 42nd Annual Meeting. The ASNR Headquarters Office will be contacting companies prior to the end of the year regarding available sponsorship opportunities.

ASNR continues to develop mutually beneficial activities worthy of the support of major corporations that provide products and services to the field of neuroradiology.

Available opportunities for support include the following:

Educational Grants:

| | |
|---|------------|
| Neuroradiology Education Research (NER) | |
| Foundation Symposium (includes Printed Syllabus & CD-ROM) | \$ 100,000 |
| Audio Visual Support | 100,000 |
| PACS (Grant & Equipment) | 100,000 |
| Electronic Learning Center (ELC) (Grant, Equipment & CD-ROM of Syllabus) | 100,000 |
| How-To Breakfast and Lunch | 100,000 |
| Printed Program & CD-ROM of Proceedings | 50,000 |
| Scientific Exhibits | 40,000 |
| Computer Assisted Exhibits | 30,000 |
| Scientific Posters | 25,000 |
| Focus Session | 20,000 |
| Meeting Guide Program (on-site) | 15,000 |
| Invited Faculty/Speaker Travel | 10,000 |

Social Functions/Food Functions:

| | |
|---|------------|
| Welcome (Technical Exhibitor) Reception | \$ 100,000 |
| Reception (Wednesday, June 9, 2004) | 100,000 |
| ASNR President's Appreciation Dinner | 50,000 |
| 12 Registrant Coffee Breaks | 40,000 |

Other Educational Grants for Promotional Materials:

| | |
|---------------------------------------|-----------|
| Briefcases for Registration Materials | \$ 25,000 |
| Note Pads | 10,000 |
| Lanyards (neck cords) for Name Badges | 8,000 |
| Pen Lights | 8,000 |

Other projects proposed by exhibiting companies and corporate sponsors will also be considered.



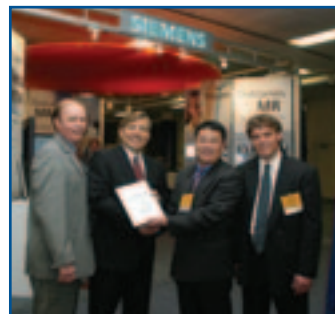
ASNR President, Patrick A. Turski, MD and ASNR Executive Director, James B. Gantenberg present the 2003 President's Platinum Recognition Plaque to representatives from Berlex Imaging.



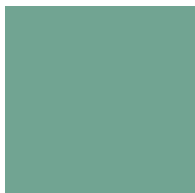
ASNR President, Patrick A. Turski, MD and ASNR Executive Director, James B. Gantenberg present the 2003 President's Platinum Recognition Plaque to representatives from GE Medical Systems.



ASNR President, Patrick A. Turski, MD and ASNR Executive Director, James B. Gantenberg present the 2003 President's Platinum Recognition Plaque to representatives from Philips Medical Systems.



ASNR President, Patrick A. Turski, MD and ASNR Executive Director, James B. Gantenberg present the 2003 President's Platinum Recognition Plaque to representatives from Siemens Medical Systems, Inc.





How-To Sessions

In addition to the Technical Exhibition, the leadership of the ASNR is pleased to announce the eighth annual slate of instructional How-To forums. These one-hour sessions, presented by major corporate contributors, deal with advances in imaging and procedures as well as principles in neuroradiology and image information management.

The How-To Sessions are scheduled Sunday, June 6 through Thursday, June 10. The 2004 How-To Sessions will include breakfast sessions, offered daily, which will start prior to any scientific programming. One hour (box lunch) lunchtime How-To Sessions will also be offered. These are exclusive functions for all attendees and are held in the General Session room.

The How-To Sessions offer a unique opportunity for neuroradiologists to discuss techniques, procedures, and products with their colleagues as well as with technical specialists from the imaging industry. Comments and suggestions submitted from other meeting registrants over the last seven years have been integrated into this year's format.

The sessions include a brief didactic presentation and demonstration, all with a strong practical emphasis. A significant portion of each session is devoted to questions and answers as well as debate, when appropriate. Indications, problems, and solutions relating to imaging techniques will be addressed including advances in helical CT and CTA, functional MRI (diffusion, perfusion, activation, spectroscopy) and interventional procedures including thrombolysis.

The leadership of the ASNR looks forward to a repeat of the enthusiastic reception given to past years' How-To Sessions. The participation of the membership is integral to the success of this unique portion of the meeting and critical to their continued value to registrants and corporate contributors.

Please Note: *Due to the direct financial support from companies to conduct these sessions, CME credit hours will not be granted for any How-To Session programming.*

Marketing Opportunities

Exhibiting companies are strongly encouraged to promote their participation in the ASNR 42nd Annual Meeting in advance.

Virtual Exhibition (Complimentary) — Included with Exhibit Fee

All exhibiting companies will have the opportunity to place a 100-word description about their company and products/services on the ASNR web site. This is a complimentary service provided to all exhibitors.

For an additional \$300.00, exhibiting companies have the opportunity to upgrade their presence with a direct link from the ASNR web site to their company's web site. For more information and to be part of this useful marketing opportunity, simply complete the Virtual Exhibition Registration Form on page 23.

Advertising in AJNR

We are pleased to offer exhibiting companies the opportunity to advertise in the ASNR 42nd Annual Meeting issue (May 2004) of the *American Journal of Neuroradiology (AJNR)*, the official journal of the American Society of Neuroradiology, American Society of Head and Neck Radiology, American Society of Interventional and Therapeutic Neuroradiology, American Society of Pediatric Neuroradiology, and the American Society of Spine Radiology. For further information on advertising rates and advertising closing dates, please contact: Pam Pearce, Cunningham Associates, 180 Old Tappan Road, Old Tappan, NJ 07675, Phone: (201) 767-4170; Fax: (201) 767-2784.

Further information regarding participation in the Annual Meeting Sponsorship Opportunities and/or the How-To Sessions, can be obtained from James B. Gantenberg, CHE, ASNR Executive Director/CEO at (630) 574-0220, ext. 224 or via email at jgantenberg@asnr.org.

