World Class CME invites you to participate as an exhibitor at our newest continuing medical education event: **New Horizons in Breast Imaging 2016**. This meeting will take place on April 1-2, 2016 at The Ritz Carlton, Pentagon City in Arlington, Virginia.

**New Horizons in Breast Imaging 2016**
The targeted audience for this conference is Radiologists and Breast Surgeons. This accredited conference is designed to guide these healthcare specialists through the evolving landscape of Breast Imaging. The introduction of new breast imaging technologies and equipment, coupled with enhancements to current modalities, results in a full two-day curriculum of information that emphasizes the most recent developments in the field of breast imaging. Multiple modalities will be addressed, including tomosynthesis breast imaging, automated breast ultrasound, Breast MRI, molecular breast imaging and advanced breast sonography. The course explores the various methods of breast biopsy as well as imaging pathology correlation. An audience of approximately 120-130 practitioners is expected to attend.

**Exhibits**
Breakfast and breaks will be served in the exhibit area to encourage traffic.

**The Location**
On the banks of The Potomac River in Arlington, Virginia adjacent to Washington D.C., The Ritz-Carlton, Pentagon City is situated in one of the area’s most impressive shopping districts, in close proximity to monuments and museums with Metro rail service located steps from the hotel.

**Features**

- 366 handsomely appointed guest rooms to include 45 Ritz-Carlton Club Level rooms and 15 One Bed Room Suites
- Strategic proximity to the Crystal City, Oldtown Alexandria, Capitol Hill, Georgetown, and downtown Washington DC
- Metro rail service on the Blue and Yellow line at the front door of the hotel
- Central location to world class shopping at The Fashion Centre
- Five minute drive to Ronald Reagan Washington National Airport (two Metro stops)
- Ten minute drive from downtown Washington D.C. (two metro stops)
- Shopping and Dining

Within walking distance of the hotel are over 250 dining and shopping options to include The Fashion Centre at Pentagon City, Pentagon Row and Pentagon Walk offering a fun escape for everyone.

**Destination Information**
Formerly part of the nation’s capital; the County of Arlington, Virginia is located on the banks of The Potomac River directly adjacent to present day Washington D.C. As Arlington’s only Mobile Four Star hotel, The Ritz-Carlton, Pentagon City is the ideal choice for business travelers and leisure guests. Featuring direct access on the Blue and Yellow Metro lines, guests are moments away from Crystal City, Rosslyn, The Pentagon, Capitol Hill and the central Business District of downtown Washington, D.C.

**Reservations**

Individual guestroom reservations may be made online at ritzcarlton.com using code ABIABIA or phone 1-800-241-3333 and reference “New Horizons in Breast Imaging”.

A limited number of guest rooms have been set aside for $229 per night. All reservations should be received by the hotel no later than 5 pm EST March 17, 2016, to receive the discounted rate.
Exhibitor Prospectus

World Class CME
6201 Fairview Road
Suite 322
Charlotte NC 28210
(T) 980-819-5095
(F) 980-819-5099
(W) worldclasscme.com

World Class CME is an accredited CME provider
Welcome Exhibitors!

World Class CME knows that exhibitors enhance the overall experience of the attendees at our meetings. We appreciate your participation and look forward to making your involvement both pleasant and productive. The majority of our exhibitors return year after year and mark our meetings as some of their favorite conferences to attend.

World Class CME meetings are focused, targeted events around a specific medical field or modality. For you, this delivers a target audience that is spot on for your needs. Our exhibit area is an important part of the CME event. Commercial exhibits extend the learning beyond the lecture hall and give participants the chance to meet with suppliers and manufacturers to review and update clinical and technical knowledge of equipment, products and services. Attendees want exposure to the newest technology and research emerging in the field before it filters into formal teaching. Your company will have the opportunity to deliver your brand and key message to highly defined medical imaging professionals. Our attendees include radiologists, OB-GYN physicians, radiologic technologists and sonographers who are active in the field of ultrasound in medicine. Use this opportunity to meet experts interested in learning about your organization.

World Class CME has the right audience and effective exhibit opportunities to get your message delivered and increase sales. Consider participating beyond the traditional exhibit booth and broaden your exposure to your target audience. We have several extra promotional opportunities for you to make your presence known and raise the impact of your company message.

You WILL get seen at this meeting! We specialize in meetings that are large enough to make the effort to come worth your while, yet small enough that you will have plenty of time for one-on-one interaction with ‘enough of you to go around’. The exhibit area is located in the foyer preceding the lecture hall which ensures repeat visibility by every participant. Additionally, complimentary breakfasts and breaks are served alongside the exhibits to encourage browsing several times a day. We very much appreciate the support and participation of our exhibitors and we make maximizing booth traffic a priority.
Exhibit Info

Promote, display and sell your products to our community of medical imaging leaders.

**BASIC EXHIBIT – Cost $1500**

Exhibits booths are designed for tabletop display, with adequate space to setup promotional equipment. An exhibit display includes a six-foot table with skirt, two chairs, a trashcan, name badges for your personnel, and 110 v. electricity will be provided. In addition, exhibitors will receive recognition in the program syllabus and a list of participants. Your company will also be listed in the printed meeting syllabus distributed to all attendees. It is expected exhibit staff will be at their booths prior to the beginning of the first lecture each day and during all breaks and lunches.

All exhibitors are responsible for their own EXTRA power, shipping and handling costs. Please consult the hotel if arrangements need to be made. Additional setup details will be provided once registration is received.

Complimentary Registration - All exhibit staff are welcome to attend lectures. Each exhibiting company is allowed one complimentary conference registration (for CME credit) for one of your exhibit staff. If you are interested in receiving credit, contact our office at the email below for registration instructions.

**ELECTRONIC SYLLABUS SPONSORSHIP**

- World Class CME will be issuing a credit card sized flash drive containing the electronic syllabus to all attendees. Vendors have the chance to sponsor this flash drive with your business name and acknowledgement of your support printed directly onto the flash drive. This flash drive will be attached to the front cover of the printed syllabus which is handed to each attendee upon check-in.

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For more information contact

JoAnn Cooke
Exhibits and Accreditation Manager
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Charlotte, NC 28210
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Fax (980) 819-5099
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# Exhibit Registration

New Horizons in Breast Imaging 2016

The Ritz Carlton, Pentagon City
Arlington, Virginia
April 1-2, 2016

**PLEASE SUBMIT YOUR COMPLETED REGISTRATION TO ONE OF THE FOLLOWING:**

- EMAIL: JOANN@WORLDCLASSCME.COM | FAX: (980) 819-5099 | CALL: (980) 819-5095

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Double click on the box you want to select

- Exhibit Booth($1500.00)
- Electronic Syllabus Sponsorship, Section A, B or C ($600.00)
- Electronic Syllabus Sponsorship, Sections A & B & C ($1500.00)

**TOTAL** $

**PAYMENT METHOD**
- [ ] Discover
- [ ] Visa
- [ ] Mastercard
- [ ] American Express

Name of credit card holder:
Address:
Account number:
Expiration Date:
Security Code:

For payment by check, mail to:

World Class CME
6201 Fairview Road, Suite 32
Charlotte, NC 28210

Submit exhibit registration form by email to joann@worldclasscme.com or fax to (980) 819-5099