

35th ANNUAL SPRING Diagnostic Ultrasound Conference

April 24 & 25, 2010
Pasadena Convention Center
Pasadena, California

2010 FOCUS SESSIONS

- Breast Ultrasound
- General Ultrasound
- OB/GYN Ultrasound
- Pediatric Ultrasound
- Vascular Ultrasound

Presented by
Los Angeles
Radiological Society

**EXHIBIT &
MARKETING PROSPECTUS**

Spring Diagnostic Ultrasound Conference Commercial Exhibition, April 24 & 25, 2010

Why Exhibit? *(For Additional Marketing Opportunities—see page 9).*

- Exhibiting gives you the perfect opportunity to
 - Meet potential customers
 - Reinforce existing relationships
 - Build company and brand awareness
- Attendees want to see your products
- Your competition will be there

Exhibit Hall Features

- Ultrasound scanning of live models by exhibitor representatives and registrants is permitted and encouraged. *(See Appendix A for restrictions).*
- Unopposed exhibit hours mean more focused attendees in your booth. LARS is committed to maximizing the time that attendees spend in the exhibit hall
- Continental breakfasts and refreshment breaks will be held in the exhibit hall.

Average Conference Attendance = 415

- 45% of attendees are physicians—the majority of which are in private practice.
- 55% of attendees are ultrasound technologists.

Past Exhibitors

BARD Biopsy Systems	KPI Companies	Sonora Medical Systems
CIVCO Medical Instruments	Medisales	SonoSite, Inc.
Dilon Technologies	Mediscan Staffing	Sound Ergonomics
Echo Tech Imaging, Inc.	Medison America	Suros Surgical Systems, Inc.
Ethicon Endo Surgery	PenRad Technologies, Inc.	Terason
GE Healthcare	Philips Medical Systems	Toshiba America Medical
Hitachi Medical Systems	RAYPAX Incorporated	Unetixs Corporation
Hologic	Sanarus Medical, Inc.	U-systems, Inc.
Invivo	SenoRx, Inc.	Viasys Healthcare
Kaiser Permanente	Siemens Medical Solutions	ZONARE Medical Systems
Keenan & Associates	Smith Barney	

Commercial Exhibit Space

Application

To apply for exhibit space, complete the Exhibit Space Application on pages 5 & 6. Retain a copy for your records and send the original with a product brochure and exhibit fees to Los Angeles Radiological Society (LARS).

Mailing Address:

P.O. Box 93125, Pasadena, CA, 91109

Overnight Address:

122 N. Baldwin Ave. Suite 3, Sierra Madre, CA 91024

LARS Exhibit Contact:

Beth Filip, Executive Director—
bfilip@larad.org / 626-836-5800 x 2#

Cost of Exhibit Space

- \$1,300 per 8'x 10' exhibit space.
- Exhibit space rental does not include any materials such as, but not limited to, tables, chairs, carpets, electrical connections, etc. These items must be arranged for separately with the exhibit decorator.

Service Contractor

GES Exposition Services has been appointed the official drayage and decorating contractor. A link to an online Exhibitor Service Kit containing information and rates for all labor, shipping, services, electrical connections, furniture, and miscellaneous equipment will be sent to your authorized representative by GES when exhibit space is assigned. An Exhibitor's Service Center will be maintained on the exhibit floor to facilitate service requests from exhibitors.

- For additional information about available services, contact GES at (800) 475-2098.

Exhibitor Appointed Contractors

Requests to use Exhibitor Appointed Contractors (EAC) must be made on the Space Application and an Original Certificate of Insurance covering each proposed contractor must be received no later than Friday, April 2, 2010. Applications received after April 2 may not use an EAC.

Terms of Payment & Cancellation

Applications must be accompanied by check or money order in U.S. currency payable to Los Angeles Radiological Society (LARS) - tax id. 95-3661585.

If written notice of space cancellation is received by the LARS office prior to April 2, 2010 a full refund less a \$100 administrative fee will be made. No refund will be made for cancellations received after April 2, 2010.

