

About the TRS

The TRS is the oldest state X-ray society in the United States with a history that dates back to 1914. Membership in the TRS includes close to 2,000 members.

The TRS Tax ID is 75-1071973

Our mission is to serve the specialty of radiology in Texas by:

- ▶ Advancing the science, education and practice of radiology
- ▶ Improving radiologic service to patients and the medical community
- ▶ Fostering closer fellowship among radiologists
- ▶ Addressing the economics of radiology and
- ▶ Establishing and maintaining high medical and ethical standards

Why Exhibit at the TRS Annual Meeting?

The TRS annual meeting is the largest statewide gathering of radiologists in Texas with approximately 250 attendees, including Diagnostic Radiologists, Radiation Oncologists, Medical Physicists and Residents

- ▶ Attendees are eager to learn about the products and services you have to offer them with 77% of our meeting attendees sharing in evaluations that the exhibits were either extremely useful or very useful to them
- ▶ Several attendees hold prominent leadership positions within their group practices and health institutions, and so you have access to those who are significantly involved in the evaluation and selection of capital equipment and imaging-related products and services
- ▶ Your competitors will be there, and so you don't want to miss out on this promotional opportunity that they will be taking advantage of!
- ▶ Visit www.txrad.org/history.pdf to see a list of past TRS exhibits program participants
- ▶ Support the radiology professionals that support your business

Questions?

Please contact Renita Fonseca, CMP, Executive Director with any questions: Texas Radiological Society
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Exhibiting Opportunities & Benefits

BASIC EXHIBITOR BENEFITS

ALL exhibitors will receive the following benefits, regardless of their level of participation:

- ▶ Two complimentary tickets to attend Thursday's Welcome Reception
- ▶ Complimentary breakfasts and refreshments on Friday and Saturday
- ▶ One copy of the attendee list and the meeting syllabi per company (provided onsite)
- ▶ Set up time from 1:00 – 5:00 pm the day before exhibits open

\$1,000 BRONZE LEVEL EXHIBITOR

Bronze Level Exhibitors will receive the following benefits, in addition to the basic benefits listed above:

- ▶ One 6' x 30" draped exhibit table located **inside the exhibits ballroom** where attendees will have breakfasts and breaks
- ▶ Opportunity to purchase up to two tickets to each of the Friday and Saturday lunches and dinners
- ▶ Bronze Level Exhibitor ribbons for representatives' name badges
(Note: 2 representative maximum)
- ▶ Recognition in all on-site program materials as a bronze level exhibitor

\$3,000 SILVER LEVEL EXHIBITOR

Silver Level Exhibitors will receive the following benefits, in addition to the basic benefits listed above:

- ▶ Exhibit space in the foyer outside the exhibit hall
- ▶ Option to be provided with a 6' x 4' **display area**, instead of a tabletop exhibit, to be utilized in whatever way your company chooses
- ▶ **2 complimentary tickets** to the Friday & Saturday lunches and dinners
- ▶ Silver Level Exhibitor ribbons for representatives' name badges
(Note: 2 representative maximum)
- ▶ Recognition in all on-site program materials as a silver level exhibitor

\$5,000 GOLD LEVEL EXHIBITOR

Gold Level Exhibitors will receive the following benefits, in addition to the basic benefits listed above:

- ▶ **Prime exhibit space** in the foyer outside the exhibit hall **by the registration desk**
- ▶ Exhibit space twice the size of silver level exhibitors: **12' x 4' display area or 12' x 30" table top** to be utilized in whatever way your company chooses
- ▶ **Company logo on meeting bags** (*IF application and logo are received by January 23, 2009*)
- ▶ **Appreciation gift** presented by president during Awards Banquet
- ▶ Special acknowledgement and **logo in the TRS newsletter and the TRS website**
- ▶ One set of **mailing labels of pre-registrants** for advance promotion purposes
- ▶ Option to **bring up to 3 representatives** to staff the exhibit and attend the meeting at any given time
- ▶ **3 complimentary tickets** to the Friday & Saturday lunches and dinners
- ▶ Gold Level Exhibitor ribbons for representatives' name badges
- ▶ Recognition in all on-site program materials as a gold level exhibitor

EXHIBITOR BENEFITS AT A GLANCE

Benefits/Opportunities	Bronze (\$1,000)	Silver (\$3,000)	Gold (\$5,000)
Number of reps	2 max	2 max	3 max
Welcome reception	2 comp tickets	2 comp tickets	3 comp tickets
Breakfasts	2 comp tickets	2 comp tickets	3 comp tickets
Lunches & dinners	Can purchase 2 max	2 comp tickets	3 comp tickets
Table/booth size	6" x 30" table	6' x 4' area	6' x 12' area
Location	Inside exhibit hall exhibit hall registration table	Foyer outside foyer closest to	Prime location in
Company logo on meeting tote bags			If app and logo received by 1/23/09
Public recognition			Gift presented during awards banquet
Advance promotion			1 set of mailing labels provided before meeting
Marketing by TRS			Acknowledgement and logo in the TRS newsletter and website