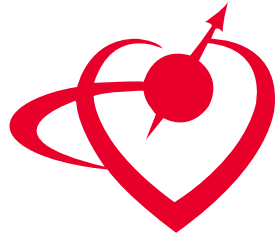


# PROSPECTUS



Society for  
Cardiovascular  
Magnetic  
Resonance



# SCMR 28<sup>TH</sup> ANNUAL SCIENTIFIC SESSIONS — 2025 —

**29 JANUARY - 1 FEBRUARY**

Washington DC • Omni Shoreham

# SCMR 28TH ANNUAL SCIENTIFIC SESSIONS

29 January - 1 February • Washington DC • Omni Shoreham

## About SCMR 2025

The four-day **SCMR 2025 Annual Scientific Sessions** is a highly anticipated event that provides sponsors with unparalleled access to medical imaging and cardiovascular healthcare leaders and decision makers from around the world in a focused, engaged setting.

**Make One-on-One Connections with Decision Makers who Purchase and Deploy Specialized Medical Imaging Products and Services.**

## SCMR 2025 LEADERSHIP



**PRESIDENT**  
*Michael Markl, PhD, FSCMR*



**PROGRAM CHAIR**  
*Claudia Prieto, PhD*



**CLINICAL CO-CHAIR**  
*Bradley Allen, MD*



**ABSTRACT CHAIR**  
*Clerio Azevedo, MD*

# SCMR 28TH ANNUAL SCIENTIFIC SESSIONS

29 January - 1 February • Washington DC • Omni Shoreham

## Partnership Opportunities

DOUBLE DIAMOND (Custom Package) | \$65,000+ (See page 5)

### LOOKING FOR A SPONSORSHIP PROGRAM AS UNIQUE AS YOUR PRODUCTS AND SERVICES?

- Create a Custom Sponsorship Package to drive results
- Combine packages with à la carte items to maximize your visibility
- Please see page 5 for available à la carte options

## DIAMOND | \$50,000

### INDUSTRY SPONSORED LUNCH SYMPOSIA (2 Concurrent Opportunities Per Day Available)

A 45-minute speaker program developed and presented by your company and presented in an educational format to provide attendees with insights into new developments and product offerings impacting CMR practices. Includes meeting space for up to 300 attendees, digital promotion, standard audio-visual services, and food and beverage.

#### Diamond Level sponsorship includes:

- 8x10 exhibit booth in prime position in the main Exhibit Hall
- A private business suite at the host conference center for the duration of the conference
- One dedicated eblast sent on your behalf to conference registrants by SCMR25 Headquarters
- Diamond Level sponsorship recognition on conference signage and acknowledgment in the Final SCMR25 Program
- Acknowledgement (logo with link) on the SCMR25 website
- Recognition of your chosen event on signage and promotional materials
- Opportunity to provide three product specific or non-product specific questions in the interactive audience survey with results provided
- 8 conference badges

# SCMR 28TH ANNUAL SCIENTIFIC SESSIONS

29 January - 1 February • Washington DC • Omni Shoreham

## Partnership Opportunities

### PLATINUM | \$25,000 | Choose one:

#### **BREAKFAST SYMPOSIA (2 Concurrent Opportunities Per Day Available)**

A 30-minute, speaker program (non-CME) independently developed and presented by your company. Presented in an educational format, each symposium provides up to 250 attendees with insights into new developments and product offerings impacting SCMR practices. Includes meeting space, digital promotion, food & beverage, and standard audio-visual services.

#### **WELCOME RECEPTION**

Target valued and potential new customers as the official sponsor of our Welcome Reception (held on Thursday). Support includes a 5-minute welcome message from the podium, recognition on reception signage, and inclusion in the Final Program. The Welcome Reception is held in the Exhibit Hall and is open to all conference attendees.

#### **MEETING APP SPONSOR (Exclusive Opportunity)**

Make a lasting impression on attendees by sponsoring the app that houses all materials for the meeting, allowing your banner ad to be viewed repeatedly by all attendees.

#### **Platinum Level sponsorship includes:**

- 8x10 exhibit booth in prime position in the main Exhibit Hall
- A private business suite at the host conference center for the duration of the conference
- One dedicated eblast sent on your behalf to conference registrants by SCMR25 Headquarters
- Platinum Level sponsorship recognition on conference signage and acknowledgment in the Final SCMR25 Program
- Acknowledgement (logo with link) on the SCMR25 website
- Recognition of your chosen event on signage and promotional materials
- Opportunity to provide two product or non-product specific questions in the interactive audience survey with results provided
- 6 conference badges

### GOLD | \$15,000 | Choose one:

#### **BRANDED LANYARDS (Exclusive Opportunity)**

Add your company's logo (one-color) to the conference logo on the badge lanyard that is distributed to all attendees and used for the duration of the conference. (SCMR25 will produce the lanyards.)