Space Assignment

LARS maintains a point system for exhibit space assignment. The system provides credit points as follows:

- Previous SDUC Exhibitor
1 point for each previous year up to a maximum of 5 years.
- SDUC Supporter
1 point per \$1,000 contribution.
- LARS Corporate Member
3 points earned for Corporate Membership.

LARS is responsible for evaluating and assigning points. Only applications received on or before March 22 will be assigned points.

Commercial Exhibit Space

Space Assignment *Continued*

Booth space assignment will be made on March 22, 2010.

Assignment will be based on points and exhibitor's preference as stated on the Exhibit Space Application, subject to booth design, space configuration, and services required. LARS will notify you in writing regarding your space assignment. All ties will be resolved on the basis of first date received. Applications received after March 22 will be assigned space as available. LARS, in the event of conflicts regarding space requests or conditions beyond its control, reserves the right to rearrange the floor plan as required. LARS may relocate any exhibit at any time with the understanding that if the exhibitor does not agree with such relocation exhibit space will be forfeited and payment for booth space will be refunded.

Conference Location

- The conference will be held at the Pasadena Convention Center located at 300 East Green Street, Pasadena, California 91101—www.pasadenacenter.com.
- The exhibit hall will be located in sections D and E of the Ballroom.
- The educational sessions will be held in the adjacent sections of the Ballroom A-C, F, G, and H.

Hotel Accommodations

LARS is not holding a block of rooms for the conference; however, four major hotels are located within walking distance. Visit LARS' website for links to these hotels.

Important Dates & Deadlines

March 22

- **Space Assignment Deadline**

March 22–April 20

Advance shipments accepted at GES Warehouse

March 29 Advertising Deadline

Deadline for conference supporters to submit original art for syllabus ads.

April 2

- **Space Cancellation Deadline**
- **Exhibitor Appointed Contractor/Original Certificate of Insurance Deadline**
- **Discount Deadline for GES Services**

April 9 Attendee Mailing List

Labels will be emailed to conference supporters and exhibiting companies that have purchased the attendee mailing list.

April 16 Pre-Registration Deadline

Anyone wishing to participate in the Scientific Program and receive CME Credit must register on or before April 16 or pay an additional \$20 late fee.

April 23 Installation of Exhibits

Exhibitor installation begins at 11:00am and will continue through 4:30pm. A GES Service Desk will be open until 4:30pm and will reopen April 24 at 8:00am.

Exhibit Hall Open

- **April 24** - 7:30am–3:30pm
- **April 25** - 7:30am–3:30pm

April 25 Exhibit Dismantle

3:30pm–7:00pm

Exhibit Space Application

35th Annual Spring Diagnostic Ultrasound Conference, April 24-25, 2010,

MARK YOUR PREFERRED BOOTH SIZE	
<input type="checkbox"/> 8' x 10' Booth – \$1,300	<input type="checkbox"/> 8' x 30' Booth – \$3,900
<input type="checkbox"/> 8' x 20' Booth – \$2,600	<input type="checkbox"/> 8' x 40' Booth – \$5,200
EXHIBIT CONTACT INFORMATION	For all correspondence regarding your Exhibit Booth
Company	
Contact	Title
Address	
City/State/Zip	
Phone	Fax
Email	
Authorized Contact's Signature	
COMPANY INFORMATION	List exactly as it should appear on signage, in our web listing, and printed pieces.
Company	
Website	
Phone	Fax
Email	
Address	
City/State/Zip	
Sales/Marketing Contact	
Title	<i>Continued</i>

Exhibit Space Application *Continued*

INDICATE YOUR PREFERRED BOOTH LOCATION

1st Choice:

2nd Choice:

3rd Choice:

List companies you prefer
your booth to be near:List companies you prefer
NOT TO BE near:

REQUEST TO USE AN EXHIBITOR APPOINTED CONTRACTOR? Yes No

If yes,
list company name & address

CONFERENCE SUPPORTER? Yes No *For use in calculating priority points.*

If yes, indicate amount \$ _____ and complete and return a Corporate Support form—page 9 & 10

METHOD OF PAYMENT

LARS Tax ID # 95-3661585

 Check

#

Personal / Company

Credit Card MasterCard Visa

Card Number

Exp.

