



SCAR 2003 Annual Meeting Sponsorship Opportunities

The Society for Computer Applications in Radiology (SCAR) Annual Meeting draws over 1000 radiologists, administrators, computer scientists, physicists, technologists, researchers and consultants. Exhibitors can support SCAR events and services and increase their visibility among decision makers in the Radiology industry by sponsoring at the SCAR 2003 Annual Meeting. Sponsorships are available at the platinum, gold, silver and bronze levels to support the SCAR Meeting. Sponsorships are on a first-come, first-served basis. Previous year's sponsors have first right-of-refusal for the same sponsorship the following year. The sponsorship must be confirmed and appropriate payment received by SCAR before any promotional benefits will be given. Refunds or cancellations will not be made after sponsorship commitment.

Platinum Level (\$15,000 or more)

- Recognition on SCAR's website, www.scarnet.org with links to your website
- Recognition in preliminary program mailed to all SCAR members if signed up and paid for by January 13, 2003
- Recognition in SCAR's Annual Meeting Final Program distributed to all Annual Meeting attendees, if signed up and paid for by March 13, 2003
- Recognition in the Summer Issue of *SCAR News*
- Signage
- One SCAR member mailing list
- Special thank you during the General Session
- Sponsor ribbons

Gold Level (\$10,000 to \$14,999)

- Recognition on SCAR's website, www.scarnet.org with links to your website
- Recognition in preliminary program mailed to all SCAR members if signed up and paid for by January 13, 2003
- Recognition in SCAR's Annual Meeting Final Program distributed to all Annual Meeting attendees, if signed up and paid for by March 13, 2003
- Recognition in the Summer Issue of *SCAR News*
- Signage
- One SCAR member mailing list
- Special thank you during the session as appropriate
- Sponsor ribbons

Silver Level (\$5,000 to \$9,999)

- Recognition on SCAR's website, www.scarnet.org with links to your website
- Recognition in preliminary program mailed to all SCAR members if signed up and paid for by January 13, 2003
- Recognition in SCAR's Annual Meeting Final Program distributed to all Annual Meeting attendees, if signed up and paid for by March 13, 2003
- Recognition in the Summer Issue of *SCAR News*
- Signage
- Sponsor ribbons

Bronze Level (\$500 to \$4,999)

- Recognition on SCAR's website, www.scarnet.org with links to your website
- Recognition in preliminary program mailed to all SCAR members if signed up and paid for by January 13, 2003
- Recognition in SCAR's Annual Meeting Final Program distributed to all Annual Meeting attendees, if signed up and paid for by March 13, 2003
- Recognition in the Summer Issue of *SCAR News*
- Signage
- Sponsor ribbons

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<p>SCAR Welcome Reception</p>	<p>A unique venue, Top of the Hub Restaurant and Skywalk located high atop the Prudential Tower in the heart of Boston's historic Back Bay district offers breathtaking views of the entire city. Within a short walking distance of the Sheraton and the Hynes Convention Center. Sponsorship helps to cover food and beverage costs of the reception attended by over 800 registrants.</p>	<p>\$35,000</p>	<ul style="list-style-type: none"> ▪ Prominent signage at the reception with your company name and logo ▪ Recognition in the Final Program distributed to all attendees in Boston ▪ Recognition in preliminary program mailed to all SCAR members (if signed up by January 13, 2003). ▪ Recognition on SCAR's website ▪ Recognition in the Summer issue of <i>SCAR News</i> ▪ Special thank you recognition during the Opening General Session and at the reception. ▪ Napkins with company logo to be used at the reception. ▪ One SCAR member mailing list ▪ Platinum Level Sponsor Ribbons
<p>Opening Reception in Exhibit Hall</p>	<p>Hors d'oeuvres and a hosted bar including beer, wine and soft drinks will kick off the 130+ booth exhibit hall at the Hynes Convention Center on Saturday, June 7.</p>	<p>\$30,000</p>	<ul style="list-style-type: none"> ▪ Prominent signage and a 5' x 10' banner at the entrance to the Exhibit Hall with your company name and logo ▪ Recognition in the Final Program distributed to all attendees in Boston ▪ Recognition in preliminary program mailed to all SCAR members (if signed up by January 13, 2003). ▪ Recognition on SCAR's website ▪ Recognition in the Summer issue of <i>SCAR News</i> ▪ Special thank you recognition during the General Session ▪ Napkins with company logo to be used at the reception. ▪ One SCAR member mailing list ▪ Platinum Level Sponsor Ribbons
<p>SCAR U Syllabus</p>	<p>The SCAR U Syllabus: The sponsor of this enduring reference will receive three (3) full-page, two-color advertisements in the Syllabus, including the front inside cover, the back inside cover, and the back cover.</p>	<p>\$15,000</p>	<ul style="list-style-type: none"> ▪ Recognition in the Final Program distributed to all attendees in Boston ▪ Recognition in preliminary program mailed to all SCAR members (if signed up by January 13, 2003). ▪ Recognition on SCAR's website ▪ Recognition in the Summer issue of <i>SCAR News</i> ▪ One SCAR member mailing list ▪ Signage ▪ Special thank you during the General Session ▪ Platinum Level Sponsor Ribbons