#### **HEADSHOT SPONSORSHIP**

An opportunity to co-brand the official SCMR headshot photo booth which provides attendees with a fun and convenient way to get professional headshots. Branding opportunity includes signage with graphics of your choice.

#### **BRANDED KEYCARDS**

Your company name and logo will be prominently displayed on custom hotel room keys provided to all conference attendees staying at the Omni Shoreham.

#### **Gold Level sponsorship includes:**

- 8x10 exhibit booth
- Gold Level sponsorship recognition on conference signage and acknowledgment in the Final SCMR25 Program
- Acknowledgement (logo with link) on the SCMR25 website
- Recognition of your chosen event on signage and promotional materials
- Opportunity to provide one product or non-product specific questions in the interactive audience survey with results provided
- 4 conference badges

# SCMR 28TH ANNUAL SCIENTIFIC SESSIONS

29 January - 1 February • Washington DC • Omni Shoreham

## Partnership Opportunities

### SILVER | \$10,000

#### COFFEE BREAKS (Multiple Opportunities)

Your support provides coffee & hot tea to all attendees during designated break times and will be recognized on signage with your company name and logo.

#### Silver Level sponsorship includes:

- 8x10 exhibit booth
- Bronze Level sponsorship recognition on conference signage and acknowledgment in the Final SCMR25 Program
- Acknowledgement (logo with link) on the SCMR25 website
- Opportunity to provide one non-product specific question in the interactive audience survey with results provided
- 4 conference badges

### BRONZE | \$6,500

#### Bronze Level sponsorship includes:

- 8x10 exhibit booth
- Bronze Level sponsorship recognition on conference signage and acknowledgment in the Final SCMR25 Program
- Acknowledgement (logo with link) on the SCMR25 website
- 2 conference badges

### HANDS-ON ADVANCED WORKSHOP | \$5,000 (8 Opportunities Available)

This unique opportunity enables sponsors to showcase the latest features of their software and highlight novel technologies such as 4D flow, parametric mapping, strain, AI quantification, Stress, Cardiomyopathy and more.

#### Each Hands-on Advanced Workshop consists of:

- A 40-minute focused setting with a maximum of 30 participants (2 participants per workstation) led by two CMR experts and facilitated by 2-3 members of the sponsor's team to encourage engagement and assist software troubleshooting.
- Sponsors required to provide in-kind support of 15 laptops for each Workshop.
- Cases provided to attendees by the CMR experts running the session and shared with industry approximately 4 weeks before the conference.
- A certificate will be provided to attendees by CMR experts/SCMR that can be used toward CMR level 2 or 3 certification.

SCMR25 can share attendee list with sponsors with the attendee's prior consent. Conference registrants may choose to opt out of the SCMR mailing list.

#### Available Sessions (See page 6 to make session selections):

#### Industry can purchase more than one session and they can be consecutive sessions.

- How to Interpret CMR Parametric Mapping in Cardiomyopathies
- How to Acquire and Interpret CMR Ventricular and Atrial Strain
- How to Acquire and Analyze 4D Flow CMR
- How to Quantify Stress Perfusion CMR
- How to Analyze and Report 4D Flow CMR in Congenital Heart Disease
- How to Interpret CMR Parametric Mapping in Cardiomyopathies
- How to Interpret Stress Perfusion and LGE CMR
- How to Interpret and Report Congenital Heart Diseases

# SCMR 28TH ANNUAL SCIENTIFIC SESSIONS

29 January - 1 February • Washington DC • Omni Shoreham

## Partnership Opportunities

non-CME

INNOVATION TRACK SPEAKER OPPORTUNITY | \$7,000 (12 Opportunities Available)

### NEW introductory promotional cost for SCMR25

This non-CME unique opportunity enables sponsors to showcase the latest features of their innovations, software, novel technologies. (See page 6 for details)

#### Each sessions format will be as follows:

7 minutes - SCMR speaker to set the topic

10 minutes - Industry Sponsored Speaker\* #1

10 minutes – Industry Sponsored Speaker\* #2

10 minutes - Industry Sponsored Speaker\* #3

13 minutes – Panel Discussion

\*Industry Sponsored Speaker can be industry representative or your chosen KOL.

