

2009 Denver X-ray Conference
Plenary Session: Getting the Lead Out - Again!!
 27-31 July 2009 Crowne Plaza, Colorado Springs, Colorado U.S.A.

2 February 2009

Dear Exhibitor:

Applications for exhibit space at the 58th Annual Denver X-ray Conference (DXC) are now being accepted. The Conference will be held 27 – 31 July 2009 at the Crowne Plaza Hotel, 2886 South Circle Drive, Colorado Springs, CO, 80906, U.S.A., phone: 1.719.576.5900; fax: 1.719.576.7695; web: www.cpcoloradosprings.com.

EXHIBIT LOCATION: Exhibits will be located in the Grand Ballroom on the ground floor (lobby level) of the hotel, as shown in the attached floor plan. The ceiling height for the Grand Ballroom is 14' (to ceiling fixtures). The ballroom is carpeted. Three coffee stations and a lounge will be located in the exhibit hall as indicated on the floor plan. There will be wireless access in the exhibit hall. The XRF and XRD sessions and workshops will be held in the Pikes Peak Ballroom, the Gold Camp room and the Centennial room, also on the ground floor. The Plenary session and poster sessions will be held in the Summit Ballroom, on the fourth floor.

EXHIBIT FEES: The cost per booth is \$1,950. The fee includes:

- 8' deep x 10' wide booth, drapery (8'-high backwall and 3'-high side drapes). Linear booths only.
- 7" x 44" identification sign with your company name.
- An electronic copy of the 2009 Denver X-ray Conference attendee list. An Excel spreadsheet will be e-mailed to the contact for each exhibit company after the conference.
- Wireless internet access in the exhibit hall.
- Morning and afternoon coffee break – Monday & Tuesday.
- Afternoon coffee break and evening “wine & cheese” social – Wednesday.
- Morning coffee break only - Thursday
- Waived registration fee for four exhibit personnel per booth, and a free copy of the *Book of Abstracts* for each person. Registered exhibit personnel are welcome to attend any workshops and sessions.

BOOTH SCHEDULE:

Activity:	Day:	Time:
Freeman Decorating set up	Saturday, 25 July	12 noon to 10 p.m. (estimated)
Exhibitor set up	♦Saturday, 25 July	6 p.m. to 10 p.m. (estimated)
	♦Sunday, 26 July	8 a.m. to 10 p.m.
Exhibit Hours	♦Monday, 27 July	10 a.m. to 5 p.m.
	♦Tuesday, 28 July	10 a.m. to 5 p.m.
	♦Wednesday, 29 July	12 noon to 7 p.m.
	♦Thursday, 30 July	10 a.m. to 2 p.m.
Vendor sponsored “Wine & Cheese” social	Wednesday, 29 July	5:00 p.m. to 7:00 p.m. – food & beverages will be served in the exhibit hall.
Booth tear-down	Thursday, 30 July	2 p.m. to 6 p.m.

SHOW DECORATOR: ICDD has contracted the services of Freeman Decorating Company, 4493 Florence Street, Denver, CO 80238-2479, attention Exhibit Services Representative, Phone: 303.320.5100, fax 303.329.6710, Email: FreemanDenverES@freemanco.com. Once your application form has been received and processed, further information regarding booth decorations, truck access, shipping, set-up and tear-down details, etc., will be sent to you from Freeman.

EXHIBITOR REGISTRATION –PLEASE READ CAREFULLY: The booth fee includes free registration for four exhibit personnel **per booth**, and a complimentary copy of the *Book of Abstracts* for each person. Registered exhibit personnel are welcome to attend any workshops and sessions. A registration form for exhibit personnel is included. All other persons must register for the conference by completing a conference registration form, available on-line at: www.dxcicdd.com).

RADIATION SAFETY: It is suggested that exhibitors **not** have X-rays on in the booths. If you need X-rays on, please indicate so on your application form. Information regarding Colorado radiation safety regulations and requirements for certification will then be mailed to you.

