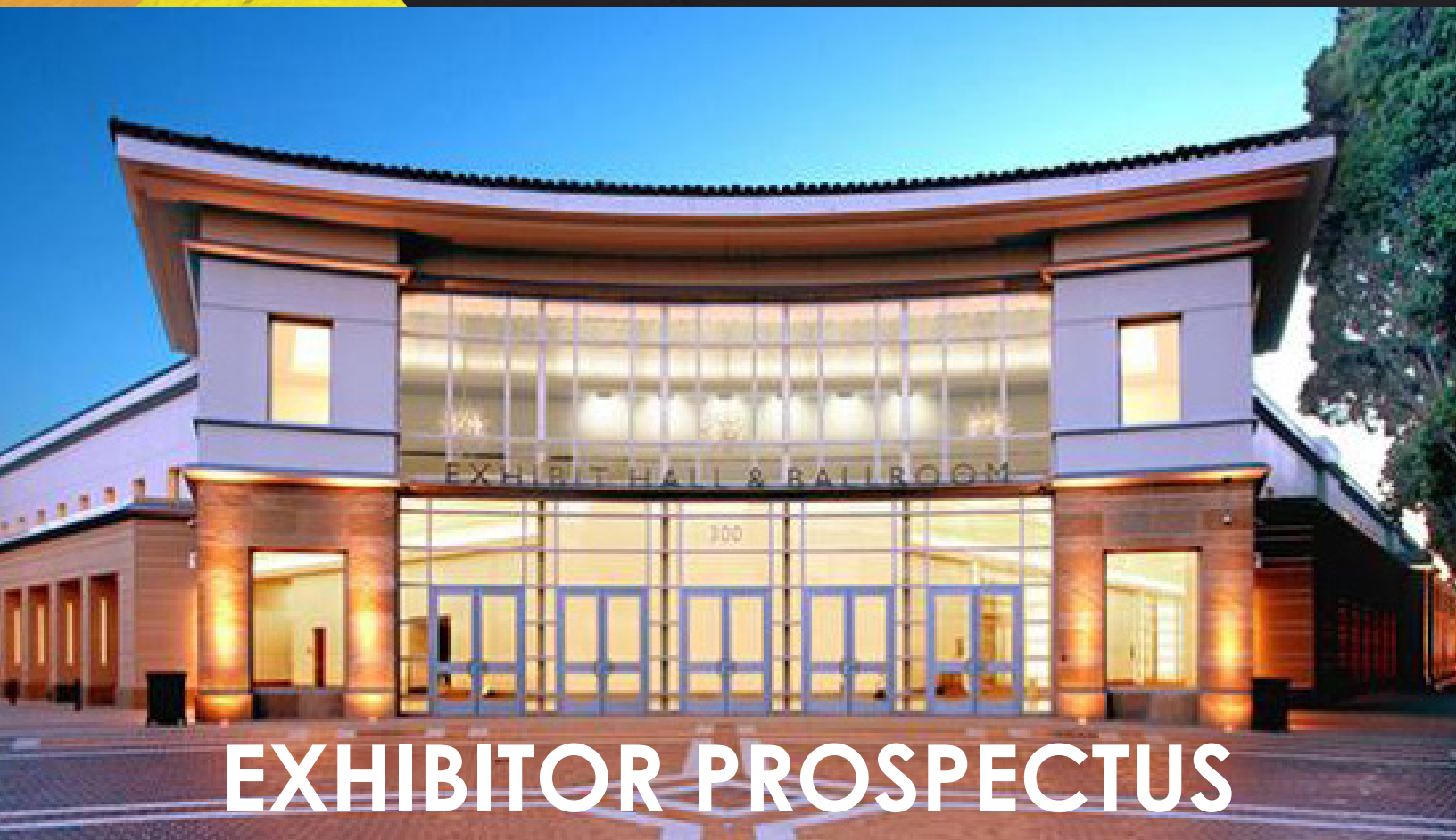


# We're back!

February 4-5, 2023  
Pasadena Convention Center | Pasadena, CA



## EXHIBITOR PROSPECTUS

**LARS**  
LOS ANGELES RADIOLOGICAL SOCIETY  
SOUTHERN CALIFORNIA RADIATION  
ONCOLOGY SOCIETY

75th Annual Midwinter Radiology & Radiation Oncology  
Conference & Conjoint Nuclear Medicine Seminar

# IMPORTANT DATES

## CANCELLATION SCHEDULE

### Room Reservation Cutoff: January 12, 2023

A discounted room rate of \$199 per night has been secured at the Sheraton Pasadena Hotel, 303 Cordova Street, Pasadena CA 91101.

