

ADVANCING THE IMAGING PROFESSIONAL

ICE2017

IMAGING CONFERENCE & EXPO

JULY 24-25, 2017 • Washington, D.C.



DON'T MISS IT

ICE is headed to Washington D.C. in 2017!

ICE 2017

IMAGING CONFERENCE & EXPO

The Imaging Conference Expo and (ICE) is the only conference dedicated to imaging service professionals including technicians and directors of imaging services. ICE offers valuable continued education certification from ASRT, and keeping in line with our successful conferences in the past, offer world-class presentations and instructors. Whether it's worthwhile continued education, productive networking or the exclusive exhibit hall, attendees will have the perfect opportunity to enhance their careers and spend time with colleagues.

ATTENDEE DEMOGRAPHICS

Imaging and Radiology

44% Directors/Managers
26% ServiceTechnicians
12% Administrators
12% Vendor/ISO
3% Military/Student
3% Educators



"ICE offers a great opportunity to connect with individuals specializing in imaging equipment and service"

- M. Busdicker, System Director of Clinical Engineering

$500 Mill+

Attendees have a combined purchasing power of over $500 million dollars.

94%

94% of attendees will do business wih exhibiting companies as a result of their ICE attendance

90%

90% of attendees rate the education at 4 (out of 5) or higher

75%

75% of attendees are Imaging Service professionals

300+

300+ attendees averaged per show

REGISTER ONLINE AT WWW.ATTENDICE.COM OR CALL 800-906-3373



REVERSE EXPO

Turning the Tables

ICE 18

Leadership Summit + Reverse Expo

Monday, July 24, 2017 | Hyatt Regency Reston

The ICE 18 Leadership Summit and Reverse Expo will allow imaging equipment sales and service vendors a unique opportunity to meet with 18+ radiology and imaging directors from America's most prestigious hospitals, imaging centers and health systems. Meet with real decision makers, have one-on-one interaction, and network with these high-level executives (called the ICE 18).

We provide a unique and optimal environment to start the relationship at the ICE 18 Leadership Summit and Reverse Expo. Then throughout ICE's exhibit hall, networking events, classes and entertainment, build and establish a real rapport and bond with key decision makers. It's the perfect recipe for maximizing your time and ROI!

Cost to attend the ICE 18 Reverse Expo: $975/person. Limited to first 36 vendor attendees!
*limit two representatives per company

Register online at www.attendice.com/reverse-expo





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SHOW TIME

Schedule at a Glance

For over 15 years, MD Publishing has been an award-winning conference producer and magazine publisher. For two eventful days, imaging service professionals including technicians and directors of imaging services will gather in a one-of-a-kind warm and welcoming environment to network with peers, learn the latest technologies and advances in medical imaging. Find out what everyone has been talking about, this is one event you can't afford to miss!

MONDAY, JULY 24

7:30 – 8am ICE 18 Breakfast
8 – 9:45am ICE Talks Part 2
10am – 12pm ICE Reverse Expo
12 – 1:15pm ICE 18 Private Networking Lunch
12 – 1:15pm Event Launch
1:30 – 3pm Education
3:30 – 5pm Education
5:30 – 7:30pm Welcome Reception

TUESDAY, JULY 25

7am Registration
8 – 9:30am Education
10 – 11:30am Education
11:30am – 2:30pm Exhibit Hall
2:30 – 4pm Keynote
4 – 5pm Bridging the Gap – the Engineer and Administrator Relationship
5pm Last Night Party

Networking Opportunities

Industry Roundtable: The ICE 2017 Industry Roundtable will feature thought leaders from the imaging service industry (Imaging Service Technicians and Directors of Imaging Services) from across the country to network, learn and share innovative and creative ideas to help each other personally and professionally.

Finale Party: Network with industry leaders as you enjoy food, beverages, and good fun.

> *"I always need CEUs but I think I got even more value out of the networking"*
> *- J. Chambers, Director of Diagnostic Imaging, SSM Health*





Hotel Info

Hyatt Regency Reston

- **Address**
  1800 Presidents Street
  Reston, Virginia, USA, 20190
- **Website**
  reston.regency.hyatt.com
- **Room Rate**
  $199/night
- **Reservation Deadline**
  June 30, 2017. (room block may sell out prior to deadline)
- **Group Name**
  "Imaging Conference Expo" or "ICE2017"
- **Reservations by Phone**
  703.709.1234
- **Direct Reservation Link**
  resweb.passkey.com/go/ICE2017



GET CONNECTED

Exhibiting Opportunities

ICE 2017 will offer the industry's leading companies many exciting and productive opportunities to showcase your products and services to the most influential decision-makers in medical imaging today. We will provide a warm and hospitable environment to visit face-to-face with current customers and meet prospective ones.

BENEFITS OF EXHIBITING

- Dedicated exhibit time that does not conflict with other events
- Post-show mailing list of attendees
- Company name, booth number and website promoted to attendees
- Ample time to network one-on-one with attendees
- Gain access to key leaders from America's most prestegious hospitals and health systems
- Affordable exhibit fee includes 2 full conference registrations

"After talking with one of the vendors in the exhibit hall, I may likely save my hospital several thousand (dollars) this year."

- M. Powers, Imaging Supervisor





STANDARD BOOTH PACKAGE

- Booth identification sign
- 2 Chairs
- 6' Skirted table
- Carpet
- 2 Complimentary conference passes (add'l passes $150/ea.)
- Wastebasket
- VIP Pass

BOOTH PRICES

Traditional 8' x 10': $1,795

Premium 8' x 10': $1,995

RESERVE YOUR BOOTH
at www.attendice.com

10+

hours of exhibit hall time and networking opportunities for vendors and attendees

75%

Exhibitors say they met an attendee with purchasing power

95%

Vendors gain sales leads at the Imaging Conference and Expo

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