ACRO Returns to our Nation’s Capital!

ACRO 2015

MAY 14-16

Hyatt Regency Crystal City
Washington, D.C.

www.acro.org
The American College of Radiation Oncology, ACRO, strives to ensure the highest quality care for radiation therapy patients and promote success in the practice of radiation oncology through education, responsible socioeconomic advocacy, and integration of science and technology into clinical practice.

*ACRO is the essential professional society for success in the day-to-day practice of radiation oncology.*
The ACRO Annual Meeting addresses the everyday clinical and practical issues that impact a Radiation Oncologist’s patients, practice and bottom line.

The meeting’s academic faculty is a collection of top clinicians and well-known experts in their fields. The meeting’s unique single-session program format allows for extensive presentations and complete question and answer sessions.
Why Exhibit at ACRO 2015?

The 2015 ACRO Exhibit Hall is an integral part of this intimate 3-day meeting. Don’t miss the opportunity to put your products and services in front of 300 Radiation Oncologists, in one location!

The exhibit hall schedule was designed to maximize booth traffic by providing:

- **Brand Awareness:**
  Introduce or re-introduce your brand to today’s leading Radiation Oncologists. ACRO 2015 is the perfect time to make a statement with your business and get yourself noticed in the world of radiation oncology.

- **Lead Generation:**
  Increase your exposure to Radiation Oncologists with purchasing power by accumulating a network of contacts in the industry.

- **Product Demonstrations:**
  Give clients hands-on access to new products by creating an interactive space at your exhibitor booth.

- **Policy Comprehension:**
  Stay up-to-date on new government regulations and policies that will affect radiation oncology. Knowing where radiation oncology is heading can be the driving force behind your business.

- **Industry Awareness:**
  Discover what is trending in radiation oncology from best practices to new research.
Who Attends ACRO 2015?

Approximately 300 physician leaders who are responsible for the day-to-day practice of radiation oncology attend ACRO’s Annual Meeting.

These leaders have executive level decision making responsibilities for their practices, departments, and facilities.

PRODUCT LISTING

Radiation Oncologists attending ACRO 2015 will be interested in meeting with companies that supply these products and services in cancer treatment and care:

- Healthcare Delivery
- Improved Patient Outcome
- Treatment Delivery
- Medical Device Testing
- Quality Assurance

Past Exhibitors:

- 21st Century Oncology
- AccuBoost
- Accuray
- ACRO Accreditation
- Alliance Oncology
- Bayer Healthcare & Algeta US
- Best Medical
- Bogardus Medical Systems, Inc.
- Brainlab
- CIVCO Medical Solutions
- Elekta
- Hologic
- IBA Proton Therapy, Inc.
- James L. Davis, Inc.
- Klarity Medical Products
- LinaTech LLC
- Mevion Medical Systems
- MIM Software, Inc.
- Mirada Medical USA, Inc.
- Mission Search
- National Medical Professional
- Qfix
- RAD Technology Medical Systems, LLC
- RadiatingHope.org
- RaySearch Americas
- RC Billing
- Revenue Cycle, Inc.
- Shielding Construction Solutions, Inc.
- Siemens
- Tallahassee Memorial Healthcare
- Vantage Oncology
- Varian Medical Systems
- Velocity Medical Solutions
- Veritas Medical Solutions
- ViewRay Inc.
- Wolters Kluwer
Scientific Exhibition Information

**Dates & Location**

- **May 14-15, 2015**
- Exhibit Hall: Independence Hall A
- Hyatt Regency Crystal City, Arlington, VA (across the Potomac River from D.C.)

**Scientific Exhibition Hours**

**Exhibit Set Up:**
Wednesday, May 13, 2:00 - 6:00 pm
(Shipments will be delivered to the booths by the decorator no later than 2:00 pm)

**Exhibit Hall Open:**

- **Thursday, May 14**
  10:30 am - 4:00 pm
  11:30 am - 12:30 pm with lunch reception

- **Friday, May 15**
  7:00 am - 12:00 pm
  7:00 am - 8:30 am with breakfast

**Exhibitor Breakdown:**

- **Friday, May 15**
  12:00 pm - 5:00 pm

  *Cannot breakdown before 12pm **Must be out by 5pm

(Please note that times are subject to change. All Exhibitors will be notified of any schedule changes.)