**Reservation Link:** [Book your group rate for 2023 MidWinter Meeting](#)

**Reservations by Phone:** Call Marriott Reservations at 626.469.8100 and let the agent know you are with the Los Angeles Radiological Society (LARS) meeting.

**Check-in: 4:00 p.m | Check-out: 11:00 am**

## HOTEL CANCELLATION POLICY

**Friday, February 3, 2023**  
12:30 pm - 4:00 pm

## EXHIBIT HALL HOURS

**Sunday, February 5, 2023**  
3:00 pm - 5:00 pm

### Before January 5, 2023

No cancellation penalty

### After January 6, 2023

Refund minus \$200 cancellation Fee

## HOTEL RESERVATIONS

Cancellations made within 48 hours prior to scheduled arrival will incur a fee equal to one night's room and tax.

All rooms are limited and are reserved on a first-come, first-served basis. After the cut-off date, reservations are subject to availability with no guarantee that the conference rate will apply. All rates are per room per night and are subject to state and local taxes.

## EXHIBITOR CHECK-IN AND SETUP

### Saturday, February 4, 2023

7:00 am - 9:00 am	Continental Breakfast
9:30 am - 10:00 am	AM Break
11:30 am - 1:00 pm	Lunch on Own - Take some attendees to lunch!
2:30 pm - 3:00 pm	PM Break
5:15 pm - 6:00 pm	Networking Reception

### Sunday, February 5, 2023

7:00 am - 9:00 am	Continental Breakfast
9:30 am - 10:00 am	AM Break
11:30 am - 1:00 pm	Lunch on Own - Take some attendees to lunch!
2:30 pm - 3:00 pm	PM Break

## EXHIBIT TEARDOWN

# EXHIBIT INFORMATION

## EXHIBIT LOCATION & SCHEDULE

Pasadena Convention Center Exhibition Building  
300 E. Green Street, Pasadena, CA 91101

**Follow Us** (click icon for link)



## PURPOSE

The Los Angeles Radiological Society will bring together the most concentrated group of radiologists, radiation oncologists, technologists, residents and fellows and other healthcare professionals for a dynamic two-days of high-impact learning and networking. This is California's premier meeting of radiologists and radiation oncologists!

We will have 4 different tracks discussing various topics resulting in over 300 attendees all under one roof.

Topics include:

### Radiology

Musculoskeletal Radiology including  
Neuro, Knee, Hip, Spine

Abdominal Radiology to include LI-RADS, GI

William Bradley Memorial Lecture

### Radiation Oncology

Head and Neck                      Lung

Breast                                      CNS

Resident Case Presentations

### Nuclear Medicine

Cardiology                      Neurology

PSMA Imaging and Treatment

PET, MRI, SSR, PSMA and more

## WHY EXHIBIT

- Networking opportunities with over 300 radiologists, radiation oncologists, technologists, sonographers, and residents/fellows
- Position your brand in the radiology and radiation oncology space
- Present your products and services directly to decision-makers and healthcare professionals
- Your competitor will be there!

## EXHIBITOR BENEFITS

- Complimentary listing on the LARS Official Conference Website
- Two (2) complimentary exhibit booth personnel registrations

- Pre and Post Conference Attendee lists
- Networking Reception on Saturday
- Overnight security provided
- Access to the educational programs on a space-available basis. Note, exhibitors are not eligible to receive continuing medical education credits.

## WHAT'S INCLUDED

- 6' tabletop display, two chairs and wastebasket (1' on either side of table)
- Company Name and product description in program
- Two (2) complimentary convention badges
- Breakfast and lunch on Saturday and Sunday and Saturday Reception
- Pre-conference attendee list - 10 days prior to conference
- Post-conference attendee list for follow-up

## SHIPPING AND ELECTRICAL NEEDS:

The Pasadena Convention Center does not accept direct shipments for vendor booths. Please contact Felicia Price at [fprice@amgroup.us](mailto:fprice@amgroup.us) if you need assistance with shipping your materials.

