



8th International Symposium on Focused Ultrasound

October 23-28, 2022

Bethesda North Marriott Hotel & Conference Center
Bethesda, MD, USA

Sponsor & Exhibitor Prospectus



FOCUSED
ULTRASOUND
FOUNDATION



8th International Symposium on Focused Ultrasound

The 8th International Symposium on Focused Ultrasound is the world's leading forum for clinical and scientific experts to share the latest advances in focused ultrasound.

The meeting is an opportunity to reflect on the remarkable progress in the field and chart a clear roadmap forward. We feel the technology has **never been more poised for commercial success.**

Learn more at fusfoundation.org/symposium

2020 VIRTUAL SYMPOSIUM BY THE NUMBERS

1800+ REGISTRANTS

57 COUNTRIES REPRESENTED

19 EXPERT PANELS

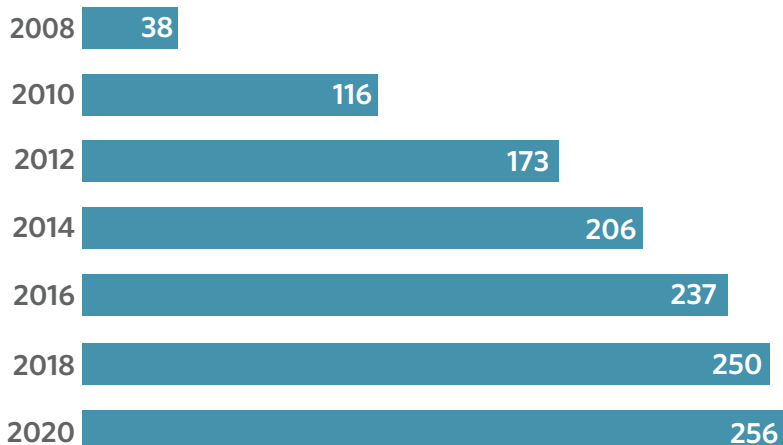
31 ROUNDTABLE DISCUSSIONS

19 SPONSORS AND EXHIBITORS

HYBRID SPONSORSHIP BENEFITS

- The largest Symposium attendance ever is anticipated because of the hybrid format.
- Unique hybrid advertising opportunities like banner ads, in-feed sponsored content, and intro videos before sessions.
- Ability to target specific profiles
- Make connections to capture qualified leads
- Access the attendee registration list to target potential new prospects
- Include videos of your latest products, add photos, and make comments in your newsfeed
- Ability to break out into a private video call or text chat with attendees and other exhibitors
- Opportunity to sponsor sessions, content, areas within the platform, in-person receptions, coffee breaks, and more
- Take part in the commercialization session on Friday, October 28.

ABSTRACTS PRESENTED AT PAST SYMPOSIA



Exhibitor & Sponsorship Opportunities

Engagement Level	Diamond \$100,000	Platinum \$50,000	Gold \$25,000	Silver \$15,000	Bronze \$10,000	Exhibitor \$5,000	Friend [‡] \$1,000
Logo on Symposium website & virtual platform	■	■	■	■	■		
Logo in digital post-event documents (Includes abstract book and meeting summary)	■	■	■	■	■		
Exhibit space* & virtual booth	■	■	■	■	■	■	
Logo on holding slides during plenary sessions	■	■	■	■	■		
Ad in digital post-event documents and mobile app (Includes abstract book and meeting summary)	Full color, full page	Black & white, full page	Black & white, 1/2 page	Black & white, 1/4 page			
Company description in abstract book and mobile app (50 words)	■	■	■	■	■	■	■ [‡]
Complimentary registrations (Includes access to plenary sessions and receptions)	10	10	5	3	2	2	1
Additional credits (Values can be applied toward live and/or virtual opportunities as listed on pages 4-5.)	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500		

*An exhibit space includes one (1) 6 ft x 30 in skirted and draped table, two (2) chairs and one (1) wastebasket.