Print Cardholder's Name

Signature

Amount Enclosed/Authorized (US Dollars)**\$**

AUTHORIZED SIGNATURE & CONTRACT INFORMATION

> It is agreed that this application and the contract resulting from its acceptance shall be subject to the rules and regulations and information outlined in this Exhibit Prospectus. In the event of cancellation by the Exhibitor prior to April 2, 2010 the liability of the Society shall be limited to refunding of the amount of booth rental paid, less \$100 administrative fee. Cancellation by the Exhibitor after that date will result in forfeiture of the booth rental fee. In case of cancellation of the conference for any reason beyond the control of LARS, it is understood that the liability of the Society shall be limited to refunding the amount of rental paid. > The exhibitor understands that neither Los Angeles Radiological Society nor the Pasadena Convention Center maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance. > The terms and conditions set forth in the 2010 Exhibitor Rules and Regulations (Appendix A) are made part of this Application/Contract by reference and are fully incorporated herein.

Exhibitor's Authorized Signature (Required)

Date

Beth A. Filip, LARS Executive Director
(Not a binding contract until countersigned by LARS Exec. Dir.)

Date

Return completed application and payment to: LOS ANGELES RADIOLOGICAL SOCIETY

US Postal Address:

PO Box 93125, Pasadena, CA 91109

Address for overnight deliveries only:

122 N. Baldwin Ave, #3, Sierra Madre, CA 91024

Exhibit Floor Plan & Schedule

35th Annual Spring Diagnostic Ultrasound Conference, April 24-25, 2010

The Exhibit Hall is located in Ballroom Sections D&E

- All refreshment breaks will be held in the Exhibit Hall.
- Scientific Sessions will be held in the adjacent sections of the Ballroom.
- All Booths are 8'x10' unless otherwise noted.
- The height of all booths is limited to 8 feet.

Official Service Contractor

GES Exposition Services has been appointed the official drayage and decorating contractor. A link to an Online Service Kit is available on the LARS Website—www.larad.org.

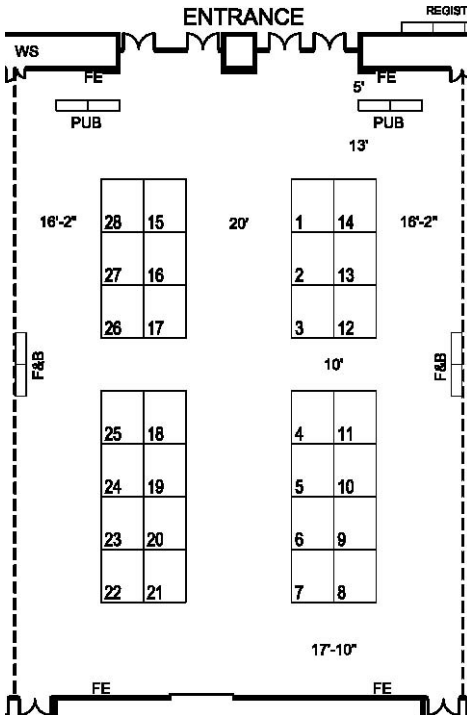


Exhibit Schedule

Installation

- Friday, April 23
11:00am–4:30 pm

Official Exhibit Hours

- Saturday, April 24 and Sunday, April 25
7:30 am–3:30 pm
- Exhibits must be manned and fully operational during exhibit hours.
- Exhibits must remain intact until 3:30pm, Sunday

Dismantle

- Sunday, April 25
3:30 pm–7:00 pm
- All exhibits must be removed from the Ballroom by 7:00pm Sunday.

