

**SCAR**  
**2003**

The **20th Symposium**  
for **Computer Applications**  
in **Radiology**

**ANNUAL MEETING 2003**

**INFORMATION EXPLOSION:**  
Embracing Our Future

Boston, Massachusetts  
Sheraton Boston Hotel  
Hynes Convention Center  
**June 7-10, 2003**

**2003 TOUR HOST INSTITUTIONS:**

- Beth Israel Deaconess Hospital
- Brigham and Women's Hospital
- Children's Hospital of Boston
- Massachusetts General Hospital
- New England Baptist Hospital

**SCAR Corporate Members SAVE 10%**

Dear Prospective Exhibitor,

On behalf of the SCAR Board of Directors and the Annual Meeting Program Committee, we cordially invite you to exhibit at the **20th Symposium for Computer Applications in Radiology**. The **SCAR 2003 Annual Meeting** will be held at the Sheraton Boston Hotel and the Hynes Convention Center, June 7–10, 2003, in Boston, Massachusetts.



Williamson

From SCAR 2001 to 2002, meeting attendance soared 22%. More than 2,000 attendees and 97 exhibiting companies participated. There were 673 first-time professional attendees researching the exhibitors' products and services! When asked what was the best aspect of the SCAR 2002 Annual Meeting, some of the attendees said, "Networking and vendor contact;" "the vendor exhibits;" "bringing multiple vendors together under one roof outside of RSNA;" and "the opportunity to visit/talk to multiple vendors." Exhibitors describe the professional attendees at SCAR as "knowledgeable and interested in discussing specifics."

Take advantage of this opportunity to target a specialized audience of qualified buyers who include radiologists, scientists, administrators, CEOs, CIOs, and information systems professionals interested in the application of digital imaging technology and information management systems. The SCAR Annual Meeting provides you with an excellent opportunity for mid-year announcements and new product launches.



Morin

Vendors readily recognize the changes computer technology has brought and continues to bring to the diagnostic imaging and image management markets. The rate of change presents a unique opportunity for companies like yours to help SCAR attendees stay abreast of the latest developments. IT companies are encouraged to exhibit at SCAR 2003 and join the leading vendors of radiology computer systems.

We also would like to invite you to become a Corporate Member of SCAR. The benefits of Corporate Membership are listed in this exhibitor prospectus. Thirty-six leading companies have already recognized the value of this offer. Act now to take advantage of this year's SCAR conference — remember, SCAR Corporate members receive a **10% discount on exhibit space** and actively participate with the experts and thought leaders in this field. If you have any questions about the SCAR Corporate Membership Program, please feel free to contact the SCAR office.

On behalf of the SCAR Board of Directors and Program Committee, we encourage you to join us for the SCAR 2003 Annual Meeting in Boston.

Sincerely,

Byrn Williamson, Jr., MD  
Mayo Clinic, Rochester  
Chair, SCAR 2003 Program Committee

Richard Morin, PhD  
Mayo Clinic, Jacksonville  
Chair, Technical Exhibits Committee



## The 20th Symposium for Computer Applications in Radiology

### Exhibit Hall Hours

The Technical Exhibits will be located in the Hynes Convention Center in Exhibit Hall A.

#### SET-UP:

Wednesday, June 4 2:00 pm–5:00 pm  
Thursday, June 5 8:00 am–5:00 pm  
Friday, June 6 8:00 am–5:00 pm  
Saturday, June 7 8:00 am–2:00 pm

Targeted move-in will be scheduled at SCAR 2003. Champion staff will contact exhibitors as well as supply information in the exhibitor kits.

#### SHOW:

Saturday, June 7 5:00 pm–7:00 pm  
Opening Reception in Exhibit Hall  
Sunday, June 8 9:30 am–5:00 pm  
Monday, June 9 9:30 am–5:00 pm

#### DISMANTLING:

Monday, June 9 5:00 pm–10:00 pm  
Tuesday, June 10 8:00 am–5:00 pm

### Exhibitor Registration Hours

Thursday, June 5 8:00 am–5:00 pm  
Friday, June 6 8:00 am–5:00 pm  
Saturday, June 7 7:00 am–5:00 pm  
Sunday, June 8 7:00 am–5:00 pm  
Monday, June 9 7:00 am–5:00 pm

### Hotel Information

**HOUSING DEADLINE:**  
**APRIL 28, 2003**

#### Sheraton Boston Hotel

39 Dalton Street  
Boston, MA 02199  
Phone: 617-236-2000  
Toll-free: 800-325-3535  
Fax: 617-236-1702

Companies requiring greater than 10 rooms need to send room block requests to the SCAR office by March 28, 2003.