[†]Organizations must attain pre-approval by the Focused Ultrasound Foundation to be designated as a "Friend." Those eligible for this category include—but are not limited to—non-profit organizations, societies, and pre-revenue companies.

[‡]Friends will have access to a shared exhibit space. Additional exhibit space may be granted based on availability.

Logo Submission

E-mail full color and black/white logos to [Lynne Valentic, lvalentic@custommanagement.com](mailto:lvalentic@custommanagement.com), for inclusion in conference materials. Your logo must be received no later than **22 September 2022** to be included in all printed materials. Logo files must be high resolution (300 dpi or higher) in tif, jpeg, or eps format.

The Focused Ultrasound Foundation does not assume, and expressly disclaims, any copyright, trademark, or other liability arising from or related to logos submitted for use in connection with the Symposium.

Advertisements

All sponsors at the Silver level or higher can advertise in the Symposium program. Email the appropriate size and color advertisement to [Marilla Owens, mowens@custommanagement.com](mailto:mowens@custommanagement.com), for your sponsorship level. Your advertisement must be received no later than **22 September 2022** to be included in the program.

A full page ad measures 5.5 inches wide x 8.5 inches high. A half page ad measures 5.0 inches wide x 3.75 inches high. A quarter page ad measures 2.25 inches wide x 3.75 inches high.

Exhibitor Legal Compliance

Sponsors and exhibitors are responsible for ensuring that all exhibits and exhibited items must comply with applicable local, state, and federal law and regulations, including US Food and Drug Administration (FDA) regulations governing the labeling of displayed products, prohibiting sponsorship of hands-on or educational events for non-approved products, and affecting how booth descriptions may be listed in meeting programs.

Additional Advertising & Marketing Opportunities

Supporting an event or activity offers a more rewarding experience for attendees and increases your company's visibility. As a supporter, you will receive prominent recognition through the signage and/or event app. These marketing opportunities are reserved on a first-come, first-served basis, so don't delay. We also welcome new and creative ideas that contribute to the quality of the meeting.

For more information, contact [Lynne Valentic \(lvalentic@custommanagement.com\)](mailto:lvalentic@custommanagement.com).



Opportunity reaches the in-person audience



Opportunity reaches the virtual audience



Charging Stations: \$2,500

This is an opportunity to display branded signage at all charging stations in the conference area, where attendees can power up their mobile devices.



Water Stations: \$2,500

This is an opportunity to display branded signage at all water dispensers in the conference area.



Session & Coffee Break: \$5,000

Plenary sessions will take place Monday, October 24, through the morning of Friday, October 28. Please note a session is defined as either morning or afternoon each day. Your sponsorship will include your logo in the Program & Abstract book and break slides before and during the session you choose. You will also have the opportunity to display branded signage and decorations at room entries and on food and beverage tables during the coffee break. Your logo will be featured on the mobile schedule coffee break listing as well.



Named Award: \$5,000 and up

This is an opportunity for a branded award to celebrate someone in the focused ultrasound community. We can work with you on selecting an existing award to sponsor or co-developing a new award and selection criteria.



Networking Lunch: \$7,500 (Four available)

This is an opportunity to display branded signage and decorations at room entries and on food and beverage tables during a lunch period. Your logo will be featured on the mobile schedule lunch listing as well.



Keynote Address: \$7,500 (Four available)

A keynote talk will take place each day Monday, October 24 through Friday, October 28. Your sponsorship will include your logo in the Program & Abstract book and break slides in the conference area before and during the keynote address. Your logo will also appear in the Keynote Sponsor tile next to the Sponsored Keynote Presentations section of the Sessions page.



Mobile App: \$15,000

The Foundation will include your logo or banner ad near the top of the app and a text link to your website. Attendees will access this app before, during, and after the Symposium.

Additional Advertising & Marketing Opportunities (cont.)



Evening Networking Receptions: \$15,000 (Three available)

These receptions are designed to give Symposium attendees ample time for networking throughout the week. This will be the first in-person Symposium since 2018, we encourage you to help support participant engagement, networking, and research discussions. Your support of these functions will be noted as follows: Your support of one of these functions will be noted as follows:

- Your company logo will be featured on mobile event listing.
- Opportunity to display branded signage and decorations at room entries as well as on food tables and bar areas.