POWER AND TELEPHONE REQUIREMENTS: Power and telephone requirements will be handled by the Crowne Plaza Hotel. A form asking for your power and telephone requirements will be included in the kit which you will receive from Freeman after your application has been returned. Questions regarding the form should be addressed to the Engineering Department at the Crowne Plaza, phone: 1.719.576.5900.

RESERVATIONS: Booths will be assigned on a **first-come, first-served basis, excluding sponsors who receive preferential booth space**. Please send your exhibit booth application form without delay. The local arrangements committee reserves the right to make the final determination on booth assignments so as to yield an "optimum fit" of exhibitors into the available space. It is therefore important that you indicate several preferences on the application. **WE RESERVE THE RIGHT TO REORGANIZE THE BOOTH ARRANGEMENT IF THE DEMAND FOR BOOTH SPACE, SAFETY, OR OTHER CONSIDERATIONS REQUIRE SUCH ACTION.**

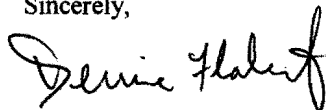
PAYMENT FOR BOOTH SPACE: In order to reserve exhibit space at the 2009 Denver X-ray Conference, your application must include payment or proof of payment. Please refer to the payment information on the application form for complete details. We will not reserve booth space for any company without payment or proof of payment.

CANCELLATION POLICY: Cancellations received by 1 June 2009 will receive a refund for one half of the booth fee. There will be no refund for booths cancelled after 1 June 2009.

SPONSORSHIPS: Please see the enclosed flyer for various sponsorship opportunities at the 2009 Denver X-ray Conference.

If you have questions or need additional information, please feel free to contact me or Terry Maguire at phone: 610-325-9814, fax: 610-325-9823 or e-mail: flaherty@icdd.com (maguire@icdd.com). Also, please remember to monitor our web site: <http://www.dxcicdd.com> for updated conference information. We look forward to an outstanding conference in 2009.

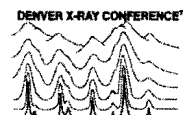
Sincerely,

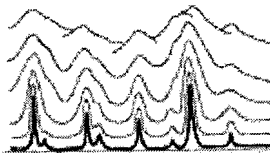


Denise Flaherty
Conference Coordinator

Cc: Terry Maguire, John Getty, Theresa McCallister, Rick Rhody

Enclosures (4): Application Form; Exhibit Personnel Registration Form; Floor Plan/Hotel Layout; Sponsorship Opportunities





2009 Denver X-ray Conference
Plenary Session: Getting the Lead Out - Again!!
 27-31 July 2009 Crowne Plaza, Colorado Springs, Colorado U.S.A.

Exhibit Application Form

COMPLETE THIS SECTION AS IT SHOULD BE PUBLISHED on the conference web site and also the *Book of Abstracts* (please type or print neatly)

Company Name: _____

Address: _____

General Phone: _____

General Information E-mail: _____

Web Address: _____

CONTACT PERSON'S INFORMATION – not printed on web site or the *Book of Abstracts*.

Contact Person's Name: _____

Address (if different from above): _____

Phone: _____ Ext. _____

E-mail: _____

EXHIBIT SPACE

Please do not make all of your booth preference choices in the same general location. If your preferred booth spaces are not available, the most comparable space still available will be assigned.

Number of Booth(s) at \$1,950: _____

BOOTH PREFERENCES

(1) _____ (2) _____ (3) _____

(4) _____ (5) _____ (6) _____

X-rays on in Booth: Yes _____ No _____

I would prefer our booth(s) not be adjacent to or facing the following probable exhibitors:

(Continue on back)

Exhibit Application Form – continued

PAYMENT INFORMATION

Full payment must be submitted with your application. If paying by check, and faxing or e-mailing your application, please also send a copy of the check.