If you require power for any part of your exhibit, it may be ordered through the facility. Exhibitors are responsible for paying charges associated with this service.

## EXHIBIT SCHEDULE

### Friday, February 3, 2023

12:30pm – 4:30pm      Display Set-Up

### Saturday, February 4, 2023

7:30am – 9:00am      Continental Breakfast

9:30am – 10:00am      Morning Break

11:30am – 1:00pm      Lunch on Own

*Take some attendees to lunch!*

2:30pm – 3:00pm      Afternoon Break

5:15pm - 6:00pm      Networking Reception

### Sunday, February 5, 2023

7:30am – 9:00am      Continental Breakfast

9:30am – 10:00am      Morning Break

11:30am – 1:00pm      Lunch on Own

*Take some attendees to lunch!*

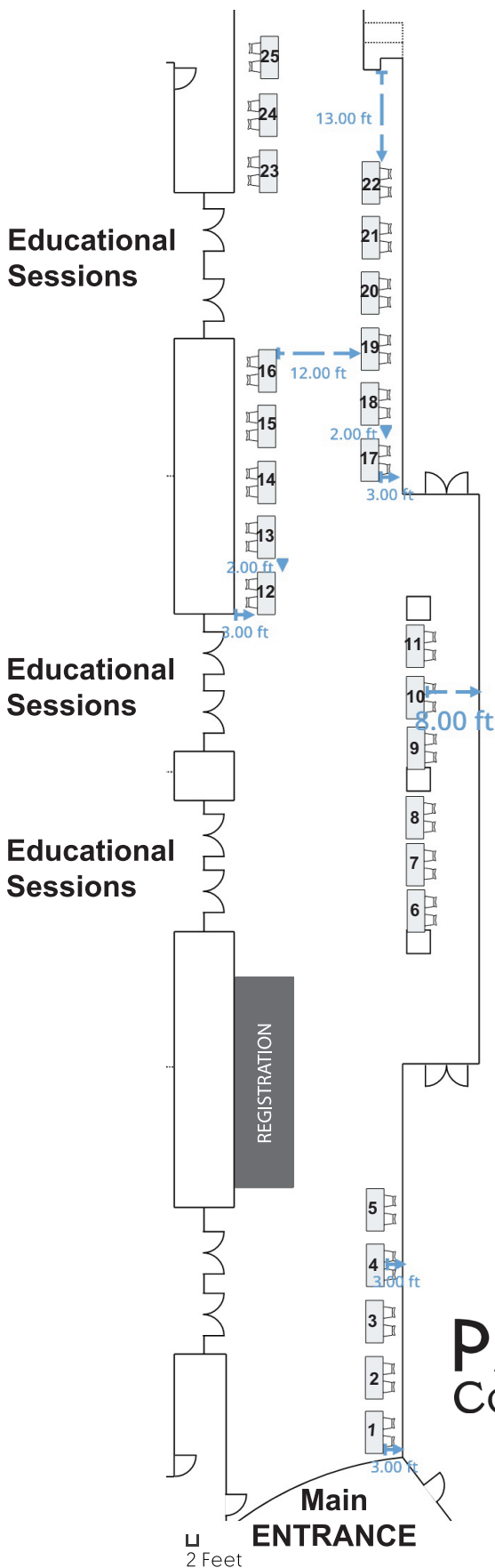
2:30pm – 3:00pm      Afternoon Break

3:00pm – 5:00pm      Teardown



# EXHIBIT INFORMATION

## PASADENA CONVENTION CENTER EXHIBITION BUILDING



## HOTEL ACCOMMODATIONS

### Sheraton Pasadena Hotel

303 Cordova Street, Pasadena CA 91101

Room Rate: \$199 single/double plus tax

Reservation Cut-Off Date: Thursday, January 12, 2023

[Book your group rate for 2023 MidWinter Meeting](#)

Reservations by Phone: Call Marriott Reservations at 626.469.8100 and let the agent know you are with the Los Angeles Radiological Society (LARS) meeting.