Rules and Regulations

IMPORTANT DATES

Welcome Reception with Technical Exhibitors, Monday, June 76:00 pm - 7:30 pm
Technical Exhibit Dates and Hours:
Tuesday, June 8 through Thursday, June 109:30 am - 4:00 pm
Reception, Wednesday, June 96:00 pm - 7:30 pm
Exhibitor Registration Hours:
Saturday, June 5 through Thursday, June 106:30 am - 6:00 pm
Credentials for set-up personnel must be obtained at the ASNR Technical Exhibitor Registration Desk upon arrival at the Washington State Convention & Trade Center in the South Lobby (Level 4) Registration area.

All matters and questions not covered by the Rules and Regulations are subject to the decision of the American Society of Neuroradiology, herein referred to as the ASNR.

Securing Space

To apply for Exhibit Space at the ASNR 42nd Annual Meeting, please complete the Exhibit Space Application/ Contract included in this Exhibitor Prospectus. Retain a copy for your records, return the original to the Annual Meeting address indicated, with a products/services brochure and initial space deposit made payable to the ASNR. The terms and conditions set forth in the 2004 Exhibitor Rules and Regulations are made part of the Exhibit Space Application/Contract by reference and are fully incorporated herein. Please read the following details and instructions completely.

Rates

Exhibition Space will be rented based on the following rates:

Standard Exhibitor\$30.00 per square foot
Publisher\$20.00 per square foot
Corner\$125.00 per corner assigned

Exhibiting companies are required to have 100% of representative participation in the ASNR housing block at the Sheraton Seattle Hotel & Towers to receive a 10% discount on total booth rental fees. This discount will be refunded six (6) to eight (8) weeks following the Annual Meeting.

Each exhibit space fee includes exhibitor participation in the social program as specified in the **SOCIAL PROGRAM PARTICIPATION** section of these regulations.

Product Eligibility

All products and services exhibited must be directly related to the teaching or practice of radiology and approved by the Technical Exhibits Committee. Exhibitors may only display those products and services which they regularly manufacture or distribute. Applications found ineligible by the Technical Exhibits Committee will be returned and any deposit for exhibit space will be refunded.

Deposits

A deposit of 20% of the total space cost must accompany the completed Exhibit Space Application/Contract, with full payment due on or before Friday, March 12, 2004.

Applications postmarked after Friday, March 12, 2004 must be accompanied by full payment. **No applications will be processed until all conditions are met.**

Refunds

Cancellation of exhibit space must be made in writing and received by the ASNR on or before Friday, March 12, 2004 to receive a full refund of monies paid. **No refund will be given for cancellations received after the above specified date, and the ASNR will retain all monies paid as liquidated damages.**

The ASNR, in the event of conflicts regarding space requests or conditions beyond its control, reserves the right to rearrange the floor plan as required. The ASNR may relocate any exhibit at any time with the understanding, that if the exhibitor does not agree with such relocation, all deposits and payments for booth space will be refunded.

Any space not claimed and occupied by 2:00 pm on Monday, June 7, 2004, for which no special arrangements have been made, may be resold or reassigned by the ASNR without any refund.

Assignment of Booth Space

Booth location assignments will be based on history points, date points (awarded based on date of application receipt), housing block participation and program sponsorship participation. Additional conditions include the exhibitor's preference regarding proximity to other exhibiting companies as stated on the Exhibit Space Application/Contract, subject to booth design, space configuration, and services required. If assigned space is not paid for by Friday, March 12, 2004, designated area may be reassigned or sold by the ASNR.



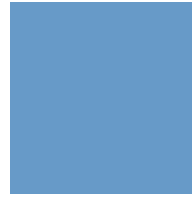
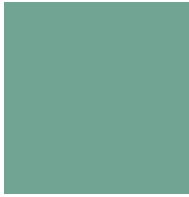


Exhibit Installation/Removal Dates and Deadlines

Installation

8:00 am, Saturday, June 5, 2004

Installation of exhibits may commence.

12:00 noon, Monday, June 7, 2004

ASNR shall order any exhibit(s) not installed or in the process of installation to be set up and the exhibitor billed for all charges incurred. The ASNR will not be responsible for damage incurred during installation.

2:00 pm, Monday, June 7, 2004

Exhibit installation must be completed and fully operational for opening of exhibit hall at 6:00 pm.

Removal

4:00 pm, Thursday, June 10, 2004

Dismantling of exhibits may begin. Exhibits must be fully operational and staffed by exhibitor personnel until this time.

8:00 am, Friday, June 11, 2004

Freight not yet called for by this time will be shipped at the exhibitor's expense by a carrier selected by the official drayage contractor.

10:00 pm, Friday, June 11, 2004

Exhibit hall must be free of all exhibit material at or before this time.

All space occupied by an exhibitor must be surrendered in the same condition as it was at the time of occupation.

Exhibit Preparation

Contractor Services

Service Kit ▲ Friday, February 27, 2004

The exhibitor's service kit will be available in an online format.

Official Service Contractors

The ASNR 42nd Annual Meeting's official service contractor, will provide shipping, furniture, labor, drayage and rigging services. Forms will be available in the online Technical Exhibitor Service Kit. **A Service Kit packet (hard copy) is available upon request through the ASNR offices.**

The official drayage contractor will have complete control of all dock and loading facilities, will receive all direct and advance shipments and van loads, will handle all freight, and provide all rigging labor and equipment.

All services not ordered in advance must be procured through the Exhibitor Service Desk which will be staffed at the Washington State Convention & Trade Center.

Exhibitor Appointed Contractors

Thursday, April 1, 2004

Request to use Exhibitor Appointed Contractors is done through the completion of the official form on page 24, accompanied by an original Certificate of Insurance covering each proposed contractor. Please refer to the **INSURANCE** section of these regulations for detailed information.

Requests to use an Exhibitor Appointed Contractor must be made using the form included in this prospectus by the exhibitor's official representative. No requests made by independent service contractors or any third party will be considered, and no requests, addenda, or substitutions received after the deadline will be considered.

All Exhibitor Appointed Contractors shall abide by the terms and conditions, rules and regulations set forth herein. Violation of any rule or regulation may, at the discretion of the ASNR, result in the appointed contractor's removal from the exhibit floor.