### SCAR Contractor Services

#### Exhibitor Services Department Champion Exposition Services

139 Campanelli Drive  
Middleboro, MA 02346  
Phone: 800-723-1123  
Fax: 508-946-1019

Exhibitors may email questions to:

[help@championexpo.com](mailto:help@championexpo.com)

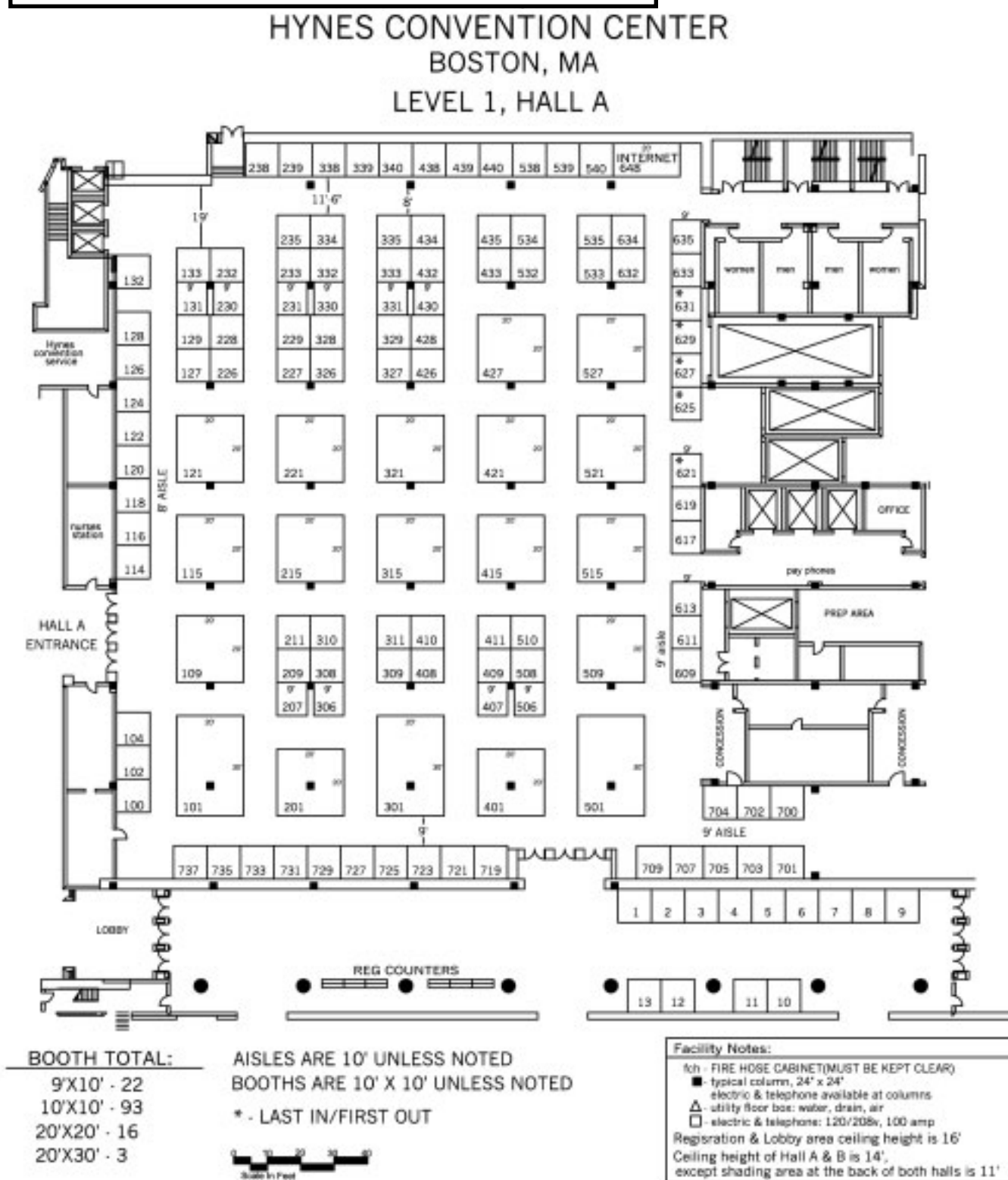
Account Executive:  
Cheryl Koval, 678-364-0809

