

INSIDE:
**SIR 2012 Annual Scientific
 Meeting Support Opportunities**



SIR 2012 Corporate Opportunities Commitment Form

In an effort to streamline the process by which you, our corporate partners, make yearly plans to support and advertise with SIR, we have created this “all-in-one” opportunities publication. In addition, the colorful and informative Corporate Opportunities brochure you received will provide further detail on many of the opportunities listed in this commitment form, as well as how your participation will be recognized. Please keep the larger brochure on file as your reference tool for the next several years, and we will update and send this form to you each year. We encourage you to explore the electronic version at www.SIRweb.org/corporate for even greater convenience.

Go to www.SIRweb.org/corporate for more information and to support and exhibit at 2012 stand-alone meetings or contact Beth Allgaier, SIR director of corporate relations, at (703) 460-5564 or BALLgaier@SIRweb.org.

OPPORTUNITIES TO SUPPORT AND EXHIBIT AT SIR 2012 STAND-ALONE MEETINGS

Stand-alone Meeting	Date	Exhibit Fee		Support Levels: 2012		
		Member	Nonmember	Benefactor	Partner	Supporter
Y90: Are YoU Ready? Authorized User Course	Feb	\$4,000	\$5,000	\$40,000	\$20,000–39,999	\$5,000–19,999
LEARN (Lower Extremity Arterial RevascularizatioN)	Sept	\$4,000	\$5,000	\$25,000	\$10,000–24,999	\$5,000–9,999
CLOTS (Catheter Lysis of Thromboembolic Stroke)	Oct	\$4,000	\$5,000	\$20,000	\$10,000–19,999	\$5,000–9,999

CORPORATE PARTNERS IN IR TRAINING

New and cost-effective bundled support package. Both of these trainee programs are made possible by the support of our corporate partners and fuel the education of future leaders in IR.


Support these programs together	Support	Exhibit at Fellows Spring Practicum	
		Corporate Member	Corporate Nonmember
Resident-in-training Scholarship Program and Fellows Spring Practicum	\$15,000	\$100	\$1,100
Or support these programs individually:			
Resident-in-training Scholarship Only: Annual Scientific Meeting, San Francisco	\$8,000		
Fellows Spring Practicum Only	\$8,000	\$4,000	\$5,000

SIR LEARNING CENTER

SIR is pleased to offer a robust slate of online, live and on-demand educational programming. Often organized along critical IR treatment areas, these programs offer learners the opportunity to supplement in-person education, learn as a group and earn CME and MOC self-assessment module credits without spending valuable time away from the practice. Corporate supporters receive recognition of your support year-round, thereby reaching a broader audience.

	SIR Learning Center Support	Live/Archived Webinar Support
SIR Learning Center	\$7,500	\$2,500

Please visit www.SIRweb.org/corporate for the descriptions and specs of all of the following opportunities.

SIR 2012 ANNUAL SCIENTIFIC MEETING SUPPORT RECOGNITION LEVELS	Support levels for 2012	<input checked="" type="checkbox"/>
Benefactor	\$50,000+	
Partner	\$35,000-\$49,999	
Associate	\$20,000-\$34,999	
Supporter	\$5,000-\$19,999	
SIR 2012 ANNUAL SCIENTIFIC MEETING SUPPORT OPPORTUNITIES		
Unrestricted Educational Grant	<i>unlimited</i>	
Educational Pathway Support		
Single Pathway	\$20,000	
Two Pathways	\$35,000	
Three Pathways	\$45,000	
Digital Course Library: online and DVD version	\$10,000	
Coffee Breaks in Exhibit Hall: all days of meeting	\$10,000	
Cyber Café	\$25,000	
Lunch in Exhibit Hall: 1 day	\$10,000	
Corporate Partner in IR Training Save when you support both the RIT Scholarship and Fellows Practicum	\$15,000  (See page 1 of this insert for details on exhibiting at Fellows Practicum for \$100/\$1,000 Corporate Member/Nonmember.)	
Resident-in-training Scholarship Program (only)	\$8,000	
Speaker Ready Room	\$20,000	
Workshop Book Support	\$5,000	
Convention Center WiFi Support	\$6,000	
SIR 2012 ANNUAL SCIENTIFIC MEETING RECEPTION SUPPORT		
JVIR Reviewers Reception	\$3,000	
Medical Student Brunch	\$3,000	
Opening Reception	\$30,000	
Past-presidents' Reception	\$25,000	
Poster Reception	\$5,000	
Volunteers' Reception	\$15,000	
SIR 2012 ANNUAL SCIENTIFIC MEETING AWARDS SUPPORT		
Gold Medal Award	\$25,000	
TOTAL SUPPORT	\$	

Company Name: _____

Address: _____

Authorized Representative: _____

Contact Phone: _____ Email: _____

_____ will sponsor the above detailed SIR and SIR Foundation educational initiatives. Advertising and support payments, in full, are due no later than **December 31, 2011**.

_____ agrees to abide by all requirements of the ACCME Standards for Commercial Support of Continuing Medical Education.

Please contact the SIR office at (703) 691-1805 for exhibit information.

Authorized Company Representative Signature _____ Date _____

Completed, signed and dated forms must be received via fax or regular mail by **November 1, 2011**. (First right of refusal deadline **September 13, 2011**.) Opportunities are not reserved until signed document has been received by SIR Corporate Relations. In addition to filling out this form, a completed Letter of Agreement must be submitted for **each** educational activity.