Exhibit Design

All space is 10' x 10' unless otherwise noted on the floor plan.

Note: The ceiling height in the exhibit hall is twenty feet (20') based on specific booth locations.

Standard Exhibit (10' x 10' or multiple thereof)

The back one-half of rented space may be occupied from the floor up to 8' in height. The front one-half of the rented space may be occupied from the floor to a height of 4', with the exception of equipment, which may exceed the 4' height limit, but may not be higher than 8', and must be placed so as not to block the view of neighboring exhibitors. Demonstration areas and/or video presentations must be located in the back one-half of the rented exhibit space.

Peninsula Exhibits (10' x 20' "end cap")

Peninsula exhibits must limit the center 10' of a 20' back wall to 8' in height. The remaining 5' on either side of the back wall is limited to 4' in height (see diagram on page 14).

Free-Form Exhibits (20' x 20' or larger island exhibits)

Applications for free-form space must be accompanied by a photo or detailed drawing of the exhibit, and must be approved by the ASNR. Free-form exhibits are limited to a maximum height of 20' from the floor to top of sign. The rise (20' in height) of the basic exhibit structure may not be closer than 2' to any external boundary of the contracted exhibit space. However, this 2' area may be occupied up to 8' by the following: (a) equipment; (b) clear or up to 20% tint (not smoked) Plexiglas structures with limited copy to permit SEE-THROUGH VISIBILITY, conference areas, etc.; (c) structural and support members (8' apart), grilles (42" high with adequate access openings), all to be open type construction which, in the opinion of the ASNR, does not interfere with other exhibitors and is in keeping with the design criteria for free-form exhibits.

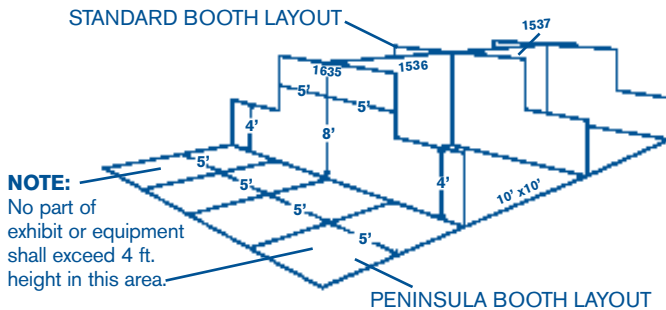
Rules and Regulations

Banner/Signage

IMPORTANT: Banner(s)/hanging signage is not allowed in the exhibit hall.

Standard Exhibit Layout and Equipment

Standard Exhibit space rental (10' x 10' or multiple thereof) includes side and back wall drape and sign indicating booth number, company name, city and state.



Exhibitor Personnel

The signer of the application for exhibit space or his/her designee shall be the official representative of the exhibitor and shall have the authority to certify representatives and act on behalf of the exhibitor in all negotiations.

Exhibit Hall Attendance is restricted to qualified exhibitors and those certified by them, and to those covered by the ASNR 42nd Annual Meeting general registration procedures. Children under 16 years of age will not be allowed on the exhibit floor at any time. Exhibitor representatives and personnel must be in the space rented on the exhibit floor and are not admitted for the purpose of viewing other exhibits, except by invitation from other exhibitors.

Exhibitor Badges will be issued at the ASNR 42nd Annual Meeting Exhibitor Registration Desk located in the South Lobby (Level 4) of the Washington State Convention & Trade Center. The official ASNR 42nd Annual Meeting badge must be worn whenever a representative of an exhibiting company or its agents, including Exhibitor Appointed Contractors, is in the exhibit hall or session rooms. Badges are not to be defaced by inserting company cards or applying adhesive novelty items.

False certification of any individual as an exhibitor's representative, misuse of badges, or any other method or device used to assist unauthorized personnel to gain admittance to the exhibit floor will be cause for expelling the exhibitor and its representatives from the exhibition hall and/or removing the exhibit from the floor without obligation on the part of the ASNR for refund of any fees. The exhibitor, and anyone claiming a right to be on the exhibit floor through the exhibitor, waives any rights or claims for damages arising out of the enforcement of this rule.

Special Regulations

No part of any exhibit, signs or banners, shall be posted, nailed, suspended or otherwise attached to ceilings, columns, walls, floors, or other parts of the exhibition facility or its furniture, or used in any way to deface same. Damage arising by failure to observe these rules shall be payable by the exhibitor.

All activities of each exhibitor must be confined to the exhibitor's allotted space other than entertainment and social functions. Product and service demonstrations are to be straightforward, professional and must avoid the use of theatrical gimmicks. **Prizes, awards, drawings, raffles, lotteries or contests of any kind are prohibited.** Distribution of handout items such as plastic bags, token gifts or food and beverage service, is permissible upon approval by the ASNR. Requests to distribute handout items must be submitted in writing to the ASNR along with a sample, photo or written description of each item.

Requests are to be directed to Lora Tannehill, ASNR Director of Scientific Meetings at (630) 574-0220, ext. 229. Operational equipment, audio visual presentations and other devices with sound effects may not create noise levels objectionable to neighboring exhibitors.

The exhibitor must, at his/her expense, maintain and keep his/her exhibit, and the space for which he/she has contracted, clean and in good order.

All construction material must conform to local codes. Exhibitors are required to follow standard safety procedures in and around exhibits to ensure safety of all personnel and attendees.

Violations of any of these rules by the exhibitor or his/her employees or agents shall, at the option of the ASNR, forfeit the exhibitor's right to occupy space and such exhibitor shall forfeit to the ASNR all monies paid or due.

Fire Protection

All exhibits must conform to the fire laws, health regulations, electrical codes, and other ordinances of Seattle, Washington. Table drapes, textile paper displays, back wall drapes and any decorations must be flameproof and fire resistant. All exhibits and materials are subject to inspection by the local fire marshal.

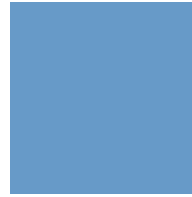
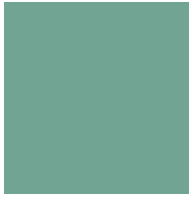
Any exhibits or parts thereof found not to be fireproof may be ordered dismantled. Smoking is not permitted in the exhibit hall.