Questions for GES?

Call (800) 475-2098 - or -
Online at www.ges.com/chat

Extend Your Marketing Effort

Benefits of Additional Marketing Opportunities

Benefits— Marketing Packages	Bronze Level (\$1,000-\$2,500)	Silver Level (\$3,000-\$4,500)	Gold Level (\$5,000+)
Conference Syllabus	✓ 1 copy	✓ 2 copies	✓ 3 copies
Advance Registrant List	✓ Electronic format, provided 3	✓ weeks before Conference to	✓ promote your participation.
Final Registrant List	✓ Emailed	✓ approximately 2 weeks	✓ Post-Conference
Company Recognition—			
• In Exhibitor Guide	✓	✓	✓
• On Conference Page on LARS Website	✓	✓	✓
• In Online Buyers Guide on LARS Website	✓ Including link to	✓ company website.	✓ Incl. logo link to website.
Acknowledgement of Support—	Indicating Bronze Level	Indicating Silver Level	Indicating Gold Level
• On Onsite Signage	✓	✓	✓
• In Onsite Schedule	✓	✓	✓
• In Conference Syllabus	✓	✓	✓
• Via Supporter Ribbon for Badges of All Pre-Registered Company Representatives	✓	✓	✓
Priority Points Toward Exhibit Placement	✓ 1 Point	✓ 3 Points	✓ 5 Points
Advertisement in Conference Syllabus or Insert in Handouts	✓ 1/2 Page Ad	✓ Full Page Ad	✓ Full Page Ad
Complimentary Educational Program Registration		✓ For 1 company representative	✓ For 2 company representatives
Invitation to Faculty Luncheons		✓ For 2 company representative	✓ For 4 company representatives
Insert Claim Ticket with LARS Name Badges to Distribute Your Traffic-Building Premium		✓	✓
LARS Member Mailing List			✓ 1 set per year

Additional Marketing Opportunities

Support Opportunities & Application

35th Annual Spring Diagnostic Ultrasound Conference, April 24-25, 2010

Extend your presence at the LARS Spring Diagnostic Ultrasound Conference while demonstrating your company's commitment to ultrasound education. Review a complete list of benefits on page 8.

LARS offers a number of opportunities to get involved beyond the Exhibit Hall. For added impact, associate your company name and logo with one of the specific items outlined below. If you prefer, **designate your contribution as an unrestricted educational grant** which will be used to offset the costs of the educational activity such as speaker honoraria and travel expenses (airfare, ground transportation, hotel night stays as needed).

MARKETING OPPORTUNITIES	
Company name and logo (subject to approval) are imprinted with the meeting logo.	
Conference Pen	\$1,000
Coffee Mug	\$1,500
Neck Wallet Badge Holder	\$2,000
Conference Bag (Exclusive Supporter)	\$3,000
DESIGNATED EDUCATIONAL GRANTS	
Coffee Break (Exclusive Supporter per Break)	\$1,500
Coffee & refreshments are only available in the conference exhibit hall. Support of a break includes signage at break stations.	
Continental Breakfast (Exclusive Supporter per Break)	\$3,000
Served in the conference exhibit hall - 7:30 until 8:00 am Friday and Saturday. Includes signage at break stations.	
Audiovisual Equipment (Multiple Supporters)	\$3,000
Your name and logo will be displayed on screen between sessions to acknowledge support.	
Conference Syllabus (Exclusive Supporter)	\$5,000
Your name and logo is printed on the back cover and a full page, no bleed, black & white ad will be printed on the inside front cover of the conference syllabus.	
Audience Response System (Exclusive Supporter)	\$5,500
Self Assessment Modules (SAMs) have been planned in each focus track. Help us offer a more interactive setting to enhance the SAM experience. Support includes signage and acknowledgement with the distribution of response devices. Your corporate name / logo will be displayed on screen at the start of the SAM session you choose to support	