### NEED MORE INFORMATION?

Contact Felicia Price, Meeting and Exhibit Manager, [fprice@amgroup.us](mailto:fprice@amgroup.us) or 626-836-5800.



**PASADENA**  
CONVENTION CENTER

# EXHIBIT APPLICATION



## 75th Annual Midwinter Radiology & Radiation Oncology Conference and Conjoint Nuclear Medicine Seminar

### COMPANY INFORMATION

Tradeshow Contact \_\_\_\_\_ Position \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Description of Product to be Exhibited \_\_\_\_\_

\_\_\_\_\_

### BOOTH REPRESENTATIVES

#1 Name: \_\_\_\_\_ #1 Email: \_\_\_\_\_

#2 Name: \_\_\_\_\_ #2 Email: \_\_\_\_\_

#3 Name: \_\_\_\_\_ #3 Email: \_\_\_\_\_

#4 Name: \_\_\_\_\_ #4 Email: \_\_\_\_\_

### SELECT BOOTH LOCATION

Using the floorplan, please indicate your space preference. Assignment will be based on a first-come, first-serve basis. LARS shall use its best efforts to assign one of the preferred locations selected by you.

#1: \_\_\_\_\_ #2: \_\_\_\_\_ #3: \_\_\_\_\_ #4: \_\_\_\_\_

We DO NOT wish to be near the following companies: \_\_\_\_\_

\_\_\_\_\_

### EXHIBIT FEES

Please check one:

☐ One (1) 6' tabletop exhibit - \$2,000.00

☐ Two (2) 6' tabletop exhibits - \$3,500.00

☐ Additional Exhibit Personnel: \$500 x \_\_\_\_\_ #ppl = \$ \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

# SUPPORT OPPORTUNITIES

## SUPPORT LARS WHILE FURTHER ENHANCING YOUR COMPANY'S BRAND.

### ☐ Unrestricted Educational Grants

LARS is eager to work with companies offering grant opportunities and symposium presentations. Please send an email with your interest to [fprice@amgroup.us](mailto:fprice@amgroup.us).

### ☐ Complimentary Attendee Wireless Internet

\$10,000 – Exclusive Opportunity

Be the company that keeps the conference connected, this generous sponsor will provide free internet for the whole conference. Support includes signage in the exhibit hall and conference registration area, as well as name recognition in the printed program and on the official conference website.

### ☐ Continental Breakfast

\$7,500 - Two Opportunities Available

Help attendees start their morning off right with a lite continental breakfast. Support includes recognition on signage in the conference registration area as well as name recognition in the printed program and on the official conference website.

### ☐ Refreshment Breaks in the Exhibit Area

\$5,000 – Four Opportunities Available

Coffee and tea will be available in the exhibit area during the AM and PM breaks. Support includes recognition on signage in the exhibit area as well as name recognition in the printed program and on the official conference website.

### ☐ Networking Reception

\$5,000 - Exclusive Opportunity

Support includes recognition on signage in the conference registration area, napkins with your company logo on them as well as name recognition in the printed program and on the official conference website.

## ADVERTISING AND MARKETING OPPORTUNITIES

### ☐ Marketing E-Blasts

\$3,000

Get your message out to attendees before the conference. LARS will send out your message through our e-marketing system. All messages will be approved by LARS before being sent out.

### ☐ Logo and Link to Company Website

\$1,500

Increase your visibility via the LARS website. This opportunity includes your logo and link on the official conference website.

### ☐ Swag Station

\$1,500

Make a bigger impact onsite whether at the conference or not. Provide LARS with your company pen, notepad, water bottle or other tchotchke for attendees to take home or back to work with them. This opportunity includes recognition on signage near the Swag Station.

## TERMS AND CONDITIONS

By signing this Exhibit Application, you agree to the terms and conditions set forth in the 2023 Exhibitor Rules and Regulations as made part of this Application and are fully incorporated herein.