Violations of any of these rules by the exhibitor or his/her employees or agents shall, at the option of the ASNR, forfeit the exhibitor's right to occupy space and such exhibitor shall forfeit to the ASNR all monies paid or due.

Shipping

All freight charges must be PREPAID. Advance shipping is highly recommended. Further information will be provided in the Exhibit Service Kit, which will be available online in late February.





Handling of Exhibitor Materials and Storage

It is necessary for exhibitors to arrange directly with the official service contractor for unloading, delivery of displays to the exhibit floor, installation, dismantling, and packaging at the end of the meeting. By completing the drayage order form that will be included in the Technical Exhibitor Service Kit, exhibitors can arrange for the service contractor to perform material handling once their freight has arrived on-site at the Washington State Convention & Trade Center. Drayage service includes the following: unloading of truck at show site, delivery to booth, and movement of empty crates for return shipment.

The service contractor will arrange to remove empty crates upon completion of set-up, and at the close of the exhibit will return them to the exhibitor booth when so instructed in writing. All property of the exhibitor remains under their custody and control in transit to and from the exhibit area and while it is in the confines of the exhibit area.

Security, Liability and Insurance

Security

Each exhibitor must make provisions for the safeguarding of their goods, materials, equipment and display at all times. General overall guard service will be provided at the ASNR 42nd Annual Meeting. Neither the ASNR, the Washington State Convention & Trade Center nor the guard service will be responsible for loss of or damage to any property for any cause.

Liability

The exhibitor shall be fully responsible for any claims, liabilities, losses, damages or expenses relating to or arising from an injury to any person or any loss or damage to property where such injury, loss or damage is incident to the exhibitor's participation in the exhibition (except as otherwise provided in the contract between the ASNR and the Washington State Convention & Trade Center). The exhibitor shall protect, indemnify, hold harmless and defend the ASNR, its officers, directors, agents and employees against all such claims, liabilities, losses, damages and expenses, including reasonable attorney's fees and costs of litigation, provided that the injury, loss or damage is not caused by the negligence or other wrongful conduct of the ASNR, its officers, directors, agents or employees.

In the event the exhibit hall is destroyed or damaged so as to prevent an exhibit from occupying assigned space during any part of the exhibition period; or in the event occupation of assigned space during any part of the exhibition period is prevented by strikes, acts of God, national emergency, or other cause beyond the control of the ASNR, then the exhibitor will be charged only for space rental and related expenses during the period occupied by the exhibitor. The exhibitor hereby waives any claim against the ASNR, its officers, directors, agents, or employees for losses or damages which may arise in consequence of such inability to occupy assigned space, its sole claim against the ASNR being for a refund of rent paid for the period it was prevented from using the space.

Insurance

Exhibitors should maintain general public liability insurance against claims for personal injury, death or property damage in any way connected with the exhibitor's participation in the exhibition, in an amount of not less than one million dollars (\$1,000,000) for any one occurrence. Such insurance must contain a waiver of any right of subrogation as to any claims against the ASNR, its officers, directors, agents or employees.

All agents or representatives performing services at the Washington State Convention & Trade Center directly for an exhibitor other than the exhibitor's employees must provide the ASNR with original *Certificates of Insurance* at the same time a request for an exception for Exhibitor Appointed Contractor is made. Photocopies of *Certificates of Insurance* are not acceptable.

Photography

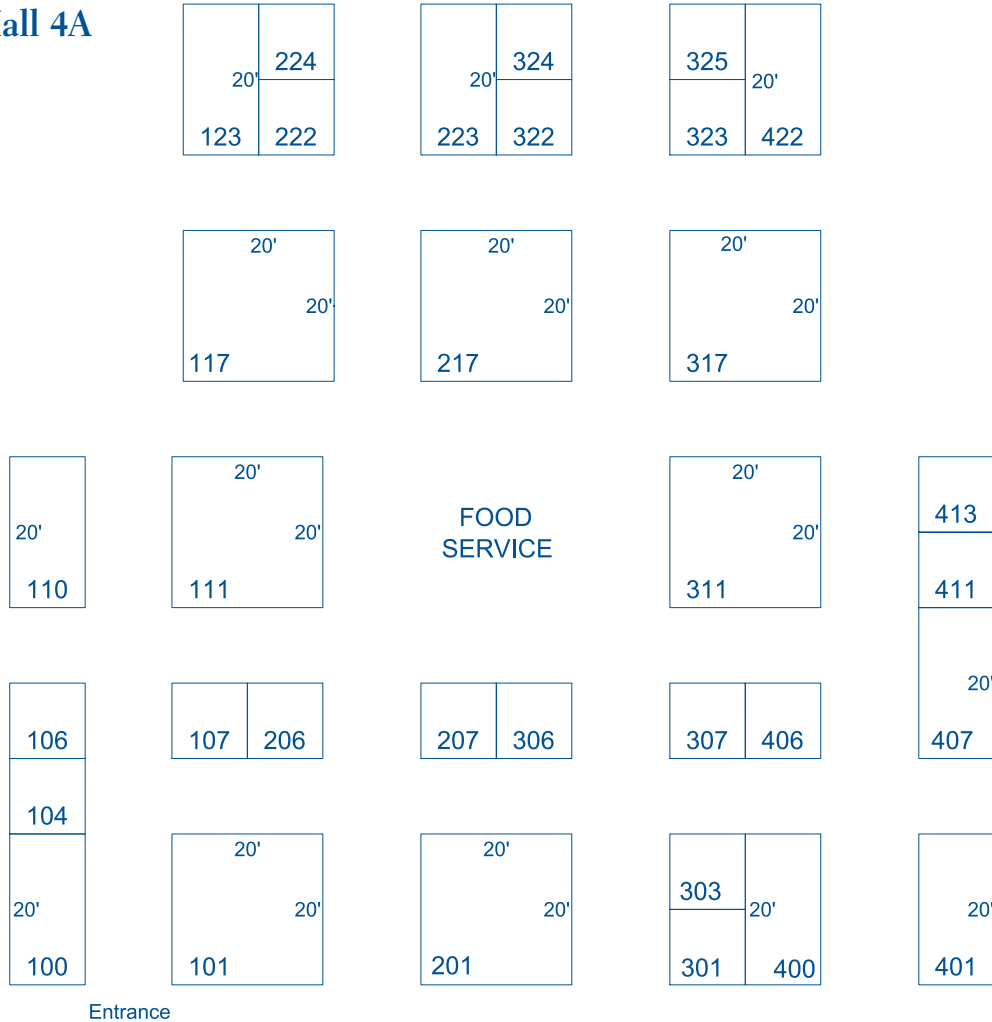
Each exhibitor has control over the space rented and may prevent those considered its competitors from gaining access to, photographing, videotaping or otherwise mechanically recording its exhibit. Photography, other than by the official photographer, is prohibited during installation, dismantling, and non-exhibit hours, and cameras are not allowed on the exhibit floor during these times. Only the exhibitor may grant permission to have their exhibit photographed, or a presentation recorded by audio or videotape during exhibit hours. No exhibitor shall deny any reasonable request to photograph the exhibit from outside the perimeter of the booth.

