

## Introduction

The SIIM Annual Meeting provides speaking opportunities for subject matter experts from the vendor community. Meeting attendees value the imaging informatics knowledge and experience that industry leaders bring to the table. Though sponsored, these sessions should be educational in nature, sharing ideas, information, insights and concepts helping to solve real-world challenges, and not to be promotional.

The SIIM Annual Meeting offers the following 3 types of sponsored thought leadership opportunities:

- **#AskIndustry Panel Discussions**
  - ✓ Designed as 60-75-minute moderated discussions with up to 5 industry leaders, focusing on solving a relevant problem.
  - ✓ Held on one of the main stages in the Expo Hall.
  - ✓ This session will be live streamed and recorded. The recording will be provided to the Sponsors within 3 weeks of the annual meeting conclusion.
  - ✓ SIIM will provide wireless radios to each attendee to ensure sound clarity.
  - ✓ SIIM Staff will collect leads for these sessions and provide them to the Sponsors within 3 weeks of the annual meeting conclusion.
  - ✓ These sessions are exclusive within their time block.
  - ✓ SIIM will provide Sponsors with leads from the Meeting App (anyone who adds this session to their schedule) within 3 weeks of the annual meeting conclusion.
- **Industry Connect Sessions**
  - ✓ Designed as a 1-hour educational session presented by your company's thought leadership or a customer/customer panel or a mix of both!
  - ✓ Held on one of the main stages in the Expo Hall.
  - ✓ Your company will determine topic, identify speakers, and develop the content.
  - ✓ SIIM will provide AV and wireless radios to each attendee to ensure sound clarity.
  - ✓ This session will be live streamed and recorded. The recording will be provided to the Sponsor within 3 weeks of the annual meeting conclusion.
  - ✓ Sponsor will have the ability to collect leads for this session using their Lead Retrieval device(s) prior to the start of the session
  - ✓ SIIM will provide the Sponsor with leads captured through the Meeting App within 3 weeks of the annual meeting conclusion.
- **InformaticsTECH Talks**
  - ✓ Designed as a 20-minute, TED Talk style session to help build your brand, promote a new product, drive traffic to your booth and invite attendees to learn more about your solutions.
  - ✓ Held on a Tech Talk Stage in the Expo Hall.
  - ✓ SIIM will provide AV and wireless radios to each attendee to ensure sound clarity.
  - ✓ SIIM will provide the audio + slides recording of the talk within 3 weeks from the conclusion of the annual meeting.
  - ✓ Sponsor is allowed to use their lead retrieval to collect leads.

- ✓ SIIM will provide the Sponsor with leads from the meeting app within 3 weeks of the annual meeting conclusion.

## Vendor Representation

Meeting attendees are seeking information to help them better understand common challenges in their day-to-day workflow and learn about possible solutions. Vendor representatives should be experienced and knowledgeable in the topic. In addition, they should be keenly aware of the challenges facing the meeting attendee and be able to discuss associated concepts in an open and professional dialog. Sales and marketing personnel are not suitable for these sessions and will not be able to participate. The assigned speaker should be comfortable speaking in front of medium to large size groups. Examples of company personnel that fit the speaker profile are:

- Product/Program Managers
- Technical Staff
- Applications Specialists
- Senior Management
- C-suite

## Session & Speaker Guidelines

### *#AskIndustry Panel Discussions*

- ✓ Each sponsoring company assigns one thought leader to represent it on the panel (it is also possible to select one of your customers to represent your company instead)
  - Your company thought leader will need to utilize one of your company's allotted exhibitor passes
  - If you decide to put your customer on stage instead, they will need to be registered as a full meeting attendee (they will NOT be able to utilize your exhibitor passes)
  - For the purpose of this document, customer means a healthcare professional representing a healthcare institution, NOT another vendor company (i.e. your partner company)
- ✓ Vendor representatives are not permitted to wear clothing with large corporate logos or slogans on them. Dress should reflect the standard for the meeting.
- ✓ Hand-outs are not permitted. Vendor and product specific inquiries should be referred to the exhibitor booth for follow up.
- ✓ The session moderator reserves the right to redirect any conversations that become sales or overtly bias.
- ✓ This session is available for CE credits for technologists, imaging informatics professionals, and physicists.

### *Industry Connect Sessions*

- ✓ Designed as a 1-hour educational session presented by your company's thought leadership or a customer/customer panel or a mix of both!
  - Your company thought leader(s) will need to utilize your company's allotted exhibitor passes
    - *If your company is a SIIM Corporate Member, they could also utilize one of the 2 complimentary full meeting registrations your company will receive*
  - If you decide to put your customer(s) on stage as part of this session, they will need to be registered as full meeting attendees (they will NOT be able to utilize your exhibitor passes)
    - *If your company is a SIIM Corporate Member, they could also utilize one of the 2 complimentary full meeting registrations your company will receive*

- For the purpose of this document, customer means a healthcare professional representing a healthcare institution, NOT another vendor company (i.e. your partner company)
- If you would like to invite a representative of your partner vendor company to be part of this session, that partner company MUST have a booth in the SIIM Expo Hall & the individual would have to register as a full meeting attendee
- ✓ This session is available for CE credits for technologists, imaging informatics professionals, and physicists.
- ✓ No changes to the session title, description & objectives are allowed more than 7 weeks out of the annual meeting due to CE applications' submission.

#### *InformaticsTECH Talks*

- ✓ Designed as a 20-minute, TED Talk style session to help build your brand, promote a new product, drive traffic to your booth and invite attendees to learn more about your solutions.
  - Best suited for no more than 2 speakers
  - Your company thought leader(s) will need to utilize your company's allotted exhibitor passes
    - *If your company is a SIIM Corporate Member, they could also utilize one of the 2 complimentary full meeting registrations your company will receive*
  - If you decide to put your customer(s) on stage as part of this session, they will need to be registered as full meeting attendees (they will NOT be able to utilize your exhibitor passes)
    - *If your company is a SIIM Corporate Member, they could also utilize one of the 2 complimentary full meeting registrations your company will receive*
  - For the purpose of this document, customer means a healthcare professional representing a healthcare institution, NOT another vendor company (i.e. your partner company)
  - If you would like to invite a representative of your partner vendor company to co-present with your thought leader, that partner company MUST have a booth in the SIIM Expo Hall & the individual would have to register as a full meeting attendee
- ✓ This session is available for CE credits for technologists, imaging informatics professionals, and physicists.
- ✓ No changes to the session title, description & objectives are allowed more than 7 weeks out of the annual meeting due to CE applications' submission.

#### **General Guidelines**

- SIIM will host planning calls for all vendor sessions at least 1 month prior to the annual meeting.
- Slide template will be provided for the Industry Connect Sessions and the InformaticsTECH Talks. #AskIndustry Sessions do not utilize slides, except for the speaker intro, CE and closing.
- All selected presenters will be required to complete and sign SIIM's Faculty Forms.
- Arrive at the session location 10-15 minutes early.
- Be respectful of the time allotted for your presentation; stay within the time indicated.

*Thank you for your valuable contribution to the SIIM Annual Meeting.*