The Society of Interventional Radiology (SIR) is a nonprofit, professional medical society representing more than 8,000 practicing interventional radiology physicians, trainees, medical students, scientists and clinical associates. The society’s core purpose and mission is to work with its members to deliver patient-centered care through image-guided therapy.

When you exhibit at SIR 2020, you’ll reach interventional radiologists and allied healthcare professionals from around the globe seeking the latest IR innovations, new information and best practices. You’ll also discover new clients and untapped business opportunities.

Network in and out of the Expo, attend educational sessions with an exhibitor full registration badge to learn about IR challenges and opportunities, and leave with fresh leads and a newfound respect from the IR community.

**Your exhibit booth includes**

- 23.5 exhibit hours
- 9 hours of unopposed break times in the Expo
- Company profile and product categories on the SIR 2020 website, sirmeeting.org, and on the SIR 2020 mobile app
- Opportunity to request participation (complimentary) in SIR 2020 hands-on workshops
- Complimentary exhibitor badges based on your booth square footage
- Exhibitor housing rates negotiated by SIR at official hotels

**Attendance overview**

- Overall attendance: 5,232
- Physicians: 1,836
- Physicians-in-training: 1,081
- NPs and PAs: 154
- Radiologic nurses: 289
- Radiologic technologists: 188
Important dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Exhibitor Service Kit online</td>
<td>Fall 2019</td>
</tr>
<tr>
<td>Abstract submissions due</td>
<td>Thursday, Sept. 26, 2019</td>
</tr>
<tr>
<td>Exhibitor housing and registration opens</td>
<td>Monday, Oct. 1, 2019</td>
</tr>
<tr>
<td>Confirmed exhibitors — Full exhibit space</td>
<td></td>
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<tr>
<td>payment deadline</td>
<td>Monday, Oct. 1, 2019</td>
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</tbody>
</table>

Exhibit booth rates

<table>
<thead>
<tr>
<th>Rate Type</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Early bird (On or before Oct. 1, 2019)</td>
<td>$39 per square foot</td>
</tr>
<tr>
<td>Late (after Oct. 1, 2019)</td>
<td>$41 per square foot</td>
</tr>
<tr>
<td>Publisher and affiliated organization</td>
<td>$21 per square foot</td>
</tr>
<tr>
<td>Corner fee</td>
<td>$125 per corner as it applies</td>
</tr>
</tbody>
</table>

Purchase your booth at sirmeeting.org

Opportunities to host Corporate Symposia and events

Invite SIR 2020 professional registrants to attend educational or social events that take place during the official times as outlined in the SIR guidelines. (Any company applying for a corporate symposium must be an SIR 2020 exhibitor.)

New Product Showcase™

Promote your new product by displaying it in the prominently located New Product Showcase™. New products must have a market entry date between March 29, 2019 and April 2, 2020.

Extend your message beyond your booth!

Elevate your brand, showcase your products, and promote your message to the entire SIR 2020 Annual Scientific Meeting audience.

Prominent branding

• Banners
• Floor clings
• Escalator graphics
• Window clings
• Charging lounge

Corporate Suites

• 10’ x 20’ furnished suite
• 20’ x 20’ furnished suite

Digital

• Ads on sirtoday.org
• Annual meeting website ad
• Corporate email blast
• Digital billboard
• Email advertising on sirtoday.org

Print advertising

• Ads in SIR Today (show daily)

Offsite/hotel

• Custom Post-It® on hotel guest room doors
• Hotel keycards
• Hotel room door drops ads
• Hotel guest check-in promo
• Out-of-home marketing
• SIR doctor’s bag

Mobile App sponsorship

• Gold
• Silver
• Bronze

Visit sirmeeting.org or contact Susie Evenden at (703) 460-5586, sevenden@sirweb.org for additional details.