Please complete the following information:

Number of Booth(s) at \$1,950: _____ Total Amount Due: \$ _____

Check enclosed (payable to ICDD/DXC)

Charge to (please circle one): Visa MasterCard American Express

Card Number: _____

Expiration Date: _____

Name of Card Holder (please print): _____

Signature of Card Holder: _____

CANCELLATION POLICY

Cancellations received by **1 June 2009** will receive a refund for one half of the booth fee. There will be no refund for booths cancelled after **1 June 2009**.

CONTRACT

Once your application has been received and processed, two copies of the exhibit contract will be mailed to you. The contract will include the rules and regulations for exhibiting at the 2009 Denver X-ray Conference. It is mandatory that both copies of the contract be signed and mailed back to ICDD. No company will be permitted to exhibit at the conference without a signed contract.

Signature of Exhibit Contact

Date

MAIL, EMAIL OR FAX APPLICATION TO:

Denise Flaherty

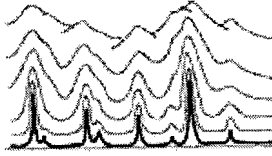
ICDD

12 Campus Blvd.

Newtown Square, PA 19073-3273

E-mail: flaherty@icdd.com Fax: 610-325-9823 Phone: 610-325-9814

PLEASE RETURN IMMEDIATELY



2009 Denver X-ray Conference
Plenary Session: Getting the Lead Out - Again!!
 27-31 July 2009 Crowne Plaza, Colorado Springs, Colorado U.S.A.

Exhibitor Registration Form

The booth fee includes free registration for four exhibit personnel per booth, and a complimentary copy of the *Book of Abstracts* for each person. Registered exhibit personnel are welcome to attend any workshops and sessions.

All other persons must register for the conference by completing a conference registration form (available online at: www.dxcicdd.com).

Please Print or type the following information as it should appear on badges

Name of Company: _____

Name(s) of Exhibit Personnel, limit four people per booth:

