

43RD ANNUAL MEETING

# SOCIETY OF SKELETAL RADIOLOGY

2020



SOCIETY OF  
SKELETAL  
RADIOLOGY

## PARTNERSHIP PROSPECTUS

March 28-April 1, 2020

Hyatt Regency Huntington Beach | Huntington Beach, CA | [www.skeletalrad.org](http://www.skeletalrad.org)

Dear Colleague,

As the President of Society of Skeletal Radiology and on behalf of the entire SSR Board of Directors, I invite your support and participation at the SSR 43rd Annual Scientific Meeting. This one-of-a-kind meeting, held each year to encourage research, disseminate new information, stimulate collaboration and refine subspecialty expertise will be held on March 28-April 1, 2020 at the Hyatt Regency Huntington Beach in Huntington Beach, California.

Exhibiting at the SSR Annual Meeting will allow you to network with over 350 musculoskeletal radiologists from across the US and beyond. We are experiencing rapid growth in our society composed of musculoskeletal radiologists with deep connections to Orthopedic Surgery, Sports Medicine, Rehabilitation and Rheumatology. We also train the new generation of radiology residents and musculoskeletal fellows who are exposed to new and innovative products such as imaging equipment and procedural techniques. Dedicated to encouraging and supporting the development of expertise in the subspecialty, the members at this meeting want to meet you face-to-face and examine your products and services. Like many subspecialists, members are typically based in large academic institutions or large private practice groups. Most hold high-level positions in their departments and are among the most highly regarded radiologists in the world.

The 43rd Meeting in Huntington Beach is designed as a unique opportunity for attendees to participate in the discussion of peer-reviewed papers given by society members. Completed research, preliminary work, and innovative ideas are all given a forum with discussion encouraged. Based on needs assessment, special sessions and panel discussions are also developed and implemented.

The exhibit hall will be in a separate room within proximity to the general session. Breakfast, lunch and breaks will be hosted in the exhibit hall to encourage optimal traffic. You are invited to choose between a 6-foot tabletop exhibit at \$2,500 or an exhibit booth at \$4,500. Additional sponsorship opportunities are available in the attached exhibitor prospectus. While more than one-third of SSR members attend the live conference each year, your company information and messaging will reach over 1,300 SSR members through recognition on our website and pre-and-post meeting member newsletters.

Thank you for your consideration of our request for participation in this cutting-edge Musculoskeletal Radiology Conference. Here's to success in the coming year, see you in Scottsdale!

*Laura Bancroft*

Laura W. Bancroft, MD, FACR  
President, Society of Skeletal Radiology

# LEARNING OBJECTIVES

**At the conclusion of this activity, the learner will be able to:**

1. Apply real life situations to clinical practice;
2. Integrate knowledge and performance in the assessment and diagnosis of musculoskeletal sports injury, tumors, trauma and degenerative disease;
3. Identify the anatomy of normal MSK tissues, variants and mimicker of disease;
4. Identify morphologic, histologic and imaging characteristics of MSK disease;
5. Describe the specific pathology that accounts for the appearance of osseous and soft tissues in the setting of trauma, overuse, degeneration, inflammatory/autoimmune and neoplastic conditions on various imaging modalities;
6. Recognize the relationship of specific biomechanical activities, injuries and treatments to the appearance of joints, bone, and soft tissues on image, arthroscopic, and pathologic assessment;
7. Review the optimal role of imaging, surgery and histopathology in the diagnosis and management of musculoskeletal disease and health;
8. Identify the complementary role of emerging imaging techniques, modalities, and interventional/therapeutic procedures in the diagnosis and management of specific musculoskeletal conditions;
9. Illustrate competency in Ultrasound, MRI, and therapeutic approaches in the assessment and management of the musculoskeletal system.

Rush University Medical Center is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. Rush University Medical Center designates this live activity for a \*maximum of 20.25 AMA PRA Category 1 Credit(s)<sup>™</sup> Physicians should claim only credit commensurate with the extent of their participation in the activity.

\*Actual number of CME has not yet been determined, and may vary slightly.