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Lunch at Sheraton Hotel	Buffet deli lunch provided for all SCAR attendees on Saturday, June 7. Sponsor may place brochures at each place setting.	\$12,500	<ul style="list-style-type: none"> ▪ Recognition in the Final Program distributed to all attendees in Boston ▪ Recognition in preliminary program mailed to all SCAR members (if signed up by January 13, 2003). ▪ Recognition on SCAR's website ▪ Recognition in the Summer issue of <i>SCAR News</i> ▪ One SCAR member mailing list ▪ Prominent signage at the lunch with your company name and logo ▪ Special thank you recognition announced at the podium in both lunch sessions. ▪ Gold Level Sponsor Ribbons
Lunch in Exhibit Hall	Box lunches served from main buffet in the main lobby of the Hynes and will service three different lunch choices; exhibit hall attendees, lunch session I and lunch session II; all in the Hynes Convention Center on Sunday, June 8. Sponsor may place brochures at each place setting in the lunch sessions.	\$12,500	<ul style="list-style-type: none"> ▪ Recognition in the Final Program distributed to all attendees in Boston ▪ Recognition in preliminary program mailed to all SCAR members (if signed up by January 13, 2003). ▪ Recognition on SCAR's website ▪ Recognition in the Summer issue of <i>SCAR News</i> ▪ One SCAR member mailing list ▪ Prominent signage at the lunch with your company name and logo ▪ Special thank you recognition announced at the podium in both lunch sessions. ▪ Gold Level Sponsor Ribbons
Lunch in Exhibit Hall	Box lunches for all SCAR attendees on Monday, June 9. Table set up for sponsor to put brochures near the buffet.	\$12,500	<ul style="list-style-type: none"> ▪ Recognition in the Final Program distributed to all attendees in Boston ▪ Recognition in preliminary program mailed to all SCAR members (if signed up by January 13, 2003). ▪ Recognition on SCAR's website ▪ Recognition in the Summer issue of <i>SCAR News</i> ▪ One SCAR member mailing list ▪ Prominent signage at the lunch with your company name and logo ▪ Special thank you recognition from the podium ▪ Gold Level Sponsor Ribbons

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<p>Ads for Final Program</p>	<p>The sponsor of this enduring reference will receive two (2) full-page, two-color advertisements in the Final Program, including the front inside cover and the back cover.</p>	<p><i>\$10,000</i></p>	<ul style="list-style-type: none"> ▪ Recognition in the Final Program distributed to all attendees in Boston ▪ Recognition in preliminary program mailed to all SCAR members (if signed up by January 13, 2003). ▪ Recognition on SCAR's website ▪ Recognition in the Summer issue of <i>SCAR News</i> ▪ One SCAR member mailing list ▪ Prominent Signage ▪ Special thank you recognition from the podium ▪ Gold Level Sponsor Ribbons
<p>Registration Bags</p>	<p>Take advantage of an opportunity to have attendees carry your name! Registration bags are provided for conference attendees along with their registration materials. As a sponsor, your company name or logo will be imprinted on each bag along with the SCAR logo. A guaranteed way of getting your name in front of every attendee.</p>	<p><i>\$10,000</i></p>	<ul style="list-style-type: none"> ▪ Recognition in the Final Program distributed to all attendees in Boston ▪ Recognition in preliminary program mailed to all SCAR members (if signed up by January 13, 2003). ▪ Recognition on SCAR's website ▪ Recognition in the Summer issue of <i>SCAR News</i> ▪ One SCAR member mailing list ▪ Name and logo on each tote bag ▪ Signage ▪ Special thank you from the podium ▪ Gold Level Sponsor Ribbons
<p>Writing Pads and Pens</p>	<p>Sponsorship of writing pads and pens/highlighters to be given out to all attendees at the meeting. Company name and logo will be imprinted on each writing pad.</p>	<p><i>\$10,000</i></p>	<ul style="list-style-type: none"> ▪ Recognition in the Final Program distributed to all attendees in Boston ▪ Recognition in preliminary program mailed to all SCAR members (if signed up by January 13, 2003). ▪ Recognition on SCAR's website ▪ Recognition in the Summer issue of <i>SCAR News</i> ▪ One SCAR member mailing list ▪ Signage ▪ Name and logo on each writing pad ▪ Special thank you from the podium ▪ Gold Level Sponsor Ribbons