## Important Dates to Remember

- November 15, 2002** Priority Period Deadline
- November 22, 2002** Priority Period Booth Assignments Made
- November 25, 2002** General Sales Campaign Begins
- February 28, 2003** Deadline for 50% Refund for Reduction or Cancellation of Space
- March 10, 2003** Exhibitor Kits Mailed
- March 28, 2003** Deadline for Function Space & Room Block Request Forms
- April 28, 2003** Deadline for Exhibit Space Applications and Housing
- May 23, 2003** Deadline for Exhibitor Pre-Registration Forms
- June 7–10, 2003** SCAR 2003 Annual Meeting Dates

## Exhibit Hall A Floorplan

For a higher resolution image of the floor plan visit:  
[www.scarnet.org](http://www.scarnet.org) and Click on SCAR 2003



**Note 9 x 10 booths:**

207, 306, 407, 506, 131, 230, 231, 330, 331, 430, 609, 611, 613, 617, 619, 621, 625, 627, 629, 631, 633, 635

## The Benefits of SCAR Corporate Membership

The SCAR Annual Meeting is an invaluable resource to professionals interested in the application of digital imaging technology and information management systems. SCAR invites you to take maximum advantage of this resource by becoming a Corporate Member of SCAR.

The corporate membership program gives your company access to educate customers and prospective clients about PACS and image management technology. SCAR fosters cooperation between corporate members and SCAR professional members to develop PACS technology through education and shared experience resulting in improved patient care.



### SCAR Corporate Member Benefits:

- Save 10% on your exhibit space at the SCAR Annual Meeting
- Enjoy ten (10) SCAR annual memberships for employees and/or prospective customers
- Receive the *Journal of Digital Imaging (JDI)* published quarterly, and now available online. At your direction, SCAR will label each *Journal* sent to a prospective and/or existing customer a reminder that the *Journal* is a gift from you
- Advertise in the *Journal of Digital Imaging (JDI)* at discounted rates
- Read *SCAR NEWS*, also published quarterly
- Take advantage of discounted registration fees for SCAR meetings
- Learn from multiple copies of "Understanding Compression" and the SCAR University Syllabus
- Participate in the exclusive dinner for the SCAR Board of Directors and Corporate Members

SCAR Corporate Members who exhibited in the SCAR 2002 Annual Meeting are highlighted on the list on the next page.

Visit the SCAR website at [www.scarnet.org](http://www.scarnet.org) for a corporate membership application.

### Sponsorship Opportunities

Maximize Your Exposure at SCAR 2003! As a corporate sponsor of the SCAR 2003 Annual Meeting, your company will receive powerful marketing resources and valuable exposure. 2002 sponsors will have the first right of refusal for sponsorships similar in nature.

### Why Partner with SCAR?

Your organization will be recognized by more than 1,000 medical imaging professionals from across the country and the world. These health information specialists attend the SCAR 2003 Annual Meeting to stay on top of technical innovations and the clinical implementations of electronic image management systems. The SCAR sponsorship opportunities flyer will be sent to all exhibitors paid in full as part of your confirmation packet. But don't wait, call today to signal your interest in SCAR 2003. Stay tuned for details on the SCAR website ([www.scarnet.org](http://www.scarnet.org))!

# SCAR 2003 Annual Meeting Special Features and Benefits

Register NOW to get the MOST out of your participation in SCAR!



## SCAR Website

Your company will be listed on the SCAR website upon receiving your 2003 Space Application/Contract and full payment. Included will be your company name, your product/service description, and a link to your website. The sooner you register, the sooner you will be listed!

## Press Room

SCAR is continually working with exhibitors to heighten access to trade press and industry consultants. To enhance your exposure at the SCAR 2003 Annual Meeting, hand-carry and drop off your press kits in the Press Room.

The growth and popularity of the SCAR Annual Meeting has been noticed by the trade press! The meeting continues to enjoy greater print and web coverage annually. The Press Room makes it possible for exhibiting companies to better coordinate their press-related activities. Available only to exhibitors, the Press Room will be available on a first-come, first-served basis to organize press conferences. Maximum time allowed is three hours.

Plan to take advantage of this excellent opportunity to reaffirm the positioning

and announcements made at RSNA, to announce new products or services, and to keep everyone aware of the progress your company is making in electronic imaging, image management and information systems. There is no better mid-year opportunity, so plan to drop off your press kits onsite and schedule your news conference.

## Exhibitor Presentations

Due to space and scheduling constraints, there will not be exhibitor presentations in Boston at the SCAR 2003 meeting. SCAR plans to resume exhibitor presentation sessions in 2004.