## METHOD OF PAYMENT (LARS Tax ID # 95-3661585)

☐ Check (payable to Los Angeles Radiological Society, One Capitol Mall, Suite 800, Sacramento CA 95814)

☐ VISA ☐ MasterCard ☐ AMEX

Total \$ \_\_\_\_\_

Card Number \_\_\_\_\_ CVV: \_\_\_\_\_ Exp: \_\_\_\_\_

Print Cardholder's Name \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

## CANCELLATIONS:

Cancellations on or before January 6, 2023, are subject to a \$200 cancellation fee. No refunds for cancellations submitted after that date. Substitutions may be considered.

Return completed form and payment to: Los Angeles Radiological Society | One Capitol Mall, Suite 800 | Sacramento, CA 95814

Questions? Contact Felicia Price at [fprice@amgroup.us](mailto:fprice@amgroup.us) or 626.836-5800. For additional information visit <https://www.larad.org/>

# LARS EXHIBIT RULES AND REGULATIONS

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. These Rules, along with the information provided in the exhibit prospectus are an integral and binding part of your contract for exhibit space or commercial support with LARS.

## ELIGIBILITY

Qualified exhibitors or commercial supporters are those firms, organizations, and agencies whose products, services, technologies, and therapies are in harmony with and supportive of the objectives of the Conference. LARS retains sole authority to determine the eligibility of any company to exhibit or provide commercial support. LARS may refuse exhibit space to a potential exhibitor for any reason.

## MEETING PURPOSE & CONTENT

The Conference has been planned to provide practice-oriented, scientifically based educational sessions to help LARS members and conference participants maintain and advance skills and knowledge as well as to promote improvements or quality in healthcare, physician life-long learning and continual self-assessment. Educational sessions are intended to be free of commercial bias and have been planned without influence from commercial interests and prior to the solicitation for technical exhibits or commercial support. The concurrent exhibit hall is offered to provide a forum for professional exchange of non-CME information regarding new and updated equipment, devices, services and therapies directly related to radiology and radiation oncology clinical and/or business practice.

## SECURITY & LIABILITY

LARS, its officers, directors, agents and employees cannot guarantee against loss, theft or damage and will assume no liability for damages or theft or 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. Exhibitor agrees to defend, indemnify and hold harmless the LARS, the hotel and their respective agents, servants, and employees from any and all such losses, damages, and claims, including attorney's fees and costs.

## 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 two million dollars (\$2,000,000) 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 with Original Certificates of Insurance no later than January 13, 2023.

## 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.

## ELECTRICAL

Power needs may be ordered through the facility. Exhibitor is responsible for paying charges.

## STANDARDS FOR EXHIBITING

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 its standards for commercial participation in the Conference.

1. It is expressly understood that in leasing and using space in the exhibit hall, the exhibitor agrees to abide by LARS' Exhibit Rules and Regulations, as well as the ACCME Standards for Integrity and Independence in Accredited Continuing Education. Refer to the ACCME Website - [www.accme.org](http://www.accme.org) for a copy of the ACCME Standards.
2. Drugs, chemicals or similar preparations used in the diagnosis and/or 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, cannot be exhibited.
3. 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.
4. No entertainment or social functions may be scheduled that conflict with conference program or exhibit hours—7:00am to 5:00pm Saturday and Sunday—or that conflict with scheduled LARS social events—5:15pm —6:30pm Saturday.
5. Exhibit companies may not include as part of their display the use of LARS members, invited speakers, or other individuals giving lectures or short presentations in person in the exhibit hall during the scheduled educational activity. Brief videotape messages are permissible providing that they are not presented in a theatre style setting
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.



# LARS EXHIBIT RULES AND REGULATIONS

- Exhibitor's displays must not obstruct the view of neighboring exhibitors.
- Sound devices above conversation level will not be permitted in any booth.
- Company representatives staffing the exhibit are limited to (2) two, and must remain inside the exhibit space area. At no time can solicitation be made in the aisles or from any area outside that of the booth space. Additionally, representatives of companies may not engage in sales activities while in any room where an educational activity takes place.
- In the interest of providing meeting 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 LARS meetings. The attendance of exhibitors at LARS meetings 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 exhibiting company.

Any points not covered in these Rules and Regulations or elsewhere in the Technical Exhibit & Commercial Support Prospectus 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.