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<p>Audio Visual & Speaker Expenses for the Opening General Session</p>	<p>Help sponsor audio visual needs, technician, speaker travel, honorarium cost for SCAR's 2003 Keynote Address on Saturday, June 7 presented by Raymond Kurzweil, pioneer of computer-based speech recognition and futurist author of the best selling book, <i>The Age of Spiritual Machines, When Computers Exceed Human Intelligence.</i></p>	<p>\$10,000</p>	<ul style="list-style-type: none"> ▪ Recognition in the Final Program distributed to all attendees in Boston ▪ Recognition in preliminary program mailed to all SCAR members (if signed up by January 13, 2003). ▪ Recognition on SCAR's website ▪ Recognition in the Summer issue of <i>SCAR News</i> ▪ Special thank you recognition during the Opening General Session. ▪ One SCAR member mailing list ▪ Prominent signage at the entrance of the room with your company name and logo ▪ Signage ▪ Gold Level Sponsor Ribbons
<p>Audio Visual and Speaker Expenses for the Closing Session</p>	<p>Help sponsor audio visual needs, technician, speaker travel, honorarium cost for SCAR's Closing Session on Tuesday, June 10. Invited speakers include the CIA, NASA, and Disney who will present the latest technological advances to manage large data sets.</p>	<p>\$10,000</p>	<ul style="list-style-type: none"> ▪ Recognition in the Final Program distributed to all attendees in Boston ▪ Recognition in preliminary program mailed to all SCAR members (if signed up by January 13, 2003). ▪ Recognition on SCAR's website ▪ Recognition in the Summer issue of <i>SCAR News</i> ▪ Special thank you recognition during the Closing General Session. ▪ One SCAR member mailing list ▪ Prominent signage at the entrance of the room with your company name and logo ▪ Signage ▪ Gold Level Sponsor Ribbons
<p>Cyber Café in Exhibit Hall & Internet Lab in Sheraton Hotel</p>	<p>These areas were very busy locations at last year's meeting. Sponsorship helps to pay for computer rentals, security, phone lines, electricity, technician, etc. Your company's name and logo will be on the screen saver.</p>	<p>\$8,000</p>	<ul style="list-style-type: none"> ▪ Recognition in the Final Program distributed to all attendees in Boston ▪ Recognition in preliminary program mailed to all SCAR members (if signed up by January 13, 2003). ▪ Recognition on SCAR's website ▪ Recognition in the Summer issue of <i>SCAR News</i> ▪ Signage at the entrance of the Cyber Café and Internet Lounge. ▪ Silver Level Sponsor Ribbons

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<p>Clinic Tours</p> <p><i>Sponsored by IDX</i></p>	<p>Sponsor motor coaches for the clinic tours at the following hospitals: Brigham and Women's Hospital, Children's Hospital of Boston, Massachusetts General Hospital, New England Baptist Hospital, and Beth Israel Deaconess Hospital</p>	<p>\$7,000</p>	<ul style="list-style-type: none"> ▪ Recognition in the Final Program distributed to all attendees in Boston ▪ Recognition in preliminary program mailed to all SCAR members (if signed up by January 13, 2003). ▪ Recognition on SCAR's website ▪ Recognition in the Summer issue of <i>SCAR News</i> ▪ Prominent signage in window of buses and the loading area. ▪ Silver Level Sponsor Ribbons
<p>Relaxation Center</p>	<p>Just added this year! Generate booth traffic and outstanding visibility for your organization by sponsoring this relaxing service for six hours on Sunday and Monday. The seated massage is an upper-body massage given by the professionals of Body Works Massage. Seated massages relax the classic tension areas and help attendees remain refreshed, alert, and energized. Conference attendees are required to stop by the sponsor's booth to pick up a coupon for the free massage. Sure to be a popular attraction!</p>	<p>\$6,000</p>	<ul style="list-style-type: none"> ▪ Recognition in the Final Program distributed to all attendees in Boston ▪ Recognition in preliminary program mailed to all SCAR members (if signed up by January 13, 2003). ▪ Recognition on SCAR's website ▪ Recognition in the Summer issue of <i>SCAR News</i> ▪ Signage in the Body Works booth ▪ Opportunity to place corporate materials in the Body Works Massage booth. ▪ Corporate logo on massage tickets ▪ Silver Level Sponsor Ribbons
<p>Badge Lanyards Necklaces</p> <p><i>Sponsored by Fuji Medical Systems</i></p>	<p>Take advantage of an opportunity to have conference attendees carry your name around their neck throughout the conference. Printed with your company's name/logo on the badge necklace.</p>	<p>\$5,000</p>	<ul style="list-style-type: none"> ▪ Recognition in the Final Program distributed to all attendees in Boston ▪ Recognition in preliminary program mailed to all SCAR members (if signed up by January 13, 2003). ▪ Recognition on SCAR's website ▪ Recognition in the Summer issue of <i>SCAR News</i> ▪ Name and logo on each lanyard ▪ Silver Level Sponsor Ribbons