Photographs taken at the Annual Meeting are the exclusive property of the American Society of Neuroradiology (ASNR). This photography is for viewing purposes only and is not within the Public Domain.

Do not copy, use, store, print, distribute, manipulate or otherwise alter any photographic images without the expressed and written permission of the American Society of Neuroradiology (ASNR).

Washington State Convention & Trade Center

Exhibit Hall 4A



Registration Hours

Saturday, June 5
through Thursday, June 106:30 am – 6:00 pm

Installation

Saturday, June 58:00 am – 5:00 pm
Sunday, June 68:00 am – 5:00 pm
Monday, June 78:00 am – 2:00 pm

Exhibit Hours

Tuesday, June 8
through Thursday, June 109:30 am – 4:00 pm

Dismantle Hours

Thursday, June 104:00 pm – 8:00 pm
Friday, June 118:00 am – 10:00 pm

Social Program

Welcome Reception with Technical Exhibitors (Exhibit Hall 4A)

Monday, June 76:00 pm – 7:30 pm

Reception (Exhibit Hall 4A)

Wednesday, June 96:00 pm – 7:30 pm



Washington State
Convention &
Trade Center



Exhibit Space Application Contract

Technical Exhibition Dates: Tuesday, June 8 - Thursday, June 10, 2004

Complete both sides of this **CONTRACT**. Retain a copy for your records and return the original with a product brochure and deposit as outlined in "Terms of Payment" (refer to reverse side). Application will not be processed without deposit and product brochure.

Official Representative

The signer of this application or his/her designee shall be the Official Representative of the exhibitor. Space contract and all future mailings pertaining to exhibits will be addressed to the signer with a copy to the additional contact. If no additional contact is indicated, the Official Representative shall be the only person authorized to act on behalf of the exhibitor.

Contact Information *(Please type or print clearly using a ball point pen)*

Company _____

Note: The company name should appear **EXACTLY** as you would like it to appear in all publications and the online Virtual Exhibition web site.

Official Representative _____ Title _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____

Country _____ E-mail **(Required)** _____

Telephone (____) _____ Fax (____) _____

Signature of Official Representative _____ Date _____

By signing this contract, the Official Representative agrees that the Exhibitor will abide by the terms and conditions set forth in the Exhibitor Rules and Regulations which are made part of this contract by reference and are fully incorporated herein.

Additional Contact

Additional Contact _____ Title _____

Company _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____

Country _____ E-mail **(Required)** _____

Telephone (____) _____ Fax (____) _____

THIS IS NOT A BINDING CONTRACT UNTIL COUNTERSIGNED BY THE ASNR.

Lora J. Tannehill, CMP
ASNR Director of Scientific Meetings

Date

Booth #

Don't Forget to Include:

- ▲ Original completed and signed Exhibit Space Application/Contract
- ▲ Virtual Exhibition Form *(include 100-word company/product description)*
- ▲ 20% Deposit made payable to ASNR
- ▲ Products/Services Brochure(s) or CD-ROMs

Seattle
ASNR 2004

Exhibit Space Application continued → → →

Exhibitor Information *(Please type or print clearly using a ball point pen)*

1. Products/Services to be displayed: **(Application will not be processed unless a product brochure, cd, etc. accompanies this form).**

2. Please indicate space requirements.

In-Line (i.e. 10' x 10', 10' x 20', 10' x 30', etc.

Indicate Dimensions: 10' x _____'

Corner Requested (\$125/each)

Booth Configuration Requires Corner (\$125/each)

Peninsula: 2 Corners Required (minimum size of 20' x 10')

Indicate Dimensions: 20' x _____'

Free-Form: 4 Corners Required (minimum size of 20' x 20')

Indicate Dimensions: _____' x _____'

3. Indicate preference in booth location from the floor plan (page 16). Two or more booths may be combined for a single larger exhibit.

1st Choice

2nd Choice

3rd Choice

4. We wish to be **NEAR** the following companies:

5. We ask **NOT** to be near the following companies:

6. Please rate the following preferences from 1 - 3 in order of importance. (1 = most important and 3 = least important)

Assignment Priority: _____ Floor Location _____ Competitor Proximity _____ Corner Location (if applicable)

7. Special Utilities Required:

8. Exhibitor Fees: (for exhibitor use) Total Square. Ft. _____ @ \$30.00/square. ft. (Standard) = \$ _____

Total Square. Ft. _____ @ \$20.00/square. ft. (Publisher) = \$ _____

Corners Requested _____ @ \$125.00/each corner = \$ _____

TOTAL = \$ _____

AMOUNT ENCLOSED (minimum 20% deposit required) = \$ _____

Payment Information

CHECK: Check # _____ Amount _____ *Please make checks payable to ASNR (U.S. funds only).*