Welcome Reception: \$25,000

This reception brings together Symposium speakers and participants in one convenient and relaxed setting, making networking easier than ever. Your support of this function will be noted as follows:

- Your company logo will be featured on mobile event listing
- Opportunity to display branded signage and decorations at room entries as well as on food tables and bar areas.



Young Investigator Program: \$25,000

The Foundation established the Young Investigator Awards Program to encourage quality research by clinicians and scientists-in-training and to support their presentation of meritorious scientific papers at the Symposium. Sponsorship for the Young Investigator Program includes registration and up to \$2,000 in reimbursement for travel and lodging expenses for each recipient. Your logo will appear as a sponsor of this program in the printed program book, on signage near the posters, and on certificates presented to award recipients.

Sponsor and Exhibitor Agreement Form

Contact Information

List the contact person to whom all correspondence should be sent. Please print clearly.

Contact Person: _____

Title: _____

Organization: _____

Street Address: _____

City, State/Province: _____

Postcode/ZIP: _____ Country: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

This organization plans to exhibit at the Symposium: ☐ Yes ☐ No

If Yes, please review and complete the Terms and Conditions included in the Exhibitor Policies.

Sponsor & Advertising Selection

Engagement Level:

- ☐ **Diamond** (\$100,000)
- ☐ **Platinum** (\$50,000)
- ☐ **Gold** (\$25,000)
- ☐ **Silver** (\$15,000)
- ☐ **Bronze** (\$10,000)
- ☐ **Exhibitor** (\$5,000)
- ☐ **Friend** (\$1,000)

Advertising & Marketing Opportunities:

- ☐ **Charging Stations** (\$2,500)
- ☐ **Water Stations** (\$2,500)
- ☐ **Session & Coffee Break** (\$5,000)
- ☐ **Named Award** (\$5,000+)
- ☐ **Networking Lunch** (\$7,500) *limit 4* # sponsored: _____
- ☐ **Keynote Address** (\$7,500) *limit 4* # sponsored: _____
- ☐ **Mobile App** (\$15,000)
- ☐ **Networking Receptions** (\$15,000) *limit 3* # sponsored: _____
- ☐ **Welcome Reception** (\$25,000)
- ☐ **Young Investigator Program** (\$25,000)

Sponsor and Exhibitor Agreement Form (cont.)

Attendee Information

Please refer to Page 3 for information on the number of complimentary registrations you are allowed based on sponsorship level. Complete the following information for all attendees using those complimentary registrations. Please print clearly.

First Name	Last Name	Organization*	Email Address†

*If different from sponsoring organization.

†By providing your email address, you agree to receive email communications from the Focused Ultrasound Foundation about the 8th International Symposium on Focused Ultrasound.

Sponsor and Exhibitor Agreement Form (cont.)

Payment Information

Payment by Check or Credit Card

Total Amount: _____ Check Number*: _____

Credit Card: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Card Number: _____ Exp. Date: _____ CV2/CSC**: _____

Signature: _____

Cardholder Email: _____

**Make checks payable to Focused Ultrasound Foundation and mail directly to the Focused Ultrasound Foundation Attn. Skyler Kitchen 1230 Cedars Court, Suite 206 Charlottesville, VA 22903. Remittance must be in U.S. Dollars. A \$25 surcharge will be assessed to cover any collection fees.*

***The CV2 (or CSC) code is the three-digit security code located on the signature strip on the back of Visa and MasterCard. American Express cards have a four-digit security code located on the front.*

Payment by Invoice

Total Amount: _____ Preferred Date of Invoice: _____

Contact Name: _____

Professional Title: _____

Address: _____

Email: _____ Phone Number: _____

Payment by Bank Transfer

For wiring instructions, please contact Skyler Kitchen, skitchen@fusfoundation.org.