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Continental Breakfasts	Help to sponsor continental breakfast on Sunday, Monday or Tuesday for all attendees in an informal setting near the registration area.	<i>\$5,000 each</i> Or all 3 breakfasts for \$13,000	<ul style="list-style-type: none"> ▪ Recognition in the Final Program distributed to all attendees in Boston ▪ Recognition in preliminary program mailed to all SCAR members (if signed up by January 13, 2003). ▪ Recognition on SCAR's website ▪ Recognition in the Summer issue of <i>SCAR News</i> ▪ Prominent signage at the breakfast with your company name and logo ▪ Silver Level Sponsor Ribbons
Wall Street Journal Room Delivery	Get read by conference attendees staying at the Sheraton Hotel on Monday and Tuesday mornings of the conference. As a sponsor your company's logo will be printed on a sticker and affixed to each newspaper. Newspapers will be delivered outside of each guest room by 6:00 am.	<i>\$5,000</i>	<ul style="list-style-type: none"> ▪ Recognition in the Final Program distributed to all attendees in Boston ▪ Recognition in preliminary program mailed to all SCAR members (if signed up by January 13, 2003). ▪ Recognition on SCAR's website ▪ Recognition in the Summer issue of <i>SCAR News</i> ▪ Prominent signage at the registration desk with your company name and logo ▪ Silver Level Sponsor Ribbons
Belly Band around Scientific Proceedings	The sponsor's name will appear on the belly band wrapping the SCAR 2003 Scientific Proceedings. Every conference attendee receives a proceeding on site.	<i>\$5,000</i>	<ul style="list-style-type: none"> ▪ Recognition in the Final Program distributed to all attendees in Boston ▪ Recognition in preliminary program mailed to all SCAR members (if signed up by January 13, 2003). ▪ Recognition on SCAR's website ▪ Recognition in the Summer issue of <i>SCAR News</i> ▪ Prominent signage ▪ Silver Level Sponsor Ribbons
Morning and Afternoon Refreshment Breaks	Refreshment breaks consists of coffee, tea, soft drinks, bottled water and allows attendees an opportunity to stretch their legs and network between educational sessions.	<i>\$3,000 each day for Sunday, Monday, or Tuesday</i> Or all breaks for \$9,000	<ul style="list-style-type: none"> ▪ Recognition in the Final Program distributed to all attendees in Boston ▪ Recognition in preliminary program mailed to all SCAR members (if signed up by January 13, 2003). ▪ Recognition on SCAR's website ▪ Recognition in the Summer issue of <i>SCAR News</i> ▪ Prominent signage at the break with your company name and logo ▪ Bronze Level Sponsor Ribbons

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Boston Walking Maps	Boston is one of the most historic cities in the U.S. and what better way to visit the city using a waterproof and tear resistant laminate map with your company logo on it. These will be given out in the registration bags.	\$3,000	<ul style="list-style-type: none"> ▪ Recognition in the Final Program distributed to all attendees in Boston ▪ Recognition in preliminary program mailed to all SCAR members (if signed up by January 13, 2003). ▪ Recognition on SCAR's website ▪ Recognition in the Summer issue of <i>SCAR News</i> ▪ Prominent signage at registration ▪ Sponsor name on each walking map ▪ Bronze Level Sponsor Ribbons
5K Fun Run/Walk	Boston is a great city for a 5K Fun Run/Walk. Sponsor SCAR's 1 st Annual Fun Run/Walk. Sponsorship includes t-shirts for runners/walkers, water station, scoring, staffing, etc.	\$3,000	<ul style="list-style-type: none"> ▪ Recognition in the Final Program distributed to all attendees in Boston ▪ Recognition in preliminary program mailed to all SCAR members (if signed up by January 13, 2003). ▪ Recognition on SCAR's website ▪ Recognition in the Summer issue of <i>SCAR News</i> ▪ Prominent signage at registration ▪ Company name and logo printed on each t-shirt ▪ Bronze Level Sponsor Ribbons