CREDIT CARD: VISA Mastercard American Express

Card Number _____ Expiration Date _____

Name on Card (Please Print) _____ Signature _____

Cardholder's Billing Address _____

Terms of Payment

Exhibit space will be rented at the rate of \$30.00 per square foot for standard exhibitors and \$20.00 per square foot for publishers. An additional charge of \$125.00 is added to the base price for each corner. A deposit for 20% of the total cost of booth space must accompany this completed application, with the remaining balance due by **Friday, March 12, 2004. Please make checks payable to the ASNR.** Only U.S. funds will be accepted. Applications will not be processed without deposit. Exhibit space fee includes participation in the ASNR 42nd Annual Meeting Social Program as outlined in the Social Program Participation section of the Exhibitor Rules and Regulations. **Exhibiting companies are required to have 100% of representative participation in the ASNR housing block at the Sheraton Seattle Hotel & Towers to receive a 10% discount on total booth rental fees to be issued post-meeting.**

Mail To:

American Society of Neuroradiology
 Attention: Lora J. Tannehill, CMP
 2210 Midwest Road, Suite 207
 Oak Brook, IL 60523-8205 USA

Phone, Fax, E-Mail

(for additional information)

Phone: (630) 574-0220, ext. 229

Fax: (630) 574-1740

E-mail: ltannehill@asnr.org



Technical Exhibitor Advance Registration

Use this form to register your company representatives. **Do not use this form to register physicians or How-To Session participants.**

Advance Registration and Exhibitor Badge Deadlines

Friday, April 16, 2004 Advance Registration Forms due to ASNR if hotel room required.

Friday, May 14, 2004 Advance Registration deadline (no hotel required, badge only) and for submitting Advance Registration changes.

Company Contact Information: Registration confirmations will be sent to the pre-meeting company contact listed on this form unless otherwise specified. Exhibitor badges can be picked up at the ASNR 42nd Annual Meeting Exhibitor Registration Desk located in the South Lobby (Level 4) of the Washington State Convention & Trade Center.

Company Contacts *(Please type or print clearly using a ball point pen)*

Pre-Meeting Contact Name _____

Title _____ Company _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____

Country _____ E-mail **(Required)** _____

Telephone (_____) _____ Fax (_____) _____

On-Site Contact Name _____

Title _____ Email _____

Telephone (_____) _____ Fax (_____) _____

Individual Registrations *(Please type or print clearly using a ball point pen)*

List representative name(s) exactly as it is to appear on name badge. *Complimentary registration for up to a maximum of ten (10) persons. Exhibiting companies booking all of their representative housing rooms through the ASNR room block will receive five (5) additional complimentary registration. Additional exhibitors can be registered for a fee of \$75.00 each (includes social event tickets).* This form may be copied for additional names.

Representative Name(s)

1. _____ 2. _____

3. _____ 4. _____

5. _____ 6. _____

7. _____ 8. _____

9. _____ 10. _____



Check here if a representative(s) requires special accommodations to fully participate in the meeting and an ASNR representative will contact you.

Cancellation Policy

To cancel or change a meeting registration prior to Friday, May 14, 2004, please notify ASNR. Cancellations or changes to meeting registrations after Friday, May 14, 2004, must be done on site.

Mail To:

American Society of Neuroradiology
Attention: Valerie Geisendorfer, *Registration/Housing*
2210 Midwest Road, Suite 207
Oak Brook, IL 60523-8205 USA

Phone, Fax, E-Mail

(for additional information)

Phone: (630) 574-0220, ext. 231
Fax: (630) 574-1740
E-mail: meetings@asnr.org

Seattle
ASNR 2004

Preliminary Scientific Program Schedule At-A-Glance

AM

| Saturday, 6/5 | Sunday, 6/6 | Monday, 6/7 | Tuesday, 6/8 | Wednesday, 6/9 | Thursday, 6/10 | Friday, 6/11 |
|---------------|--|---|---|---|--|---|
| | NER Foundation Symposium | ASNR 42nd Annual Meeting (ASHNR/ASPNR) | | ASNR 42nd Annual Meeting (General) | ASNR 42nd Annual Meeting (ASITN/ASSR) | ASNR 42nd Annual Meeting (ASITN) |
| | How-To Breakfast Session | How-To Breakfast Session | How-To Breakfast Session | How-To Breakfast Session | How-To Breakfast Session | How-To Breakfast Session |
| | Neurodegenerative Disease, Dementia and Psychiatric Diseases | Opening Remarks | ELC Lectures and Workshops | ELC Lectures and Workshops | ELC Lectures and Workshops | Parallel Scientific Paper Sessions |
| | Neurodegenerative Disease, Dementia and Psychiatric Diseases | ELC Lectures and Workshops | Tumors (ASPNR) | General | Spinal Vascular Intervention (ASITN) | Stroke (ASITN) |
| | | Trauma (ASPNR) | MDCT in the Evaluation of Sinonasal Disease (ASHNR) | | ASSR | |
| | | Head and Neck Carcinoma: What the Clinicians Need to Know (ASHNR) | | ASNR President's Address | Parallel Scientific Paper Sessions | Closing Remarks |
| | | | Parallel Scientific Paper Sessions | ASNR Awards Presentation | | |
| | | Parallel Scientific Paper Sessions | | ASNR Annual Business Meeting | | |
| | How-To Lunch Session | How-To Lunch Session | How-To Lunch Session | How-To Lunch Session | How-To Lunch Session | |

PM

| | | | | | | |
|---------------------------------|------------------|---|---|--|---|--|
| NER Foundation Symposium | | ASNR 42nd Annual Meeting (ASHNR/ASPNR) | | ASNR 42nd Annual Meeting (ASSR) | ASNR 42nd Annual Meeting (ASITN/ASSR) | |
| Neoplastic Disease | Vascular Disease | ELC Lectures and Workshops | ELC Lectures and Workshops | ELC Lectures and Workshops | ELC Lectures and Workshops | |
| Neoplastic Disease | Vascular Disease | Spine (ASPNR) | ENT (ASPNR) | New Topics in Spine MRI (ASSR) | Atherosclerosis (ASITN) | |
| | Vascular Disease | CT, MRI and PET Imaging in Treated Neck (ASHNR) | Advanced CT and MR Imaging of the Skull Base (ASHNR) | | Spinal Vascular Imaging (ASSR) | |
| | | Parallel Scientific Paper Sessions | Parallel Scientific Paper Sessions | | Parallel Scientific Paper Sessions | |
| | | ASPNR | ASPNR | Parallel Scientific Paper Sessions | Aneurysms (ASITN) | |
| | | Stump the Stars (ASHNR) | Developmental Lesions in the Head and Neck (ASHNR) | Dynamic and Upright MRI/Sciences (ASSR) | | |
| | | Advanced Imaging Seminar - Diffusion | Advanced Imaging Seminar - Perfusion, Permeability and Beyond | Advanced Imaging Seminar - Advanced MR and MR Spectroscopy | Advanced Imaging Seminar - Functional Mapping | |
| | | Welcome Reception with Technical Exhibitors | | Reception | | |