Booth 1

First Name	Last Name

Booth 2

First Name	Last Name

Booth 3

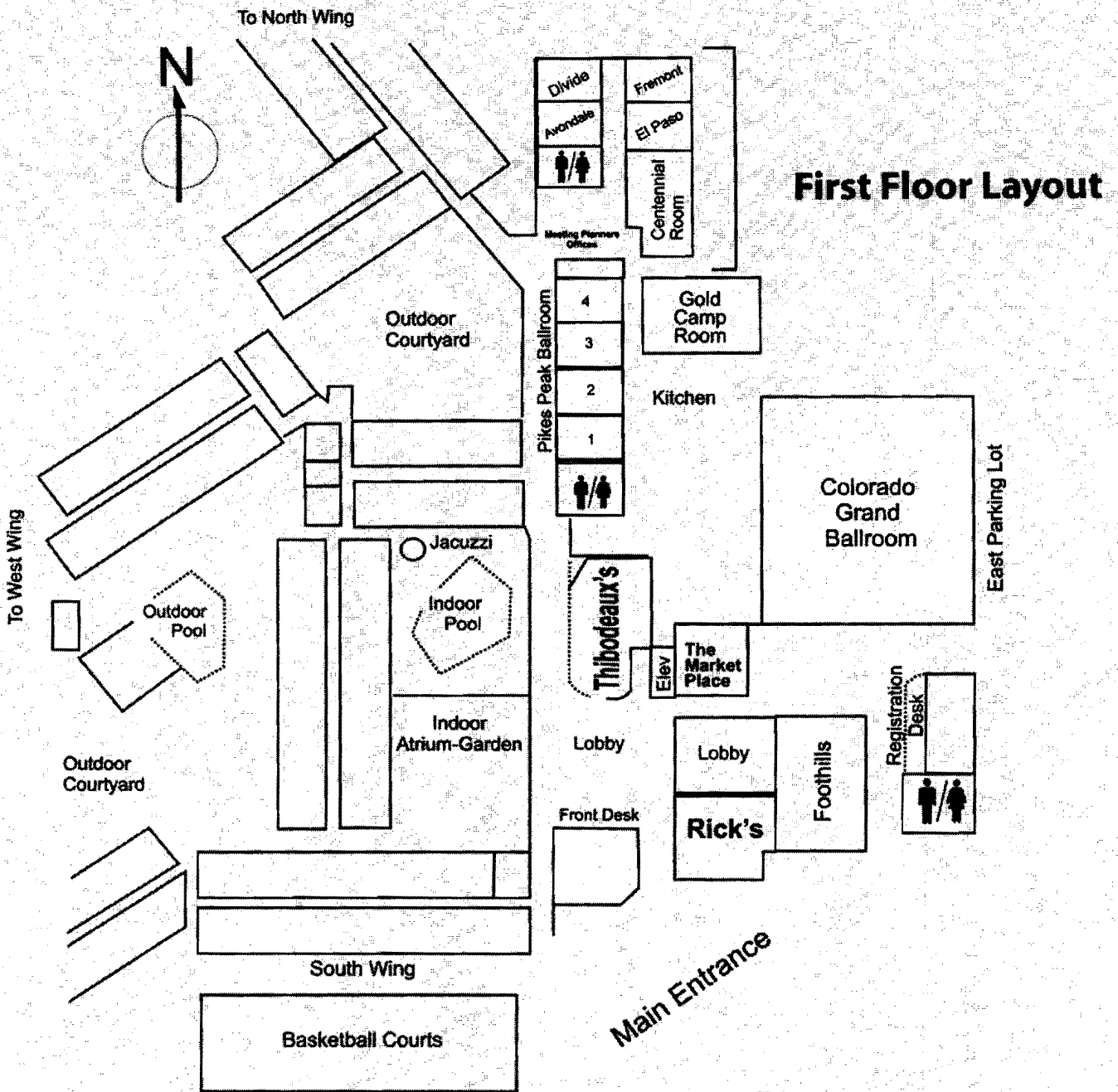
First Name	Last Name

Booth 4

First Name	Last Name

Please return this form by 1 July 2009

First Floor Hotel layout



CROWNE PLAZA
 COLORADO SPRINGS
 THE PLACE TO MEET.

For information or to book your next stay visit crownplaza.com,
 call 719-576-5900 or contact your travel professional.
crownplaza.com/coloradospring

Sponsorship 2009 Denver X-ray Conference

All sponsors are recognized in the conference *Program, Book of Abstracts* and general signage at the conference.

Wine & Cheese Social Full Sponsorship. Cost: \$15,000. Must apply before 1 April.

Available Sunday, Monday or Tuesday evening, 6 to 8 p.m. Monday and Tuesday receptions will be held in conjunction with a poster session. All receptions will be held in the Summit Ballroom.

Benefits:

- ◆ Preferred choice on booth preferences if sponsorship application form is received before 1 April 2009.
- ◆ Logo on attendee bag.
- ◆ Full page, double sided, color advertisement in the *Book of Abstracts*. Sponsor must supply 500 copies of adverts.
- ◆ Company logo on the DXC web site, with a live link to your company's web site.
- ◆ Additional **four** free registrations to the conference.
- ◆ "Thank You" poster created by ICDD and displayed at the time of your mixer.

Wine & Cheese Social Partial Sponsorship. Cost: \$7,500. Must apply before 1 April. Limit two sponsors per social.

Available Sunday, Monday or Tuesday evening, 6 to 8 p.m. Monday and Tuesday receptions will be held in conjunction with a poster session. All receptions will be held in the Summit Ballroom.

Benefits:

- ◆ Preferred choice on booth preferences if sponsorship application form is received before 1 April 2008.
- ◆ Full page, double sided, color advertisement in the *Book of Abstracts*. Sponsor must supply 500 copies of adverts.
- ◆ Company logo on the DXC web site, with a live link to your company's web site.
- ◆ Additional **two** free registrations to the conference
- ◆ "Thank You" poster created by ICDD and displayed at the time of your mixer.

Coffee Break. Cost: \$3,000 per a.m. OR p.m. break.