Payment & Cancellation Policies

Payment Conditions: All payments must be made in US Dollars. Payment is preferred at time of sponsorship paperwork submission; however, **full** sponsorship payment is due **before** the start of the 8th International Symposium on Focused Ultrasound (the "Symposium") on Sunday, 23 October 2022.

Cancellation Policy: Cancellations and changes to your agreement must be notified in writing to Lynne Valentic (lvalentic@custommanagement.com) no later than 22 September 2022.

Cancellation Fees: In case of cancellation and changes to your agreement requested before 01 August 2022, 50% of the sponsorship amount will be refunded. **No refunds will be permitted after this date.**

Exhibitor Policies

Certificate of Insurance: Exhibitors and their authorized decorators must have liability insurance. Each exhibitor must provide a one-page "Certificate of Insurance" in the name of the Focused Ultrasound Foundation (the "Foundation"), from their insurance company showing coverage for the duration of the event, including move-in and move-out. The minimum requirement is liability and property damage insurance in no less than \$1,000,000 per occurrence.

Contents of Exhibit Space: Exhibit space includes one (1) 8 ft. x 30 in. skirted and draped table, two (2) chairs and one (1) wastebasket. Exhibitors may rent audio visual equipment (using the *Audio Visual Exhibit Order Form*) and/or additional furnishing items from the Bethesda North Marriott Hotel and Conference Center.

Exhibitor Policies (cont.)

Assignment of Space: Reservation of exhibit space is based on sponsorship level and receipt of payment. Send the completed **Sponsor and Exhibitor Agreement Form** to Lynne Valentic at lvalentic@custommanagement.com by 22 September 2022 to receive all stated benefits.

Booth Restrictions: Booth banners and display elements cannot exceed a height of three (3) feet, if placed on table. "Subleasing" of space is not permitted.

Ancillary Events: An ancillary event is any function held during the 8th International Symposium on Focused Ultrasound (the "Symposium") by a party other than the Foundation. All ancillary events must receive Foundation authorization whether the organizer is requesting Symposium meeting space or holding the event off-site. No events may be scheduled during Symposium hours. To obtain Symposium meeting space, the organizer must be at least a Silver Sponsor.

Liability/Hold Harmless: Exhibitor shall indemnify, defend, and hold harmless the Foundation and its employees, agents, and affiliates from and against any and all costs, liabilities, damages, losses and harm from any third party claims arising from any acts or omissions of exhibitor or its agents, including without limitation, any display or promotion of product materials by exhibitor.

Protection of Exhibit Space: Nothing shall be posted, tacked, nailed, screwed, or otherwise attached to columns, walls, floor, or other parts of the venue without the written permission of the Foundation or a representative of the hotel property, which must be provided to the Foundation. Exhibitors are liable for any damage to facility property caused by such exhibitor and/or such exhibitor's guests, including damage to escalators, elevators, floors, walls, columns, standard booth equipment or other exhibitor's property.

Enforcement of Policies: The policies of the Foundation's exhibits are intended to bring order and fairness to the Symposium. The exhibitor agrees that the Foundation shall have the right to make such rules and regulations or changes in floor plan arrangements of booths for said exhibition as it shall deem necessary. The Foundation shall have the final determination for enforcement of all policies and conditions. The Foundation reserves the right without recourse to control or prohibit any exhibit or part of any exhibit that is contrary to the Foundation's mission and values. This includes the conduct of persons and the content and placement of printed matter. The Foundation may dismiss an exhibitor from the conference for unethical conduct. It is agreed that no refund of fees shall be made upon dismissal.

Exhibitor Responsibility and Badges: Each exhibitor must name at least one person to be the representative in connection with installation, operation, tear-down, and removal of the exhibit. The Foundation reserves the right to have the exhibit installed or cleared at the expense of the exhibitor. Complimentary registrations are based on sponsorship level. Additional representatives may register for an additional fee. Exhibitors are invited to attend the sessions but must wear their badges at all Symposium functions.