- ELC = Electronic Learning Center
- ASSR = American Society of Spine Radiology
- ASITN = American Society of Interventional and Therapeutic Neuroradiology
- ASPNR = American Society of Pediatric Neuroradiology
- ASHNR = American Society of Head and Neck Radiology
- General = General Neuroradiology Topics
- ☐ = Concurrent Programming



Technical Exhibitor Housing Reservation

Use this form to make Housing Reservations. **Submit by Thursday, April 1, 2004 to be eligible for 10% discount on total booth rental fee to be issued post-meeting.**

Sheraton Seattle Hotel & Towers

The freshly renovated AAA Four-Diamond Sheraton Seattle Hotel & Towers is located 2 blocks from the Washington State Convention & Trade Center, in the heart of Seattle's vibrant downtown core. Showcasing original signed and numbered artwork by internationally acclaimed artist, Dale Chihuly, the hotel features great restaurants, lounges, a rooftop health club and state-of-the-art recreational facilities. The world-class facilities, distinguished service and dedication to their guests is the hallmark of the Sheraton Seattle Hotel & Towers.

Housing Reservation Deadlines

Thursday, April 1, 2004 – All exhibiting company housing block requests (no name required) must be submitted by 5:00 pm CST to be eligible for 10% discount on booth fee.

Friday, April 16, 2004 – Deadline for receipt of confirmed Housing Reservations (name required) All rooms reserved in hotel block must be assigned a complete name, address, and arrival/departure date by 5:00pm CST. Rooms not assigned to an individual will be released to the general meeting room block.

Friday, April 30, 2004 – Deadline for reducing the number of room nights reserved or canceling a reservation to receive a complete refund of advance payment for nights not used; changes must be made in writing by 5:00 pm CST. Changes received after this date will receive a 50% refund of advance payment deposit for nights not used.

Friday, April 30, 2004 – Deadline to submit housing reservation and name change requests to insure correct submission to the hotels. Name changes not received in writing at ASNR by Friday, April 30, 2004, will need to be made directly with the hotel after Friday, May 21, 2004.

Friday, May 21, 2004 – Deadline for reducing the number of room nights reserved or canceling a reservation to receive a 50% refund of the advance payment for nights not used; changes must be made in writing by 5:00 pm CST. Reductions or cancellations received after 5:00 pm, CST will result in a complete forfeiture of the advance payment.

An advance payment of \$235.00 USD per night per room is required for each hotel reservation and must accompany this form. Hotel reservation requests will not be processed until the advance payment is received. Hotel room rates are subject to applicable sales and lodging tax.

Company Contacts *(Please type or print clearly using a ball point pen)*

Company Contact Information: Hotel confirmations will be sent to the pre-meeting company contact listed on this form unless otherwise specified.

Pre-Meeting Contact Name _____

Title _____

Company _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____

Country _____ E-mail *(Required)* _____

Telephone (_____) _____ Fax (_____) _____

On-Site Contact Name _____

Title _____ Email _____

Telephone (_____) _____ Fax (_____) _____

Cancellation Policy

To cancel or change a housing reservation prior to Friday, April 30, 2004, please notify ASNR. For cancellations or changes after Friday, May 21, 2004, please notify the hotel directly and obtain a cancellation number. See page 9 of the Technical Exhibitor Prospectus for complete cancellation and refund policies.



OPTION 1 — Housing Room Block Request (*No names required until Friday, April 16, 2004*)

Reserve a block of rooms in company name until Thursday, April 1, 2004.

Number of Rooms Requested Number of Nights Single (SGL) or Double (DBL) Room Smoking (S) or Non-Smoking (NS)

NOTE: All exhibiting company rooms reserved in hotel block must be assigned to an individual with a complete name, address, and arrival/departure dates by 5:00 pm CST on Friday, April 16, 2004. Rooms not assigned to an individual will be released to the general meeting room hotel block.

OPTION 2 – Individual Housing Reservation Request (*Names Required*)

Use Option 2 to make individual housing reservations and/or to convert rooms in company hotel block to confirmed individual reservations. This form must be submitted to ASNR no later than 5:00 pm CST on Friday, April 16, 2004.

This form may be photocopied for additional names.

Hotel Room Rates: The Sheraton Seattle Hotel & Towers offers the following special conference rates for the ASNR 42nd Annual Meeting.

Single (SGL)/Double (DBL) Room: \$204.00*

* Rate does not include hotel tax (currently 15.6% and subject to change)

| Representative Name | Room Code (SGL or DBL) | Arrival Date | Departure Date | Smoking (S) or Non-Smoking (NS) | Form of Payment Check/Credit Card |
|---------------------|------------------------|--------------|----------------|---------------------------------|-----------------------------------|
| 1. _____ | _____ | _____ | _____ | _____ | _____ |
| 2. _____ | _____ | _____ | _____ | _____ | _____ |
| 3. _____ | _____ | _____ | _____ | _____ | _____ |
| 4. _____ | _____ | _____ | _____ | _____ | _____ |
| 5. _____ | _____ | _____ | _____ | _____ | _____ |
| 6. _____ | _____ | _____ | _____ | _____ | _____ |
| 7. _____ | _____ | _____ | _____ | _____ | _____ |
| 8. _____ | _____ | _____ | _____ | _____ | _____ |
| 9. _____ | _____ | _____ | _____ | _____ | _____ |
| 10. _____ | _____ | _____ | _____ | _____ | _____ |



Check here if a representative(s) requires special accommodations to fully participate in the meeting and an ASNR representative will contact you.