**Exhibit Booth Package**

- 8’ x 10’ booth with 8’ back drape and 3’ side drape, and carpeting
- 6’ draped table, 2 chairs, and waste basket
- Listing in the final program
- Early attendee list - email and mailing addresses
- Post attendee list
- Two exhibit hall registration badges per 8’ x 10’ booth
- Additional exhibit hall registration badges at discounted price of $75 each

**Pre-registration List**

All Supporters/Exhibitors receive the ACRO 2015 early bird attendee list to email a marketing piece promoting their exhibit or any other endeavor their organization wishes to promote. Restrictions apply, see page 9.

**BONUS - Traffic Builders**

To help increase booth traffic, ACRO invites you to participate in the Passport Prize opportunity. All attendees will receive an “Exhibition Passport”. Attendees must register with exhibitors to prove that they have visited all booths in order to be eligible for prizes.

We ask that exhibitors provide their own prizes. The exhibitors participating in the “Exhibition Passport” will be invited to present their prizes to the winners, in order to receive recognition and exposure.

**Exhibit Booth Rates**

- Standard Rate .............................................. $3,000
- Returning Exhibitor [3+ years] .......................... $2,750
- Medical Publisher [for 1 booth only] ................... $750
- Non-profit Association [for 1 booth only] ............. $200

www.acro.org
Floor Plan

For the most updated and interactive floor plan, go to http://floorplan.acro.org

ACRO 2015
Hyatt Regency Crystal City
Independence Hall A
Arlington, VA
May 14-16, 2015
EXHIBIT BOOTH CONTRACT

AMERICAN COLLEGE OF RADIATION ONCOLOGY
2015 MEETING
May 14-16, 2015
Hyatt Regency Crystal City
Arlington, Virginia

Exhibitor Contact Information:

Please PRINT your company’s name and contact information, as you would like them to appear in the Final Program. If your company is providing an unrestricted educational grant, please check the “Corporate Supporter” box:

Company Name: _______________________________________________________________________________________________________________________

Contact Person: ________________________________________________________________________ Title: ____________________________

Address: _______________________________________________________________________________________________________________________________________________________

City: _____________________________________________________________________________________________ State: ______________ Zip Code: ___________________

Phone Number: [________] ______________________ Fax Number: [________] _______________________________________________________

E-Mail Address: __________________________________________________________________________________________

Exhibitor Rates & Preferences:

New Commercial Company (non-corporate supporter*) ___ @$3,000/booth $_______________

Returning Commercial Company (non-corporate supporter*) ___ @$2,750/booth $_______________

Medical Publisher (special) ___ @$750/booth $_______________

Non-profit Association/Society (special) ___ @$200/booth $_______________

Preferred booth location: 1st _____________ 2nd _____________ 3rd _____________ 4th _____________

Additional Exhibit Hall only badges cost $75. (Each booth receives only 2 free Exhibit Hall Only Registration badges)

# of additional Badges: ___ X $75=   $ ______________

To assure that you have the space to allow maximum exposure of your products and/or services during the scientific exhibition, allocation of booths will be based on a first-come, first-served basis for Corporate Supporters that have committed by February 1, 2015, then returning 2014 exhibitors only until March 1, 2015. After that deadline, all corporate supporters, returning 2014 exhibitors and new exhibitors, will be assigned the remaining booths on a first-come, first-served basis.

Payment:

*Note: Corporate Supporters will receive complimentary booths according to the level of support. See the information under Corporate Support Opportunities and identify your company as a supporter in the space at the top of this form.

By Check Please make payable to ACRO.

By Credit Card Please complete the information below.

Charge: ___ Visa ___ Mastercard ___ American Express

Total to Charge: _______________________________

Name on Card: ____________________________________________________________

Account Number: _______________________________

Exp. Date: Month/Year: ___________/_______________ Signature: ______________________________________________________________________________________

Authorization:

Exhibitors agree to abide by the ACRO 2015 Scientific Exhibition Rules and Regulations, made a part of this application and contract by reference, and fully incorporated herein. If this application and contract has not been received, properly signed, and accompanied by required payment as stated in the payment clause above, this application and contract may be declared null and void so that space may be reassigned. All applications must be signed in order to confirm booth reservations. We agree to abide by all rules and regulations governing the exposition as enclosed and which are a part of this application. Acceptance of this application by show management constitutes a contract.

Signature: ____________________________________________________________________________ Date: ____________________________

Cancellation:

A written cancellation must be received by March 31, 2015, to receive a refund, less an administrative fee of 20% of the total. No refunds will be made for cancellations after March 31, 2015, or for ‘No-shows.’