## SUNDAY, MARCH 29, 2020

7:00 am– 7:55 am	Continental Breakfast
7:00 am – 5:00 pm	Registration/Information Desk Open
7:00 am – 1:30 pm	Exhibit Hall Open
7:00 am – 4:30 pm	<b>Poster Session</b>
<b>7:45 am – 8:50 am</b>	<b>SSR ANNUAL BUSINESS MEETING</b>
9:00 am – 9:15 am	2019 Seed Grant Research Award Recipient Presentation
9:15 am – 10:15 am	Best Practice and Emerging Trends Session
<b>10:15 am – 10:20 am</b>	<b>CASE OF THE DAY</b>
10:20 am – 10:45 am	Break – Visit Exhibit Hall
10:45 am – 12:00 pm	Upper Extremity Session
<b>12:00 pm– 12:05 pm</b>	<b>CASE OF THE DAY</b>
12:05 pm – 1:30 pm	Lunch (In Exhibit Hall or Industry Sponsored Lunch Symposium)
<b>1:30 pm– 3:00 pm</b>	<b>FOCUS SESSION/SELF ASSESSMENT MODULE (SAM I) Whole Body MSK MR Imaging</b>
3:00 pm – 3:10 pm	SAM I EXAM
3:10 pm – 3:20 pm	Break
<b>3:20 pm – 4:50 pm</b>	<b>FOCUS SESSION/SELF ASSESSMENT MODULE (SAM II) - Complex Injuries in Knee Trauma</b>
4:50 pm – 5:00 pm	SAM II EXAM

## MONDAY, MARCH 30, 2020

7:00 am – 7:55 am	Continental Breakfast
7:00 am – 12:35 pm	Registration/Information Desk Open
7:00 am – 12:30 pm	Exhibit Hall Open
7:00 am – 12:30 pm	<b>Eposter Session</b>
7:45 am – 8:00 am	ESSR Best Paper Award Presentation
8:00 am – 10:00 am	Artificial Intelligence Session
<b>10:00 am – 10:05 am</b>	<b>CASE OF THE DAY</b>
10:05 am – 10:30 am	Break - Visit Exhibit Hall
10:30 am – 12:30 pm	Intervention Session
<b>12:30 pm – 12:35 pm</b>	<b>CASE OF THE DAY</b>
1:00 pm – 4:00 pm	<b>MSK ULTRASOUND HANDS-ON WORKSHOP: KNEE &amp; LOWER LEG</b> (separate registration and fee required)
1:45 pm – 4:00 pm	Breakout Session – Health & Wellness (Optional, Open to all Members)
<b>6:00 pm – 9:30 pm</b>	<b>SSR Annual Banquet</b>

## TUESDAY, MARCH 31, 2020

7:00 am – 7:55 am	Continental Breakfast
7:00 am – 12:35 pm	Registration/Information Desk Open
7:00 am – 12:30 pm	Exhibit Hall Open
7:00 am – 12:30 pm	<b>Eposter Session</b>
7:00 am – 8:00 am	Gender Diversity & Equity in Radiology & MSK Imaging (Optional Breakfast Discussion)
8:00 am – 10:00 am	Tumor/Marrow Session
<b>10:00 am – 10:05 am</b>	<b>CASE OF THE DAY</b>
10:05 am – 10:30 am	Break – Visit Exhibit Hall
10:30 am – 12:30 pm	Knee/Lower Extremity Session
<b>1:00 pm</b>	<b>SSR ANNUAL GOLF OUTING</b> (separate registration and fee required)
1:30 pm – 4:00 pm	Breakout Session – AI MSK Imaging (Optional, Open to all Members)

## WEDNESDAY, APRIL 1, 2020

7:00 am – 7:55 am	Continental Breakfast
7:00 am – 12:30 pm	Registration/Information Desk Open
7:00 am – 10:30 am	Exhibit Hall Open
7:00 am – 10:30 am	<b>Eposter Session</b>
8:00 am – 10:00 am	Technologies and Techniques Session
<b>10:00 am – 10:05 am</b>	<b>CASE OF THE DAY</b>
10:05 am – 10:30 am	Break – Visit Exhibit Hall
10:30 am – 12:30 pm	Hip/Pelvis Session



# ACCOMMODATIONS & VENUE



## HYATT REGENCY HUNTINGTON BEACH

Relax amid Pacific Ocean views and Spanish-inspired architecture while enjoying full-service resort amenities including cabanas and beach activities. Our prime oceanfront location is walking distance to shopping and dining at Pacific City and just 30 minutes to Disneyland® in Anaheim.