## Complimentary Guest Badges

Invite your best customers or your favorite radiologist to attend the SCAR 2003 Technical Exhibits. Guest badges permit entry into the Exhibit Hall only and not the educational sessions or events. Guest badges are not to be used for exhibitor personnel. Guest badges are picked up onsite only and are complimentary. There is no pre-registration for guest badges. The guest can retain the badge as long as you want.

The guest passes are not named badges. The guest passes include only your company name. Your guests pick them up and drop them off as needed or you can control the guest badge.

Exhibitors receive one guest pass for every 100 square feet of space. If you have even more customers than quantity of guest passes, your customers may purchase a one-day exhibit hall pass or they can register for the entire event.

## Pre- and Post-Meeting Attendee Lists

Exhibitors are provided with one (1) complimentary SCAR pre-registration mailing list sent electronically two (2) weeks prior to the SCAR 2003 Annual Meeting to be used to promote your participation at SCAR 2003. A final and complete meeting registration list will be provided electronically after the conclusion of the meeting.

## Onsite Materials

One (1) copy of the SCAR 2003 Proceedings and SCAR University Syllabus will be distributed onsite to each booth.

## SCAR 2003

Exhibit Space Application/Contract  
20th Symposium for Computer Applications in Radiology  
Boston, Massachusetts • June 7-10, 2003

For an Exhibit Space Application Form visit:  
[www.scarnet.org](http://www.scarnet.org) and Click on SCAR 2003

1. Please print company name and address below as to appear in SCAR publications.

COMPANY NAME

STREET ADDRESS

CITY

COUNTRY

COMPANY WEBSITE

TELEPHONE

CONTACT (Receives Exhibitor Services Manual)

E-MAIL

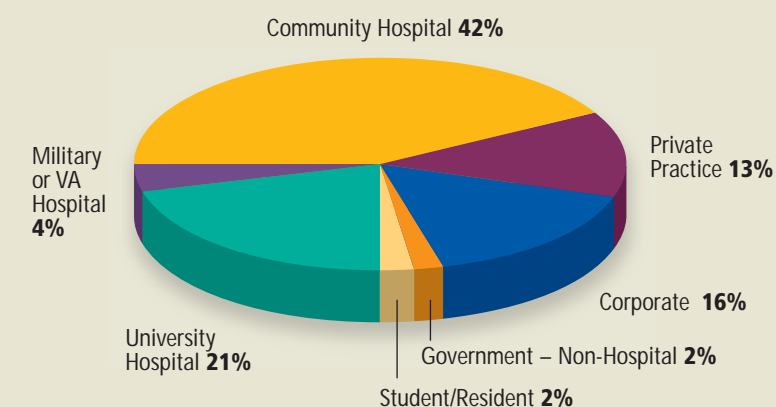
2. We are a new exhibitor:  Yes  No

3. We have a new company name. Former Name: \_\_\_\_\_

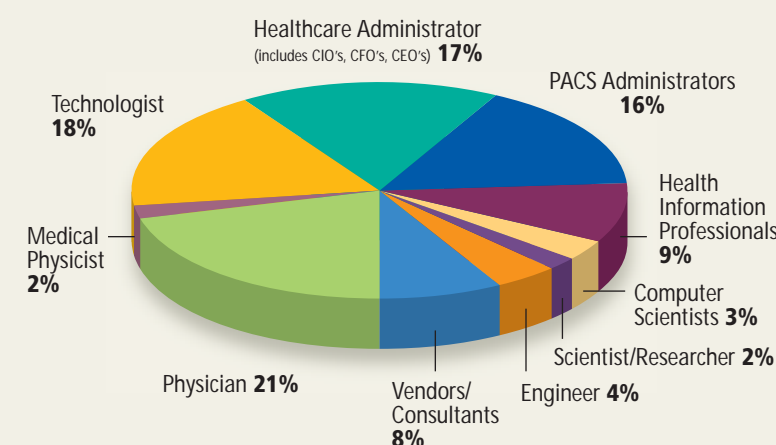
4. Please provide a description of the products to be of view. Limit the description to 50 words and to a Registered trademark ®, copyright symbols ©, italics