#### Available Sessions:

- Session 4: Innovations in CMR Accessibility
- Session 5: Innovations in CMR Efficiency
- Session 6: Innovations in CMR Sustainability
- Session 7: Show off Session: Which Software for my new CMR Unit?

## À LA CARTE OPTIONS AVAILABLE TO ADD ON TO ANY PACKAGE

- Advertising opportunities throughout the conference venue are available at a variety of price points (order form available upon request)
- Additional 8x10 exhibit booth (main Exhibit Hall) - \$6,000
- Tabletop exhibit (Foyer) - \$5,000
- Additional Exhibitor/Industry badge - \$350
- 10-minute speaking opportunity in the Innovation Track (non-CME) - \$7,000
- Charging Station Sponsor - \$4,000
- Breakfast Symposium Only - \$18,000

Contact [sponsorships@scmr.org](mailto:sponsorships@scmr.org) to inquire about discounted rates for non-profit organizations and first time exhibitors with SCMR

# SCMR 28TH ANNUAL SCIENTIFIC SESSIONS

29 January - 1 February • Washington DC • Omni Shoreham

## Registration Form

Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

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

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

Email \_\_\_\_\_

Signature \_\_\_\_\_

### SPONSORSHIP OPTIONS

*CAB members will have priority choice of the prospectus options until 26 Aug 2024, after which sales are open to non-CAB members.*

**Cancellation Policy:** SCMR25 sponsorships canceled by November 1, 2024 will result in an administrative fee of 20%. Cancellations after November 1, 2024 are non-refundable.

- DOUBLE DIAMOND** (\$65,000+)
- DIAMOND** (\$50,000)
  - Industry Sponsored Symposia Lunch Symposia
- PLATINUM** (\$25,000) Choose one:
  - Breakfast Symposia
  - Welcome Reception
  - Meeting App Sponsor
- GOLD** (\$15,000) Choose one:
  - Branded Lanyards
  - Headshot Sponsorship
  - Branded Keycards
- SILVER** (\$10,000)
  - Coffee Breaks
- BRONZE** (\$6,500)
- HANDS-ON ADVANCED WORKSHOP** (\$5,000)
- À LA CARTE**
  - Additional 8x10 exhibit booth \$6,000
  - Tabletop exhibit (Foyer) - \$5,000
  - Additional badge - \$350
  - 10-minute speaking opportunity in the Innovation Track - \$7,000
  - Charging Station Sponsor - \$4,000
  - Breakfast Symposium Only - \$18,000

### INNOVATION TRACK SESSIONS (Choose Your Session)

#### Available Sessions:

- Session 4: Innovations in CMR Accessibility
- Session 5: Innovations in CMR Efficiency
- Session 6: Innovations in CMR Sustainability
- Session 7: Show off Session: Which Software for my new CMR Unit?

**Total Number of Sessions X \$7,000 = Total \$** \_\_\_\_\_

### HANDS-ON ADVANCED WORKSHOPS (Choose Your Topic)

#### Available Topics:

- How to Interpret CMR Parametric Mapping in Cardiomyopathies
- How to Acquire and Interpret CMR Ventricular and Atrial Strain
- How to Acquire and Analyze 4D Flow CMR
- How to Quantify Stress Perfusion CMR
- How to Analyze and Report 4D Flow CMR in Congenital Heart Disease
- How to Interpret CMR Parametric Mapping in Cardiomyopathies
- How to Interpret Stress Perfusion and LGE CMR
- How to Interpret and Report Congenital Heart Diseases

**Total Number of Sessions X \$5,000 = Total \$** \_\_\_\_\_

*Continued*

# SCMR 28TH ANNUAL SCIENTIFIC SESSIONS

29 January - 1 February • Washington DC • Omni Shoreham

## Registration Form

REPRESENTATIVE NAME (FIRST, LAST)	TITLE	EMAIL ADDRESS	PHONE

### PAYMENT INFORMATION

Select your preferred method of payment:

- Credit Card:** A member of our accounting team will contact you directly.  
*Any credit card processing fees will be the responsibility of the sponsor and will be assessed at a rate of 4%.*
- Check payable to:** Society for Cardiovascular Magnetic Resonance (in US dollars on a US bank) Tax ID #23-7366930  
Mail to: 1061 East Main Street, Suite 300, East Dundee, IL 60118
- Please invoice me**

Return this completed Registration Form to Bethany Radke  
Email: [bradke@veritasamc.com](mailto:bradke@veritasamc.com)  
Mail: Veritas Association Management, 1061 East Main Street, Suite 300, East Dundee, IL 60118