APPLICATION CONTINUED ON REVERSE

Additional Opportunities

Application and Contract

Continued

35th Annual Spring Diagnostic Ultrasound Conference, April 24-25, 2010

CONTACT INFORMATION	For correspondence regarding your Support	MARKETING & GRANT OPPORTUNITIES
Company		<input type="checkbox"/> Pen \$1,000
Address		<input type="checkbox"/> Coffee Mug \$1,500
		<input type="checkbox"/> Badge Holder \$2,000
City/State/Zip		<input type="checkbox"/> Conference Bag \$3,000
Phone	Fax	<input type="checkbox"/> Coffee Break \$1,500
Email		<input type="checkbox"/> Cont. Breakfast \$3,000
Website		<input type="checkbox"/> AV Equipment \$3,000
Contact		<input type="checkbox"/> Syllabus \$5,000
		<input type="checkbox"/> Response Syst. \$5500
		<input type="checkbox"/> Unrestricted Grant
		SUPPORT TOTAL \$

METHOD OF PAYMENT

LARS Tax ID # 95-3661585

 Check # Personal / Company

Credit Card MasterCard Visa

Card Number Exp.

Print Cardholder's Name

Signature

Amount Enclosed/Authorized (US Dollars) \$**SUPPORT AGREEMENT & AUTHORIZED SIGNATURES**

The Los Angeles Radiological Society (LARS) is committed to presenting CME activities that promote improvements or quality in healthcare and are independent of the control of commercial interests. As part of this commitment, LARS has outlined the terms and conditions of commercial support for this CME Activity in Appendix B which is made part of this Application/Agreement by reference and is fully incorporated herein.

By signing this Application/Agreement, your company agrees to provide support for the 2010 Spring Diagnostic Ultrasound Conference held at the Pasadena Convention Center, Pasadena, California as indicated in the Marketing/Grant Opportunities section above, to abide by all the terms and conditions of this agreement as detailed in Appendix B and to abide by the requirements of the ACCME Standards for Commercial Support of Continuing Medical Education.

Exhibitor's Authorized Signature (Required)

Date

 Beth A. Filip, LARS Executive Director
 (Not a binding contract until countersigned by LARS Exec. Dir.)

Date

Return completed application and payment to: LOS ANGELES RADIOLOGICAL SOCIETY
US Postal Address:
 PO Box 93125, Pasadena, CA 91109

Address for overnight deliveries only:
 122 N. Baldwin Ave, #3, Sierra Madre, CA 91024

Spring Diagnostic Ultrasound Conference

Additional Marketing Opportunities

Details and Deadlines

35th Annual Spring Diagnostic Ultrasound Conference, April 24-25, 2010

Application & Contract

To support the 35th Annual Spring Diagnostic Ultrasound Conference, complete the Corporate Support Application on pages 9 & 10. Retain a copy for your records and send the original to Los Angeles Radiological Society (LARS). **Mailing Address:** P.O. Box 93125, Pasadena, CA, 91109
Overnight Address: 122 N. Baldwin Ave. Suite 3, Sierra Madre, CA 91024

Be sure to:

- List your company name exactly as it should appear on conference signage, printed pieces and our website.
- Submit your application before March 22 to receive priority points toward exhibit space assignment.

Terms & Conditions of Support

Completion of the Application for Corporate Support indicates your company's willingness to abide by LARS' Terms & Conditions for Corporate Support as described in Appendix B as well as the requirements of the Accreditation Council for Continuing Medical Education (ACCME) Standards for Commercial Support of Continuing Education. Your application will serve as a contract when countersigned by the LARS Executive Director.

Syllabus Ads

Advertising copy must be emailed to bfilip@larad.org on or before March 29, 2010 to be printed in the syllabus. Ads must be black & white, no bleeds. PDF, PostScript, and most professional page layout files are acceptable.
Bronze Supporters - send a 1/2 page horizontal ad - 7" x 4³/₄".

Silver & Gold Supporters - send a full page ad - 7" x 9³/₄".