Payment Information

CHECK: Check # _____ Amount _____ *Please make checks payable to ASNR (U.S. funds only).*

CREDIT CARD: VISA Mastercard American Express

Card Number _____ Expiration Date _____

Name on Card (Please Print) _____ Signature _____

Cardholder's Billing Address _____

Mail To:

American Society of Neuroradiology
 Attention: Valerie Geisendorfer, *Registration/Housing*
 2210 Midwest Road, Suite 207
 Oak Brook, IL 60523-8205 USA

Phone, Fax, E-Mail

(for additional information)

Phone: (630) 574-0220, ext. 231
 Fax: (630) 574-1740
 E-mail: meetings@asnr.org



ASNR 42nd Annual Meeting Virtual Exhibition Registration Form

Increase your exposure to the ASNR 42nd Annual Meeting attendees by participating in the Virtual Exhibition. As an exhibitor you will receive a complimentary listing on the ASNR Virtual Exhibition Web Page which is linked to the ASNR home page (www.asnr.org/2004). Online listings will include a contact person, address, phone, fax and 100-word company/product description. Your listing will be online Friday, February 27, 2004 through Friday, December 31, 2004.

(Please type or print clearly using a ball point pen)

Standard Virtual Exhibition Participation *(Complimentary to all exhibiting companies.)*

Company _____
Contact Person _____
Address _____
City _____ State/Province _____ Zip/Postal Code _____
Country _____ E-mail **(Required)** _____
Telephone (____) _____ Fax (____) _____

Virtual Exhibition Upgrade

(A cost-effective way of directly introducing your products to ASNR meeting attendees and the entire ASNR membership.)

For an additional \$300.00, you will receive a link from the ASNR web site to your company's preferred link or home page.

Yes, we'd like to upgrade our participation in the Virtual Exhibition.

Website _____

Payment Information

CHECK: Check # _____ Amount _____ *Please make checks payable to ASNR (U.S. funds only).*

CREDIT CARD: VISA Mastercard American Express

Card Number _____ Expiration Date _____

Name on Card (Please Print) _____ Signature _____

Cardholder's Billing Address _____

Mail To:

American Society of Neuroradiology
Attention: Catherine Neis, Senior Logistics &
Programming Specialist
2210 Midwest Road, Suite 207
Oak Brook, IL 60523-8205 USA

Phone, Fax, E-Mail *(for additional information)*

Phone: (630) 574-0220, ext. 232
Fax: (630) 574-1740
E-mail: cneis@asnr.org



ASNR 42nd Annual Meeting Technical Exhibition Request for Exhibitor Appointed Contractor (EAC)

(Please type or print clearly using a ball point pen)

Note: Company and Exhibitor Appointed Contractor representatives will be notified when online Service Kit is available. Your designated Exhibitor Appointed Contractor will receive the link to the online Service Kit. (Mailed originals upon request.)

Company _____
Official Representative _____
Address _____
City _____ State/Province _____ Zip/Postal Code _____
Country _____ E-mail **(Required)** _____
Telephone (____) _____ Fax (____) _____
Signature _____

Exhibitor Appointed Contractor _____
Contact _____
Address _____
City _____ State/Province _____ Zip/Postal Code _____
Country _____ E-mail **(Required)** _____
Telephone (____) _____ Fax (____) _____

Note: Request must be accompanied by an original Certificate of Insurance.

Mail To:

American Society of Neuroradiology
Attention: Lora J. Tannehill, CMP
2210 Midwest Road, Suite 207
Oak Brook, IL 60523-8205 USA

Phone, Fax, E-Mail (for additional information)

Phone: (630) 574-0220, ext. 229
Fax: (630) 574-1740
E-mail: ltannehill@asnr.org



ASNR Future Meetings

2005



43rd Annual Meeting
May 21 – 27
Metro Toronto Convention Centre
Toronto, Ontario, Canada

2006



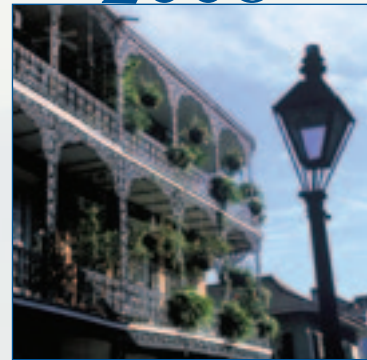
44th Annual Meeting
April 29 – May 5
San Diego Convention Center
San Diego, California

2007



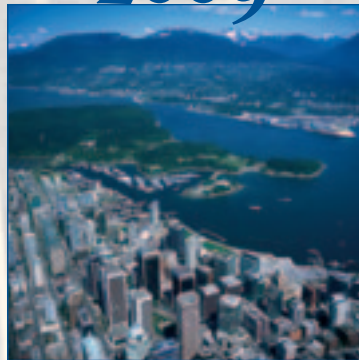
45th Annual Meeting
June 9 – 15
Hyatt Regency Chicago
Chicago, Illinois

2008



46th Annual Meeting
May 31 – June 6
Morial Convention Center
New Orleans, Louisiana

2009



47th Annual Meeting
May 16 – 22
Vancouver Convention & Exhibition Centre
Vancouver, British Columbia, Canada

2010



48th Annual Meeting
May 15 – 21
Hynes Convention Center
Boston, Massachusetts

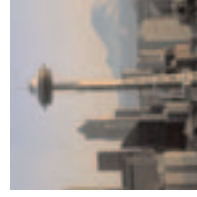
Seattle
ASNR 2004

American Society of Neuroradiology
2210 Midwest Road, Suite 207
Oak Brook, IL 60523-8205 USA
www.asnr.org/2004

NER Foundation Symposium & ASNR 42nd Annual Meeting

2004 Highlights

- ▲ 10% Space Rental Fee Reduction with Housing Block Participation. Refer to page 3.
- ▲ Updated Housing Reservation Deposit/Cancellation Policies. Refer to page 9.
- ▲ Marketing Opportunities. Refer to Page 11.
- ▲ Scientific & Social Program At-A-Glance. Refer to page 20.



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