Return this Contract by:

Email: acroexhibits@sponsorshipboost.com
Fax: 301.656.0989
Mail: ACRO 2015 Exhibits
5272 River Road, Suite 630
Bethesda, MD 20816

Questions? Phone: 301-658-6929 ext. 106
1. Assignment of Space: ACR will determine exhibitor space assignment. Once a booth is assigned, an exhibit can only be moved with the mutual consent of ACR and the specified exhibitor. Exhibitors will be given directions for installing and dismantling exhibits. Company personnel are expected to man the booth until the end of the exhibition on Friday, May 15, 2015 at 12pm. Booths may not be dismantled until the end of the exhibition.

2. Payment: Payment in full is required with a completed application for exhibit space. A completed form and payment, or written instructions to invoice in 2015 must be received by March 16, 2015, to ensure inclusion in the Final Program. Exhibitors are responsible for special equipment and services.

3. Cancellations: For cancellations, in writing sent to ACR and received on or before March 31, 2015, 80% of the exhibitor fee will be refunded. No refunds will be made for cancellations received after March 31, 2015.

4. Care of Exhibit Space: Exhibitors must maintain and keep their exhibit space and the contracted space in good order, at their expense.

5. Insurance: In all cases, exhibitors wishing to insure their goods must do so at their own expense. ACR does not assume any liability for loss of, or damage to, any equipment or supplies displayed at the exhibition.

6. Protection of Exhibit Space: Nothing shall be posted, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the hotel without the permission of ACR and/or a representative of the hotel. Packing, unpacking, and assembly or exhibits shall be done in designated areas and conform to instructions of ACR or hotel representatives.

7. Default Occupancy: An exhibitor who fails to occupy contracted space by the opening of the exhibition at 10:30 am on Thursday, May 14, 2015, is not relieved of the obligation to pay for such space at the full rental price, and ACR shall have the right to use that space for any additional exhibitors.

8. Use of Space: Exhibits will be permitted only in the official exhibit area established by ACR. Exhibitors shall not distribute printed matter, samples, or souvenirs, except from rented space, unless previously approved according to #12 below.

9. Sound: Loud speakers, tape recorders, sound movies, or other electronic devices that interfere with adjoining exhibitors are not permitted. Also, during general sessions discussion in the Exhibit area will be monitored to avoid disturbing the general sessions.

10. Cancellation or Relocation of Meeting: If cancellation or relocation of the meeting is due to circumstances within ACR’s control, ACR’s liability will be limited to a refund of fees to the exhibitor. If ACR has no control over the cancellation or relocation, ACR will have no liability of any kind, but may, at its discretion, refund any fees paid by the exhibitor.

11. Liability: ACR does not assume any responsibility for the protection or safety of the exhibitor, its officials, agents, or employees. ACR does not assume any responsibility for the protection of property of the exhibitor or their representatives, or of the property used in connection with the exhibit, from theft, damage, or destruction. Small or easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping by the exhibitor. The exhibitor agrees to hold ACR harmless from all such claims and claims of liability of any kind arising from the activities of the exhibitors, its representatives, or from the display or use of property of the exhibitor. ACR shall not be liable to the exhibitor for failure to provide space to an exhibitor if non-delivery is due to destruction to the building or the exhibit space.

12. Hotel Liability: The exhibitor assumes all responsibility for any and all loss, theft or damage to exhibitor’s displays, equipment and other property while on Hyatt Regency Crystal City premises, and hereby waives any claim or demand it may have against the Hyatt Regency Crystal City arising from such loss, theft or damage. In addition, the exhibitor agrees to defend (if requested), indemnify and hold harmless American College of Radiation Oncology and Hyatt Regency Crystal City and their respective parent, subsidiary and other related or affiliated companies from and against any liabilities, obligations, claims, damages, suits, costs and expenses, including, without limitation, attorneys’ fees and costs arising from or in connection with the exhibitor’s occupancy and use of the exhibition premises or any part thereof or any negligent act, error or omission of the exhibitor or its employees, subcontractors or agents.

13. Distribution of Printed Material: Distribution of materials by exhibitors or their agents is limited to the area rented by the exhibitor. Flyers or other printed material may not be delivered to hotel rooms of ACR registrants without advance permission from ACR headquarters or on-site staff and the hotel. Any costs for such authorized distribution shall be the sole responsibility of the exhibitor. Other than the above, advertising circulars, brochures, etc., may only be distributed from exhibit booths, and may not be placed in any meeting room or in the ACR registration area.