If you opt to include an insert instead of an ad, inserts must be advance shipped to GES Warehouse and must arrive on or before 2pm, April 20 for insertion in conference registration bags. Ship insert to Beth Filip/LARS Show Mgmt, c/o GES, 5560 Katella Ave, Cypress, CA 90630.

Complimentary Registration

Silver and Gold level supporters are eligible to register a company representative for the educational sessions. Registrants must be bona fide employees or representatives of your organization. Email your representative's name to bfilip@larad.org no later than 5:00 pm PST on April 16, 2010.

- Silver Supporters—provide one name;
- Gold Supporters—two names.

Acknowledgements

Supporter's logos will be printed in an acknowledgement section of the Conference Syllabus, the Onsite Schedule, and on recognition signage. Submit your logo via email in a standard graphic format to bfilip@larad.org no later than March 29 to be included in the conference syllabus. Logos received after March 29 will be used in printed pieces and signage only.

Web Links

Supporters will be acknowledged on the Conference page of LARS website - www.larad.org. To include a link to your company, email your website address to bfilip@larad.org.

Exhibit Rules & Regulations

Appendix A

All matters and questions not covered in these Rules and Regulations are subject to the decision of the Los Angeles Radiological Society (herein referred to as LARS), or its Executive Director.

SECURITY & LIABILITY LARS or its officers, directors, agents and employees cannot guarantee against loss, theft or damage and will assume no liability for damages or theft nor guarantee the exhibitor against loss of any kind. The exhibitor agrees with the Society to assume the entire responsibility and liability for losses, damages and claims, including but not limited to lost earnings and punitive damages deriving out of this contract or injury, theft or damage to exhibitors displays, equipment and other property brought upon the premises of the center and shall indemnify and hold harmless LARS, the Pasadena Convention Center and their respective agents, servants, and employees from any and all such losses, damages, and claims, including attorneys fees and costs.

LARS, its officers, directors, agents, and employees also shall not be liable for, and are hereby released from, any claims, liabilities, losses, damages or expenses relating to or arising out of this contract or any injury to any personnel or exhibitor or to any other person or any loss of or damage to any property of exhibitor or to any other property where such injury, loss, or damage is incident to, arises out of, or is in any way connected with this contract or exhibitor's participation in the exhibition, and the exhibitor shall be fully responsible for any such injury, loss, or damage, including attorney's fees and costs and the exhibitor shall protect, indemnify, hold harmless, and defend LARS, its officers, directors, agents, and employees provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence of LARS, 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 LARS, then the exhibitor will be charged for space during the period it was or could have been occupied by the exhibitor. The exhibitor hereby waives any claim against LARS, its directors, officers, agents, or employees for losses or damages which may arise in consequence of such inability to occupy assigned space, its sole claim against LARS being for a refund of rent paid for the period it was prevented from using the space.

INSURANCE Exhibitors must 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 and must name LARS as an additional insured under such insurance. Such insurance must contain a waiver of any right of subrogation as to any claims against LARS, its officers, directors, agents or employees.

All agents or representatives performing services at the Pasadena Convention Center directly for an exhibitor other than the exhibitor's employees must provide LARS and GES with Original Certificates of Insurance no later than April 2, 2010. Photocopies of Certificates of Insurance are not acceptable.

ARBITRATION Any controversy or claim arising out of or relating to this contract shall be settled by arbitration, in Los Angeles, California, in accordance with the rules of the American Arbitration Association, and judgment upon the award rendered by the arbitrator may be entered in any court having jurisdiction thereof.

EXHIBIT LABOR All work involved in the erection, touch-up painting, dismantling, and repair of all exhibits may fall under union jurisdiction. This work is to include wall coverings, floor coverings, pipe and drape, painting, hanging of signs and/or decorative materials from the ceiling, placement of all signs, and the erection of platforms used for exhibit purposes. This does not apply to the unpacking and placement of merchandise.

Full-time employees of exhibiting companies may set their own exhibits provided that one person can accomplish the task in less than one (1) hour without the use of tools.