**ROOM RATE:** \$299/per night (plus tax and resort fee)

**RESORT FEE:** \$29.99 per room, per night plus taxes. The resort fee will be waived at check-in.

The following items are included in the resort fee:

- Enhanced high speed wireless internet
- Unlimited local and domestic calls
- Access to spa and fitness center (minimum 18 years of age for fitness center)
- Overnight self-parking
- Complimentary shuttle service to the golf club and golf driving range use
- Complimentary 2 hour tennis court use and bicycle rental

**RATE VALID:** March 28-April 1, 2020

**PHONE:** +1 714-698-1234

**GROUP RATE NAME:** G-SSRM

**RESERVATION CUT-OFF DATE:** Before Friday, March 6, 2020

HYATT REGENCY HUNTINGTON BEACH | 21500 Pacific Coast Highway | Huntington Beach, CA | +1 714-698-1234

## EXHIBIT SPACE RESERVATION

Companies wishing to exhibit must submit a completed exhibitor form with method of payment indicated on the form. Exhibits provide an educational service to participants and provide useful information about developments, products and services related to their interests and responsibilities. Products or services displayed must further the purpose of the meeting and provide an atmosphere conducive to exchanging information relevant to the clinical content of the conference.

## NEW to MSK?

Special opportunities are available for first time exhibitors and companies who are new to the MSK radiology space. For more information, please contact [denise@veritasmeetings.com](mailto:denise@veritasmeetings.com) or call 973-769-1020. We look forward to meeting you.

## PAYMENT

Our tax ID number is EIN # 56-1214728.

Pay by credit card: Fill out and mail the registration form to the address below or fax to Denise Castetter at 847.960.3862.

**Please make checks payable to:** Society of Skeletal Radiology

Mail Checks to: Society of Skeletal Radiology | 1061 East Main Street, Suite 300 | East Dundee, IL 60118

Attn: Denise Castetter

## EXHIBIT SCHEDULE (Exhibit schedule subject to change)

### THE CONFERENCE HAS BEEN CAREFULLY SCHEDULED TO ALLOW MAXIMUM EXPOSURE FOR EXHIBITS:

- The exhibits remain open through the course hours below with steady traffic in the exhibit hall. Satellite feed from the general session, e-poster kiosks, and refreshments in the hall encourage steady traffic.

<b>EXHIBIT MOVE IN</b>	Saturday March 28, 2020	2:00 pm to 5:00 pm
<b>EXHIBIT HOURS:</b>	Sunday, March 29, 2020	7:00 am – 1:30 pm
	Monday, March 30, 2020	7:00 am – 12:30 pm
	Tuesday, March 31, 2020	7:00 am – 12:30 pm
	Wednesday, April 1, 2020	7:00 am – 10:30 am
<b>EXHIBIT TEARDOWN</b>	Wednesday, April 1, 2020	After 11:00 am

All exhibit materials must be packed and ready for shipment by 1:00 PM on Wednesday, April 1st.

If your exhibit cannot be removed by this specific deadline, special arrangements must be made with the SSR executive office. If these arrangements have not been made, all material not removed by that time will be shipped at the exhibitor's expense by a carrier selected by SSR.

## HANDS-ON MSK ULTRASOUND COURSE:

**Monday, March 30 1:00 pm – 4:00 pm**

Companies that are interested in providing equipment for this session may contact Denise Castetter at 973-769-1020.

# SPONSORSHIP OPPORTUNITIES

## PLATINUM

### Product Theater Timeslot | \$10,000

A non-competing one-hour timeslot to make your program available to our attendees.

#### Your Platinum Sponsorship includes:

- AV, refreshments and event marketing
  - Prime Location Exhibit Space
  - Up to 6 badges
  - Recognition signage
  - Recognition in conference materials
  - Recognition on mass marketing emails
- 

## GOLD

### Internet Code Sponsor | \$7,500

Your custom word or short phrase becomes the code attendees must enter to access the internet throughout the meeting. This is a great way to create a buzz, start conversations or drive traffic to your included exhibit table.

