

# ICE 2020

IMAGING CONFERENCE & EXPO

FEBRUARY 9-11, 2020 • SCOTTSDALE, AZ

## EXHIBITOR OVERVIEW

### ADVANCING THE IMAGING PROFESSIONAL

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



**“ICE offers a great opportunity to connect with individuals specializing in imaging equipment and service.”**

M. Busdicker, System Director of Clinical Engineering



94% of attendees do business with exhibitors as a result of ICE



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



75% of Attendees are Imaging Service Professionals

# 6 REASONS TO EXHIBIT AT ICE

## Brand Awareness

Build brand awareness within ICE's unique community; Exhibiting at ICE is a powerful way to tell our industry that your company is serious, reliable, and large enough to afford its own presence at leading events and conferences.

## Launch New Products

Launch new products and highlight your existing services; ICE attendees tend to be motivated, interested in the products or services your company offers, and often ready to commit to a deal on the spot.

## Foster Relationships

ICE is the ideal venue for making a good first impression, but it is also a convenient way to touch base with existing clients or business partners who are in attendance. A booth visit, lunch or dinner can help build upon existing business relationships to ensure repeat customers.

## Build Relationships

Generate new leads and strengthen your existing relationships; With the right strategy, ICE is an opportunity to drastically expand your company's customer base.

## Network

Network with over 400 imaging directors and service engineers; There is no where else where you can command this kind of audience, under one roof, all at one time.

## Obtain Customer Feedback

ICE offers the perfect opportunity to query attendees on countless topics. Could your marketing team use some customer input for a new product in development? Are salespeople wondering what customers think of your company's recent product upgrade or how they rank its customer-service skills? How do we compare to the competition?

**RESERVE YOUR BOOTH**

at [www.attendice.com](http://www.attendice.com)

# ICE18

Leadership Summit + Reverse Expo



## REVERSE EXPO

The ICE Reverse Expo will allow imaging equipment sales and service vendors a unique opportunity to meet with 20+ 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).

Cost to attend the ICE 18 Reverse Expo: \$975/person. Limited to first 36 vendor attendees!

*\*limit two representatives per company*



2019 ICE18 attendees had a combined purchasing power of over \$829 million.

*You can't afford to miss this!*

REGISTER ONLINE AT  
**[ATTENDICE.COM/REVERSE-EXPO](http://ATTENDICE.COM/REVERSE-EXPO)**