Exhibit Rules & Regulations *Continued*

If the exhibit preparation, installation, or dismantling requires more than one (1) hour, exhibitors must use personnel supplied by the Official Services Contractor. However, please note that when union labor is required, exhibitors may provide company personnel to work along with union installer in Southern California on a one-to-one basis. Any full-time company personnel involved should be prepared to produce some type of company identification when engaged in these activities.

FREIGHT HANDLING All work involved in the loading and unloading of all trucks, trailers and common and contract carriers, as well as the handling of empty crates and the operation of material handling equipment, is under union jurisdiction. The union also has the jurisdiction of the unloading, uncrating, unskidding, leveling, as well as the reverse process.

Full-time employees of exhibiting companies may 'hand carry' material provided that it is limited to only what one person in one trip can carry and they do not use material handling equipment. When exhibitors do choose to 'hand carry' material, they may not be permitted access to the loading dock/freight door areas. GES will not be responsible for any material we do not handle.

ELECTRICAL All hardwiring ordered outlets to the line side of the exhibitors' equipment is under union jurisdiction. All plugs over 120 volts will be plugged in by electrical union personnel. Exhibitors may plug in their own plugs of 120 volts to their ordered outlets.

All exhibitors are expected to comply with any union requirements in effect and as outlined in the "SHOW SITE WORK RULES" section of the GES Exhibitor Service Manual.

GRATUITIES GES work rules prohibit the SOLICITATION OR ACCEPTANCE of tips in cash, product or gifts in kind by any employee (union or non-union). Our employees are paid appropriate wages denoting professional status, therefore tipping of any kind is not allowed.

ALWAYS HONEST HOTLINE GES requires the highest standards of integrity from all employees. Please call our confidential Always Honest hotline at 866.225.8230 to report fraudulent or unethical behavior.

STANDARDS FOR EXHIBITING

1. Exhibitor's displays must not obstruct the view of neighboring exhibitors. Structures over side-rail height may not exceed three (3) feet from back wall.
2. Drugs, chemicals or similar preparations used in the treatment of disease, or medical publications that contain advertisement of such drugs, which do not conform to the rules of the Council on Clinical Pharmacology and Therapeutics of the American Medical Association, can not be exhibited.
3. Sound devices above conversation level will not be permitted in any booth.
4. Company representatives staffing the booth must remain inside the booth area. At no time can solicitation be made in the aisles or from any area outside that of the booth space.
5. Distribution of literature, samples, etc., by firms which are NOT participating in the Commercial Exhibit is prohibited. Evidence of violation of this rule should be reported immediately to a Continuing Education Committee member or the Executive Director of LARS.
6. Unethical conduct or infraction of rules on the part of the exhibitor or his representative, or both, will subject the exhibitor or his representative to dismissal from the Exhibit Hall, in which event, it is agreed that no refund will be made by LARS.
7. Applications shall be accompanied by check or money order in U.S. currency payable to LARS in the amount of the space rental requested. If written notice of space cancellation is received by LARS prior to April 2, 2010, a full refund, less a \$100 administrative fee will be made. No refund will be made for cancellations received after April 2, 2010.
8. Scanning of live models by the exhibitors and registrants will be permitted and encouraged. All scanning must be performed within the assigned booth space inside the designated exhibit area and during the conference hours. Scanning is restricted to the following body regions: head, neck, upper abdomen and extremities. The following types of scans are not permitted: obstetrical/pregnancy, pelvic, endovaginal, transrectal, testicular and breast. All scanning must be discrete and within the general rule of "good taste". All exhibitors must strictly adhere to these guidelines. Violation of these rules will lead to loss of scanning privileges during this and possibly upcoming meetings.
9. No entertainment or social functions may be scheduled that conflict with conference program hours or exhibit hours—7:30am to 3:30pm Saturday and Sunday—or that conflict with scheduled LARS social events—6:30pm—9:30pm Saturday, April 24, 2010.
10. In the interest of providing attendees with information about the variety of products and services available to radiology and associated healthcare professionals, LARS permits companies to set up exhibits at its meetings. The attendance of exhibitors at does not constitute the Society's endorsement of any product or service offered. LARS makes no representations, express or implied, regarding the nature or quality of the products or services offered by meeting exhibitors. Attendees are urged to consult with their own legal advisors before signing any contract with an exhibitor.