## SCAR 2002 Attendee Data

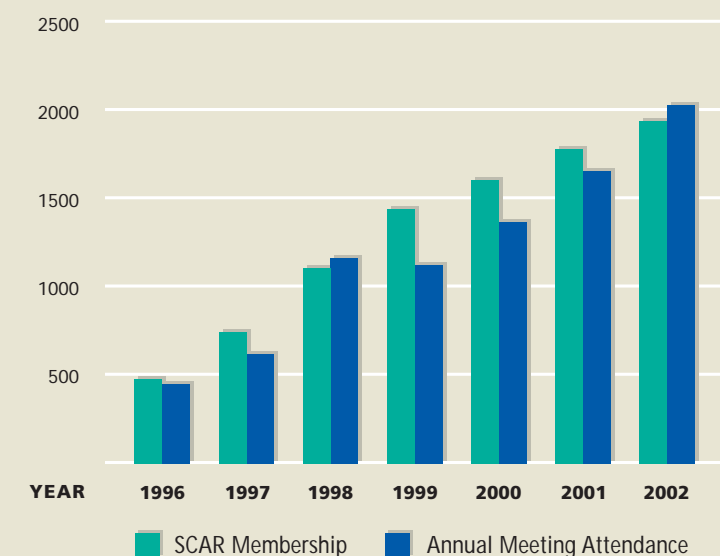
### Occupational Setting



### Occupation



### Attendance Growth 1997 to 2002 Annual Meeting and Membership



SCAR 2002 drew a worldwide audience representing 21 foreign countries including Australia, Canada, Italy, Brazil, and Japan. International attendees accounted for 17% of the professional registered attendees.

## SCAR 2002 Exhibitors

Bold indicate Corporate Members of SCAR

### A.L.I. Technologies, Inc.

Acculmage Diagnostics Corp.  
ADVANCE Newsmagazines  
AFC Industries, Inc.

### Agfa HealthCare Corporation

Algotec, Inc.  
**AMICAS, Inc**  
**BarcoView, LLC**  
BRIT Systems, Inc.  
**Canon Medical Systems**  
Cerner Corporation  
Clinton Electronics Corporation  
Codonics, Inc.  
Consensus Corp.  
Data Distributing, L.L.C.  
Data Transfer, Inc.  
Data-Ray Corporation

### Datcard Systems, Inc.

Decisions In Imaging Economics  
**DeJarnette Research Systems, Inc.**  
Diagnostic Imaging

Dictaphone  
Disk-O-Tape, Inc.

DOME imaging systems, inc.  
DR Systems, Inc.  
E-Z-EM, Inc.

### Eastman Kodak Emageon Inc.

### eMed Technologies Corporation

eRAD/Image Medical  
**Fujifilm Medical Systems USA, Inc.**  
**GE Medical Systems Information Technologies**  
Hinnovation, Inc.  
Hitachi Medical Systems  
America, Inc.

### Hologic, Inc.

Howtek Inc.  
**IDX Systems Corporation**  
Image Systems Corporation  
Images-on-Call Teleradiology  
IMCO Technologies

### IMV Medical Information Division, Inc.

Indiana University Rewards Institute  
InSite One, Inc.  
Integrated Modular Systems, Inc.  
Intelerad Medical Systems  
International Medical Multimedia  
International Paper

### Konica Medical Imaging

Matrox Graphics  
Medesys  
Medical Imaging Magazine  
Medical Manager Health Systems  
Medical Standard, Ltd.

### Medical Technology Services (MTS)

MEEN Imaging Technology  
News

### Misys Healthcare Systems

NAI Technology Products

National Display Systems, Inc.  
NovaRad Corporation  
Orex Computed Radiography  
Peake Software Labs  
Pegasus Imaging Corporation

### Philips Medical Systems

PointDx, Inc.  
RADinfosystems  
Radiographic Digital Imaging  
Radiology Today  
Ramssoft, Inc.

### RealTimeImage

RedRick Technologies  
Richardson Electronics  
RIS Logic  
Rogan Medical Systems  
Rorke Data, Inc.

### SG&A Consulting, Inc.

Siemens Display Technologies  
**Siemens Medical Solutions, USA, Inc.**

### SmartPACS

Softmedical Inc.

Springer-Verlag New York, Inc.

### Stentor

Stockeryale, Inc.

### StorageTek

StorCOMM, Inc.  
Talk Technology  
Technocrats Consulting  
TeraRecon, Inc.  
ThinAir Data Corporation  
Titan Systems Corporation  
U.S. Electronics, Inc./Totoku

### UltraVisual Medical Systems

### VIDAR Systems Corporation

VitalWorks  
Voxar, Inc.  
Webmedx, Inc.  
Ximis, Inc.