ANNUAL SCIENTIFIC MEETING ADVERTISING/PROMOTIONAL		Cost*	Deadline	<input checked="" type="checkbox"/>
Banner		\$15,000	January 15, 2012	
Column Wrap		\$15,000	January 15, 2012	
Electronic Kiosk Ad		\$2,500	January 15, 2012	
Escalator Wrap/Cling		\$15,000	January 15, 2012	
Fill-in Registration Counter Kick Panel		\$15,000	January 15, 2012	
Hotel Keys		\$20,000	January 15, 2012	
Lightbox		\$6,000	January 15, 2012	
Pocket Program Ad: inside front and back cover		\$20,000	January 15, 2012	
Pocket Program Ad: single page		\$7,500	January 15, 2012	
Premeeting Registration Brochure Ad		\$25,000	October 1, 2012	
Product Theater in Technical Exhibit Hall	1 per day	\$40,000	December 19, 2011	
Registration Bag Ad Insert		\$25,000	January 15, 2012	
Registration Counter Kick Panels		\$20,000	January 15, 2012	
Stair Wrap		\$15,000	January 15, 2012	
*Additional art or setup costs may apply.				
CORPORATE SATELLITE EVENTS: BREAKFAST OR DINNER (See prospectus for available days and times)				
Small Focus Group	6-15 attendees	\$5,000	December 19, 2011	
Medium Symposium	16-49 attendees	\$10,000	December 19, 2011	
Large Symposium	50+ attendees	\$15,000	December 19, 2011	
NEW PRODUCT SHOWCASE™**	First Product	Subsequent Products		
Corporate Member	\$3,200	\$3,000		
Corporate Nonmember	\$4,200	\$4,000		
**Add \$300 per product after December 2 submission deadline.				
TOTAL ADVERTISING		\$		

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Contact Phone: _____ Email: _____

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Send completed commitment form, letters of agreement and payment to:
 Director, Corporate Relations • **Society of Interventional Radiology** • 3975 Fair Ridge Drive • Suite 400 North • Fairfax, VA 22033
Questions? (703) 460-5564 • fax: (703) 691-1855 • CorporateRelations@SIRweb.org

Society of Interventional Radiology

LETTER OF AGREEMENT FOR COMMERCIAL SUPPORT

The Society of Interventional Radiology (SIR) is committed to presenting CME activities that promote improvements or quality in health care and are independent of the control of commercial interests. As part of this commitment, the Society of Interventional Radiology has outlined in this written agreement the terms, conditions and purposes of commercial support for its CME activities. Commercial Support is defined as financial, or in-kind, contributions given by a commercial interest¹, which are used to pay all or part of the costs of a CME activity.

Title of CME Activity:		
Activity Location:		Activity Date:
Commercial Interest (Company) Name:		
Amount of Educational Grant	Direct: \$	In-Kind: \$

Terms, Conditions and Purposes

Independence

1. This activity is for scientific and educational purposes only and will not promote any specific proprietary business interest of the Commercial Interest.
2. The Accredited Provider is responsible for all decisions regarding the identification of educational needs, determination of educational objectives, selection and presentation of content, selection of all persons and organizations that will be in a position to control the content of the CME, selection of education methods and the evaluation of the activity.

Appropriate Use of Commercial Support

3. The Accredited Provider will make all decisions regarding the disposition and disbursement of the funds from the Commercial Interest.
4. The Commercial Interest will not require the Accredited Provider to accept advice or services concerning teachers, authors or participants or other education matters, including content, as conditions of receiving this grant.
5. All commercial support associated with this activity will be given with the full knowledge and approval of the Accredited Provider. No other payments shall be given to the director of the activity, planning committee members, teachers or authors, joint sponsor or any others involved with the supported activity.

6. The Accredited Provider will, upon request, furnish the Commercial Interest documentation detailing the receipt and expenditure of the commercial support.

Commercial Promotion

7. Product-promotion material or product-specific advertisement of any type is prohibited in or during the CME activity. The juxtaposition of editorial and advertising material on the same products or subjects is not allowed. Live or enduring promotional activities must be kept separate from the CME activity. Promotional materials cannot be displayed or distributed in the education space immediately before, during or after a CME activity. Commercial Interests may not engage in sales or promotional activities while in the space or place of the CME activity.
8. The Commercial Interest may not be the agent providing the CME activity to the learners.

Disclosure

9. The Accredited Provider will ensure that the source of support from the Commercial Interest, either direct or "in-kind," is disclosed to the participants, in program brochures, syllabi, and other program materials, and at the time of the activity. This disclosure will not include the use of a trade name or a product-group message. The acknowledgment of commercial support may state the name, mission and clinical involvement of the company or institution and may include corporate logos and slogans, if they are not product promotional in nature.

The Commercial Supporter and the Society of Interventional Radiology agree to abide by all requirements of the **ACCME Standards for Commercial SupportSM**.

Name of Accredited Provider: Society of Interventional Radiology	
Tax ID Number: 39-1345331	
Contact Person: Beth Allgaier	Email Address: ballgaier@SIRweb.org
Phone Number: (703) 460-5564	Fax Number: (703) 691-1855

Name of Commercial Interest (Company):	
Address:	
City, State, Zip:	
Contact Person:	Email Address:
Phone Number:	Fax Number:

Agreed by Authorized Representatives

Commercial Interest

Signature and Date

Print Name

Title

Accredited Provider

Signature and Date

Print Name

Title

¹The ACCME defines a Commercial Interest as any proprietary entity producing health care goods or services, consumed by, or used on, patients, with the exemption of non-profit or government organizations and non-health care related companies. The ACCME does not consider providers of clinical service directly to patients to be commercial interest.