The American Society of Nuclear Cardiology (ASNC) is pleased to invite you to exhibit at **Nuclear Cardiology Today: Best Practices for Today, Innovations for Tomorrow** at Loews Chicago O’Hare Hotel, April 21 – 23, 2017.

This dynamic course has been designed by Program Chairs Dennis A. Calnon, MD, FASNC, and David G. Wolinsky, MD, MASNC. In healthcare today, value is the name of the game. It’s driving almost every conversation, from how quality care is assessed and how clinicians are perceived to how reimbursement will be calculated in the near future. At ASNC’s popular **Nuclear Cardiology Today** program, attendees will immerse themselves in a curriculum that combines practical, case-based learning with forward-looking discussions about increasing the value of imaging in practice.

ASNC’s **Nuclear Cardiology Today** is the only in-depth, in-person nuclear cardiology course available this spring from a medical society, so this is a premier opportunity for your company to get exposure to this important audience of prospective and current customers.

As a valued industry partner, you are cordially invited to reserve a tabletop display space for this exciting meeting. The exhibit area has historically been high trafficked due to the co-location of exhibits and other functions (breaks, exhibitor reception, lunches) in the exhibit area. ASNC considers exhibits to be an important part of this program, providing our registrants the opportunity to gather useful information about products and services related to their interests and responsibilities. Your participation would further enhance attendees’ knowledge and their overall experience!

**REPLY TODAY** to reserve your company’s exhibit space in this year’s ASNC Nuclear Cardiology Today Program. You will have face to face access with nuclear cardiology professionals who are attending to learn about new solutions and ways they can enhance their care of patients and improve important workflow processes. Tabletop exhibit space is limited and available on a first come, first served basis, so act now!
COURSE OBJECTIVES

Participants will gain knowledge, competence and improved performance related to:

- Procedures and imaging protocols that reduce radiation dose,
- Application of appropriate use criteria and guidelines when setting up nuclear cardiology studies,
- Latest technological advances in software and hardware to enhance diagnostic confidence
- New tracers, new applications and the evolving role of multimodality imaging,
- Diagnosing and imaging women
- PET imaging including technical aspects, new and emerging tracers and indications, quality control, and clinical value in everyday practice,
- Enhancing the value of nuclear cardiology in clinical practice today with appropriate data reporting and performance measures, and
- Changing healthcare environment and its impact on nuclear cardiology

Overall, ASNC’s 2016 NC Today participants rated achieving learning objectives at 4.46 out of 5.0. When asked if the program increased their competence in solving clinical issues facing imaging professionals they rated the course at 4.48 out of 5.0 and 98% indicated the need for ongoing activities like the NC Today program. Most importantly, more than 95% agreed or strongly agreed that the program increased the participants’ competence in solving clinical issues facing imaging professionals. Both continuing medical education (CME) and continuing education (CE) credits will be available to physicians and technologists for participating in this meeting.

WHO SHOULD EXHIBIT

- Nuclear/Multimodality Imaging Equipment Companies
- Radiopharmaceutical Manufacturers
- Software Vendors
- Healthcare IT Companies
- Equipment Service Providers
- Interventional Device and Equipment Manufacturers
- Publishers
- Any company looking to reach physicians and other allied healthcare professionals involved in cardiovascular imaging

EXHIBITOR BENEFITS

Exhibits at ASNC’s Nuclear Cardiology Today program are considered an important part of attendee’s experience. There will be only a limited number of exhibitors accepted for this program based on space. Exhibiting companies at Nuclear Cardiology Today will be able to take advantage of the following benefits:

- Opportunity to meet face to face with customers and prospects during several networking functions:
  - Several Networking Breaks each day
  - Opening Night Exhibitor Reception
  - Lunch with Exhibitors on Saturday, April 22

EXHIBITOR PACKAGES

Each tabletop exhibit allows for:

- Recognition signage in Registration Area during the event
- Exhibit space during the event (up to two attendees per company).
- Post-conference registration list
- 100 word company description in the conference course exhibitor handout

All tabletop exhibit opportunities are available on a first come – first served basis and must be paid in full two weeks prior to program start date.
EXHIBITOR REGISTRATION

Contact Keith Dillon at 703-405-8671 or kdillon@asnc.org to register your company and select your package option.