Sponsorship can not be shared with another company. Limit two breaks (or one full day) per company.

Available breaks: Monday a.m. or p.m., Tuesday a.m. or p.m., Wednesday a.m. or p.m., Thursday a.m. *Note* Wednesday a.m. coffee break is held at the Plenary session, not the exhibit hall.

Benefits:

- ◆ Full page, double sided, color advertisement in the *Book of Abstracts*. Sponsor must supply 500 copies of adverts.
- ◆ **One** additional registration to the conference.
- ◆ "Thank You" poster created by ICDD and displayed at the time of your break.

Laynards. Cost: \$2,000 plus materials. Exclusive – assigned on a first-come-first-served basis.

Have your company logo displayed around the necks of all registered attendees.

Door Drop. Cost: \$1,500.

Limit three companies. Choose either Monday, Tuesday or Wednesday evening to have your one page advertisement delivered to the hotel room of each attendee staying at the Crowne Plaza Hotel.

Advertisement in Book of Abstracts. Cost: \$1,000.

Full page, double sided, color advertisement in the *Book of Abstracts*. Sponsor must supply 500 copies of adverts.

Advertisement placed in attendee bags. Cost: \$750.

Full page, double sided, color advertisement placed in the attendee conference bags. Sponsor must supply 500 copies of adverts.

General Information/Regulations

- ◆ Only companies who exhibit at the conference are offered sponsorship opportunities.
- ◆ Wine & Cheese Social sponsors or coffee break sponsors wanting to display promotional items during their event must have the items approved by ICDD, and may only display items during the function – at the set times and in designated areas.
- ◆ Wine & Cheese Social sponsors are allowed to create their own additional signage and display during their event.
- ◆ Coffee break sponsors may not add any additional signage.

Interested? Complete application form on reverse side.

2009 Denver X-ray Conference Sponsorship Application Form

Sponsorships will be assigned on a first come – first served basis. Wine & Cheese Socials, Coffee Breaks and Door Drops have limited availability, so please don't delay. Companies sponsoring Wine & Cheese Socials must return this form by 1 April 2009, in order to receive preferential booth space.

CONTACT INFORMATION

Name: _____
Company: _____
Address: _____
Phone: _____ Ext. _____
E-mail: _____

SPONSORSHIP INFORMATION - Please check one of the following options:

\$15,000 - Wine & Cheese social, full sponsorship

Please circle social that you prefer: Sunday (Welcoming) Monday (XRD posters) Tuesday (XRF posters)

\$7,500 - Wine & Cheese social, partial sponsorship

Please circle evening that you prefer: Sunday (Welcoming) Monday (XRD posters) Tuesday (XRF posters)

Name of co-sponsoring company (if known): _____

\$3,000 - Coffee break, half day, limit 2

Please circle break(s) you prefer: Monday a.m. Tuesday a.m. Wednesday a.m. Thursday a.m.
Monday p.m. Tuesday p.m. Wednesday p.m.

\$2,000 – Lanyards. Sponsor must supply 500 lanyards. Exclusive to only one company – assigned on a first come-first-served basis

\$1,500 – Door Drop

Please circle evening you prefer: Monday Tuesday Wednesday

\$1,000 - Advertisement in *Book of Abstracts*

\$750 – Advertisement in attendee bag

PAYMENT INFORMATION

Amount Due: \$ _____

Please check one of the following options:

- Check enclosed (payable to ICDD/DXC)
 Charge to (please circle): Visa MasterCard American Express

Card Number: _____

Expiration Date: _____

Name of Card Holder (please print): _____

Signature of Card Holder: _____

CANCELLATION POLICY

No refund will be issued if sponsorship is cancelled.

Please fill out the form completely and return with payment to:
Denise Flaherty, ICDD, 12 Campus Blvd., Newtown Square, PA 19073
Fax: 610-325-9823 ♦ Email: flaherty@icdd.com ♦ Phone: 610-325-9814