Compliance with Fire Regulations & Laws: No volatile or flammable fluids, substances, or materials of any nature prohibited by local ordinances, the local fire department, or insurance carriers may be used in any booth or in the exhibit area. Exhibitors must comply with all laws, rules, regulations, and ordinances. Exhibitor represents and warrants that its products and services for exhibition are marketed for the labeled indication or promoted for use in accordance with all applicable laws and regulations, including by the US Food, Drug and Cosmetic Act.

Terms & Conditions: As an Authorizing officer, I hereby authorize the Focused Ultrasound Foundation to reserve exhibit space for use by the company or organization indicated below. I hereby acknowledge receipt of and agree to abide by the Exhibitor Policies and to all conditions under which exhibit space is leased to the Foundation. The Foundation reserves the absolute right, at any time, to determine the eligibility of any company or product for inclusion in the exhibit. I acknowledge that space assignments shall be acceptable unless the Foundation is notified in writing within fifteen (15) days of the date of assignment notification. I specify that the products or services listed in your description are those to be exhibited.

WARRANTY DISCLAIMER: EXCEPT AS EXPRESSLY SET FORTH HEREIN, THE FOUNDATION MAKES NO REPRESENTATIONS OR EXTENDS ANY WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED WITH REGARD TO THE ACTIVITIES TO BE PERFORMED HEREUNDER, INCLUDING THE RESULTS OF PARTICIPATION IN THE SYMPOSIUM, SECURITY FOR THE DURATION OF THE MEETING, OR ANY LOSS OF EXHIBITOR'S OR SPONSOR'S MATERIAL BY ANY CAUSE.

Governing Law: This Sponsor and Exhibitor Agreement Form shall be governed by and construed in accordance with the laws of the Commonwealth of Virginia, without regard to choice of laws provisions.

Signature of Authorizing Officer

Date

Printed Name

Organization Name

Please send completed form by 22 September 2022 to Lynne Valentic, lvalentic@custommanagement.com

Important Dates

07 March 2022	Abstract Submission Opens
16 May 2022	Abstract Submission Closes
23 October 2022	Symposium Begins

Exhibitor Timeline

23 October 2022	Booth Setup
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Exhibitors may begin booth setup at 10:00am and must be completed by 4:00pm.

27 October 2022	Booth Breakdown
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Exhibitors may begin breaking down their booth at 6:30pm and must be completed by midnight.

**Don't miss the
commercialization session
on Friday morning,
28 October 2022.**

Sponsorship Checklist

The dates below are the last day these materials will be accepted. However, the promotional pages on the Symposium website will be updated on a rolling basis as forms are submitted.

22 September 2022		Responsible Party
<input type="checkbox"/>	Cancellation or change of sponsorship deadline <i>*To retain 50% of sponsorship fee, cancellations and changes must be requested by 1 August 2022.</i>	Lynne Valentic, lvalentic@custommanagement.com
<input type="checkbox"/>	Sponsor and Exhibitor Agreement Form (4 pages)	Lynne Valentic, lvalentic@custommanagement.com
<input type="checkbox"/>	Ancillary Event Request Form due <i>*One must be at least a Silver Sponsor to hold an ancillary event.</i>	Lynne Valentic, lvalentic@custommanagement.com
<input type="checkbox"/>	Professional materials due <i>*These include company logos and advertisements.</i>	Marilla Owens, mowens@custommanagement.com
23 September 2022		
<input type="checkbox"/>	Certificate of Insurance due	Lynne Valentic, lvalentic@custommanagement.com
<input type="checkbox"/>	Advanced freight sent to venue	FUS Symposium Exhibitor Name, Booth Number Bethesda North Marriott Hotel & Conference Center, 5701 Marinelli Road, North Bethesda, MD 20852
03 October 2022		
<input type="checkbox"/>	Audio Visual Exhibit Order Form due	Lynne Valentic, lvalentic@custommanagement.com

Focused Ultrasound Foundation

1230 Cedars Court, Suite 206, Charlottesville, VA, USA

(434) 220.4993

www.fusfoundation.org

www.fusfoundation.org/symposium



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