### Early Bird “Breakfast” Product Theater | \$7,500

Provide your non-CME program or Hands-On Simulation Training experience for our attendees during a one-hour non-competing early bird session at 7:00 am on Monday, March 30, Tuesday, March 31, or Wednesday, April 1. Your session will take place in an adjoining room near the exhibit hall, continental breakfast will be paid for and provided to all attendees by the SSR in the exhibit hall.

\*In addition to what is included below, this “Breakfast” Product theater also includes Audio Visual package, room and promotion, food and beverage.

### Room Drops | \$7,500

Deliver your message to the room of each attendee at the meeting. All artwork or promotional items must be approved by the SSR executive office, please contact [denise@veritasmeetings.com](mailto:denise@veritasmeetings.com) or 973-769-1020 for more information.

#### Your Gold Sponsorship includes:

- Prime Location Exhibit Space
  - Up to 5 badges
  - Recognition signage
  - Recognition in conference materials
  - Recognition on mass marketing emails
- 

## SILVER | \$4,500

- Prime Location Exhibit Space
  - 4 badges
  - Recognition signage
  - Recognition in conference materials
  - Recognition on mass marketing emails
- 

## BRONZE | \$2,500

- 6-foot Table Top Only (No standing signage or equipment)
- 2 badges
- Recognition signage
- Recognition in conference materials
- Recognition on mass marketing emails



# EXHIBIT REGISTRATION & INVOICE FORM

43RD ANNUAL MEETING | SOCIETY OF SKELETAL RADIOLOGY  
March 28-April 1, 2020 | Huntington Beach, CA | [www.skeletalrad.org](http://www.skeletalrad.org)

Exhibiting companies agree to abide by all requirements of the ACCME Standards for Commercial Support, Rush University Medical Center will ensure that all decisions relating to the educational content of the CME activity are made free of the control of the exhibitors. Exhibit space at this CME activity has not and will not be given as a condition of grants or commercial support but is a fee for rental of space only.

Company Name (as to appear on printed material)

Contact Person (Individual to whom all exhibitor information will be forwarded)

Title

Street Address

City

State

Zip

Telephone

Fax

Email

Product

Special Requests/Considerations

## BADGES

COMPANY REP NAME(S)

TITLE

EMAIL ADDRESS

PHONE

GOLD AND PLATINUM ONLY

ADDITIONAL ATTENDEES

Exhibit Space Rental and Promotional Sponsorships:

## PARTNERSHIP LEVEL

- |                                   |          |  |
|-----------------------------------|----------|--|
| <input type="checkbox"/> PLATINUM | \$10,000 | <input type="checkbox"/> Lunch Product Theater   |
| <input type="checkbox"/> GOLD     | \$7,500  | <input type="checkbox"/> Early Bird Breakfast Session <input type="checkbox"/> Internet Sponsor <input type="checkbox"/> Door Drop |
| <input type="checkbox"/> SILVER   | \$4,500  | Equipment and floor display allowed, up to (4) badges  |
| <input type="checkbox"/> BRONZE   | \$2,500  | Standard 6 ft. tabletop display only<br>(no floor standing space for signs or equipment) <b>plus 2 badges</b>                      |

## PAYMENT

Method of Payment: ☐ Check (Make check payable to Society of Skeletal Radiology) EIN # 56-1214728

**Mail Checks to** Society of Skeletal Radiology | 1061 East Main Street | Suite 300 East Dundee, IL 60124 **Attn:** Denise Castetter

Credit Card: ☐ Visa ☐ MC ☐ AMEX ☐ DISCOVER

Card Number

Expiration Date

CVV Code

Name on Card

Signature

Credit Card Mailing Address (if different than above)

Total \$ *Please process payment as indicated above*

**Send Payment and Contract for Exhibit Space to:** Society of Skeletal Radiology **Attn: Denise Castetter**  
1061 E. Main Street, Suite 300, East Dundee, IL 60118 | [denise@veritasmeetings.com](mailto:denise@veritasmeetings.com) | **Fax** 847-649-1704 | **Phone** 973-769-1020