14. Exhibitor Seminars, Lectures, Food Functions, etc.: As a condition of receiving exhibit space, the Exhibitor agrees not to conduct, sponsor, or promote any general seminars, lectures, or clinics in the same geographical area (within a radius of 50 miles) for a period of three days before or after the annual meeting. Exhibitor demonstrations/lectures can be scheduled on Thursday, May 14 and Friday, May 15, 2015, but must be arranged through ACR. If you are interested in scheduling such a presentation, indicate this on the application form and you will be contacted.

15. Food or Beverage in Exhibitor Booths: No food, beverages or tobacco products of any type may be sold or distributed from an exhibition booth.

16. Price List: Advertisements, exhibit materials or promotions may include prices, but shall not make price comparisons with competitive products.

17. Registration of Representatives Working in Booths: Firms are provided with 2 exhibit hall complimentary registrations for authorized representatives from their company for each 8ft. x 10ft. booth rented. Other representatives may be substituted for registered exhibit representatives whose badges have been returned to the exhibitors section of the ACR registration desk. Firms attempting to register representatives who are not employed by them may be prohibited from exhibiting with ACR in the future. Each representative registered by the company must pick up a badge from the exhibitors section of the ACR registration desk. Additional representatives can be registered at $75/representative. Registered representatives are encouraged to attend the scientific sessions.

18. Removal of Exhibits by ACR: ACR has the right to prohibit, bar, prevent and remove any exhibit or proposed exhibit, or any part or portion thereof, which, in the judgment of ACR, is unsuitable or inappropriate for the exhibition. Such right shall extend to, but shall not be limited to, all equipment, materials, displays, installations or other items or things consisting of, part of, or used or distributed in connection with such exhibit. Specific punitive actions may be taken against companies that are determined by ACR to have violated any provision of these rules and regulations.

19. Selling of Products or Services: Order-taking is permitted but products must be shipped after the meeting. All transactions must be conducted in a manner consistent with the professional and scientific nature of the exhibits.

20. Solicitation by Non-Exhibitors: Representatives of companies who are potential exhibitors but who have not been assigned exhibit space, are prohibited from entering the exhibit hall unless they register for the meeting as a non-member attendee. They also are prohibited from soliciting business elsewhere in the hotel facilities.

21. Acceptance of Exhibit Contracts: ACR may refuse space to any company or individual whose products or services, in the judgment of ACR, do not further the educational and/or scientific purposes of the annual meeting. ACR also reserves the right to limit space to any company or individual whose product or service is not related to radiation oncology practice. Each exhibitor must indicate on the contract the type of equipment or products to be displayed.

22. Violation of Condition: The following actions shall constitute a violation of Conditions of the Exhibitor Agreement: 1) violation of any municipal, state, or national laws, rules, or regulations, including safety codes; and 2) failure to follow procedures prescribed in Sections 1-21.

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Our experience suggests that often the person(s) who staffs a display and the decorator will provide the exhibitor with information that includes a list of all services available, the cost of these services, and appropriate contracts. 

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Your company’s support of ACRO’s 2015 Annual Meeting is vital for the continuation of excellence in education provided to Radiation Oncologists. Your support will assure a program of outstanding scientific value. This support can be in the form of unrestricted educational grants, advertising, and other marketing opportunities.

The Corporate Supporter option for ACRO 2015 provides the highest level of visibility and will provide your company with the highest return on investment from ACRO and its members.

Please review the details of corporate support opportunities that follow. Then, complete the Support Commitment Form and return it to ACRO. The opportunity can be paid either in 2014 or in early 2015, in order to provide budget flexibility. If a grant application needs to be submitted to your medical education department, please provide contact information, or contact:

Laura Gaumont  
301-200-4616 ex 106  
ACROexhibits@sponsorshipboost.com

The nationally adopted policies and procedures involving corporate support of meetings and education are incorporated in the regulations of the American Medical Association (AMA) and the Accreditation Council for Continuing Medical Education (ACCME). We expect all companies providing support for ACRO 2015 to comply with these policies.

### Platinum Level - $20,000

- Opportunity to host a breakfast, lunch, or dinner Educational Symposium
- Opportunity to hold a Corporate Advisory/Users Group Meeting or Reception
- One complimentary 8’ x 20’ booth
- Logo with hyperlink on ACRO’s website
- Full page ad and listing as a Platinum supporter in the Final Program
- Exhibit Hall advertisement on two PowerPoint slides

**Educational Symposium**  
(2 breakfasts, 2 lunches, 1 dinner opportunity)

Discuss your products or services in an educational format with speakers and topic of your choice. Any additional costs (food/beverage, AV, speakers) will be borne by your company. An Educational Symposium is not eligible for CME credits.