Exhibit packages must be purchased ahead of time and will not be available for sale on site. Please register all of your exhibitor staff and submit payment in full at least two weeks prior to the event start time. Exhibitor descriptions must be received by ASNC by March 27, 2017. The official exhibitor badge is required in the meeting rooms. Exhibitor staff can attend the program, however, no CME or CE credit will be provided. If credit is needed, full attended registration is required.

Displays may not be set-up during exhibit times and may not be broken down early. Exhibits are required to be staffed during all exhibit hours.

Exhibitors are solely responsible for the set-up and break down of your exhibit display.
NUCLEAR CARDIOLOGY TODAY 2017
EXHIBITOR PROSPECTUS

EXHIBIT LOCATION AND HOURS
The exhibits will be held in a common area, adjacent to where the General Session will be held. Storage space is limited to what can fit under your skirted tables. All boxes and materials must be removed from the floor and stored immediately after set-up.

Please note, the times below are preliminary. These are subject to change closer to the event.

<table>
<thead>
<tr>
<th>EXHIBIT HOURS</th>
<th>Friday, April 21</th>
<th>Saturday, April 22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set Up</td>
<td>8:00 a.m. – 10:30 a.m.</td>
<td>N/A</td>
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<tr>
<td>Booths must be set up by 10:30 a.m.</td>
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<tr>
<td>Tear Down</td>
<td>N/A</td>
<td>After 3:45 p.m.</td>
</tr>
<tr>
<td>EXHIBIT HOURS</td>
<td>10:45 a.m. – 7:30 p.m.*</td>
<td>9:30 a.m. – 3:45 p.m.*</td>
</tr>
<tr>
<td>(6:00 p.m. – 7:30 p.m. – Exhibitor Reception)</td>
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<td></td>
</tr>
<tr>
<td>Morning Break</td>
<td>N/A</td>
<td>10:00 a.m. – 10:30 a.m.</td>
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<tr>
<td>Lunch</td>
<td>11:30 a.m. – Noon</td>
<td>12:30 p.m. – 1:30 p.m.</td>
</tr>
<tr>
<td>Afternoon Break</td>
<td>2:50 p.m. – 3:15 p.m.</td>
<td>3:15 p.m. – 3:45 p.m.</td>
</tr>
<tr>
<td>Reception with Exhibitors</td>
<td>6:00 p.m. - 7:30 p.m.</td>
<td>N/A</td>
</tr>
<tr>
<td>Adjournment*</td>
<td>7:30 p.m.*</td>
<td>3:45 p.m.*</td>
</tr>
</tbody>
</table>

* Exhibitors are asked to remain at their booth until the conclusion of daily exhibit hours. Schedule subject to change.

EXHIBITOR INFORMATION/LOGISTICS

HOTEL ACCOMMODATIONS
Overnight accommodations are available at Loews Chicago O’Hare Hotel. You may reserve your room online by clicking here. You can also call 877-868-9134 and reference 2017 ASNC NC Today Meeting when making reservations.

The room rate is from $149/night. The ASNC Nuclear Cardiology Today room block is scheduled to be held until March 30, 2017, but may sell out prior to this date.

In the unlikely event that the course is canceled, the American Society of Nuclear Cardiology is not responsible for any travel or hotel costs you may incur.

SHIPPING AND RECEIVING INSTRUCTIONS
Exhibitors may ship their freight directly to the hotel. Shipping information will be provided to all confirmed exhibitors by April 3, 2017. To expedite handling of packages, please schedule your packages to arrive at hotel 2-3 days before you need to pick up or request delivery. We recommend you have a packing slip inside and outside of each package.

When shipping materials to the hotel, please include the following information on all packages to ensure proper delivery and storage:

YOUR COMPANY NAME – Exhibitor
American Society of Nuclear Cardiology NC Today Meeting
Attention: Kate Lockard
Loews Chicago O’Hare Hotel
5300 N. River Road
Rosemont, IL 60018

It is recommended that you affix a label with the above information on each piece of your shipment in addition to the air bill.