Exhibit Rules & Regulations *Continued*

LARS RULES AND REGULATIONS, ACCME STANDARDS It is expressly understood that in leasing and using space in the exhibit hall, the exhibitor agrees to abide by LARS' Rules and Regulations as well as the ACCME Standards for Commercial Support of Continuing Medical Education. Moreover, that LARS, in accepting the application for space, agrees to furnish ordinary facilities and services as enumerated in the Exhibit Application/Contract.

Any points not covered above or elsewhere on these pages are subject to settlement by LARS or its Executive Director. LARS reserves the right to change or modify any rule or regulation, or any specification therein, when deemed advisable and to the best interest of the Society.

Terms & Conditions

For Supporting Ancillary Conference Items & Events

35th Annual Spring Diagnostic Ultrasound Conference, April 24-25, 2010

Appendix B

Commitment to CME Standards

The Los Angeles Radiological Society (LARS) is committed to presenting CME Activities that promote improvements or quality in healthcare and are independent of the control of commercial interests. As part of this commitment, LARS has outlined here the terms and conditions of commercial support for the Spring Diagnostic Ultrasound Conference held April 24-25, 2010 at the Pasadena Convention Center, Pasadena, California. By signing and submitting a completed Corporate Support Application and support funds, your company (herein referred to as *Company*) acknowledges and accepts the terms outlined here (Appendix B) as part of the Corporate Support Application/Contract and agree to abide by all requirements of the Accreditation Council for Continuing Medical Education

(ACCME) *Standards for Commercial Support of Continuing Medical Education*.

Definition

Commercial Support is defined as financial, or in-kind, contributions given by a commercial interest, which is used to pay all or part of the costs of a CME activity.

Commercial Interest is defined by the ACCME as any proprietary entity producing health care goods or services, with the exemption of non-profit or government organizations and non-health care related companies.

Terms & Conditions

INDEPENDENCE

1. This CME Activity is for scientific and educational purposes only and will not promote any specific proprietary business interest of the Commercial Interest.

Terms & Conditions

Continued

For Supporting Ancillary Conference Items & Events

2. LARS is responsible for all decisions regarding the identification of educational needs, determination of educational objectives, selection and presentation of content, selection of all persons and organizations that will be in a position to control the content of the CME, selection of education methods, and the evaluation of the activity.

APPROPRIATE USE OF COMMERCIAL SUPPORT

3. LARS will make all decisions regarding the disposition and disbursement of the funds from the Commercial Interest.
4. The Commercial Interest will not require LARS to accept advice or services concerning teachers, authors, or participants or other education matters, including content, as conditions of receiving this grant.
5. All commercial support associated with this activity will be given with the full knowledge and approval of LARS. No other payments shall be given to the director of the activity, planning committee members, teachers or authors, joint sponsor, or any others involved with the supported activity.
6. LARS will, upon request, furnish the Commercial Interest documentation detailing the receipt and expenditure of the commercial support.

COMMERCIAL PROMOTION

7. Product-promotion material or

product-specific advertisement of any type is prohibited in the same room as the CME activity immediately before, during, or immediately after the CME activity. The juxtaposition of editorial and advertising material on the same products or subjects is not allowed. Live or enduring promotional activities must be kept separate from the CME activity. Promotional materials cannot be displayed or distributed in the education space immediately before, during or after a CME activity. The Commercial Interest may not engage in sales or promotional activities while in the space of the CME activity.

8. The Commercial Interest may not be the agent providing the CME activity to the learners.

DISCLOSURE

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