**Users Group Meetings/Advisory Meetings/Receptions**  
(2 evening opportunities)

Hold a special session to unveil a new product to your users, an Advisory Meeting of selected doctors invited by your company, or a Networking Reception. Any additional costs (food/beverage, AV, speakers) will be borne by your company.

### Gold Level - $15,000

- Opportunity to host a breakfast, lunch, or dinner Exhibitor Educational Symposium
- One complimentary 8’ x 10’ booth
- Logo with hyperlink on ACRO’s website
- ½ page ad and listing as a Gold supporter in the Final Program
- Exhibit Hall advertisement on 1 PowerPoint slide

**Educational Symposium**  
(2 breakfasts, 2 lunches, 1 dinner opportunity)

Discuss your products or services in an educational format with speakers and topic of your choice. Any additional costs (food/beverage, AV, speakers) will be borne by your company. An Educational Symposia is not eligible for CME credit. First choice of time slots is given to Platinum Supporters.

### Silver Level - $10,000

- One complimentary 8’ x 10’ booth
- Logo with hyperlink on ACRO’s website
- ¼ page ad and listing as a Silver Supporter in the Final Program
Live Streaming of Lectures
The American College of Radiation Oncology has made it possible for all Radiation Oncologists worldwide to attend ACRO’s 2015 lecture sessions via the Internet in real time. To account for time differences, re-runs of each session will be scheduled.

The support of ACRO Live Streaming is an exclusive opportunity for one company. This supporter will be provided 200 online “entrance badges” to distribute to clients worldwide, allowing them to attend ACRO Live Streaming at no cost. Preference will be given to our Platinum Level Supporters, but this opportunity is available on a first-come, first-served basis.

Cost ............................................................... $10,000

Hotel Room Key Ad
Place your custom graphics on the hotel key cards. All attendees who stay at the Hyatt Regency Crystal City will see your ad when they initially check in and throughout the meeting.

Cost ............................................................... $4,500

Branded Foot Prints
Lead attendees from registration to your booth in the exhibition with custom floor stickers. The floor stickers will have ACRO Exhibit Hall and an arrow on the top section of the floor sticker. Your company logo and booth number will be displayed on the bottom section.

Cost ...............$2,000 (maximum of 3 companies)

Exhibit Hall Ad
Promote your booth and brand on the big screen in the Scientific Exhibition Hall. Exhibitors and Supporters are invited to submit a 10 second PowerPoint Presentation Slide (no audio) that will be beamed onto a big screen in the exhibit hall on a 10 second rotation.

Cost ......................$500 (maximum of 3 slides)
Please PRINT your company’s name and contact information, as you would like these to appear in the Final Program.

Company Name: __________________________________________
Contact Person: ___________________________________________
Title: ___________________________________________________
Address: _________________________________________________
City: ____________________________________________________
State: ____________  Zip Code: ______________________________
Phone Number: (_________) ______________________________
Fax Number: (_________) ________________________________
E-Mail Address: __________________________________________

Please enroll my company as a:

- **Platinum Supporter** [$20,000]
- **Gold Supporter** [$15,000]
- **Silver Supporter** [$10,000]

* Special Opportunities for Platinum Supporters

- I am interested in hosting a breakfast, lunch, or dinner with a speaker and topic of my choice. Please contact me to discuss.
- I am interested in holding a users group/advisory meeting/symposia/reception to cover topics or products to a specially invited group of doctors on Wednesday or Thursday evening. Please contact me to discuss.
- I am interested in providing WiFi in the General Plenary Session Room for meeting attendees. Please contact me to discuss.

Opportunities for all Supporters and Exhibitors:

- **Live Streaming of Plenary Sessions** [$10,000]
- **Hotel Room Key Ad** [$4,500]
- **Branded Foot Prints** [$2,000, max. of 3 companies]
- **Exhibit Hall Ad** [$500, max. of 3 slides]
- I am willing to provide a prize for the exhibition raffle. Please contact me.
- I am interested in purchasing at least one 10 second video (no audio) PowerPoint movie house advertisement slide to be displayed in a rotation in a prominent place in the Exhibit Hall. Please contact me.

Signature

Date

Notes:
- Please complete the Exhibition Application Form, and indicate “Corporate Supporter” at top of the form.
- If your company requires that all applications for unrestricted grants go through an office of medical education, please provide full contact information.

Contact name:

Contact title:

Contact telephone

Contact email