



SOCIETY OF SKELETAL RADIOLOGY

# SSR2025

**48TH ANNUAL MEETING • MARCH 30 - APRIL 2**

**Santa Fe Community Convention Center • Santa Fe, New Mexico**



# INVITATION

Dear Industry Colleagues,

On behalf of the entire Society of Skeletal Radiology, it is my pleasure to invite your support and participation at the SSR 48th 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 30 - April 2, 2025 at the Santa Fe Community Convention Center in Santa Fe, New Mexico..

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 48th Meeting in Santa Fe, 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. New this year, the program will feature a dedicated session focusing on AI in MSK.

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. Sponsors will also receive a complimentary virtual companion page built into the meeting app. 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 Santa Fe.

*Ryan O'Sullivan*

Ryan O'Sullivan  
Director, Industry Relations

# 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 imagine, 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>TM</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.

## SPONSORSHIP INFORMATION

### 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 [Ryan@veritasamc.com](mailto:Ryan@veritasamc.com) or call 847-571-2920. We look forward to meeting you.

### EXHIBITOR DETAILS

Exhibitor Move in - March 29

Exhibitor Move out - April 1

*Timing and Dates are subject to change based on the agenda.*

## HANDS-ON MSK ULTRASOUND COURSE

**Monday, March 31st**  
**Lecture/Demo 1:30 pm - 2:00 pm**  
**Workshop 2:00 pm - 3:30 pm**

Companies that are interested in providing equipment for this session may contact Tara Luczak at [Tara@veritasamc.com](mailto:Tara@veritasamc.com).

# SPONSORSHIP OPPORTUNITIES

## DIAMOND LEVEL Choose One of the Following:

\$25,000

### PRODUCT THEATRE TIMESLOT (3 AVAILABLE)

A non-competing timeslot to highlight your drug, device or service featuring a member of your speaker's bureau over the lunch hour. Price includes: room, basic audio visual package, promotion of program to our attendees, food and beverage. Your premium exhibit space and up to 4 badges are included in this package. Livestream your presentation to virtual attendees for an additional \$5,000.

### HANDS-ON WORKSHOP

Showcase your products and initiatives by providing attendees with a hands-on experience using your proprietary software and imaging systems.

### FOCUS GROUP (POPULAR! LIMITED AVAILABLE)

Unparalleled opportunity to gain insight! The SSR will organize a group of subject matter experts to convene with your team on a topic of your choosing during the annual meeting.

Day 1, Day 2 and Day 3 will be assigned on a first-come, first-served basis

- 6-foot draped table with 2 chairs
- 5 exhibitor badges
- 5 tickets to Welcome Reception
- Recognition signage at entrance of program
- Logo recognition on conference website
- Recognition in conference program
- Recognition on mass marketing emails

## PLATINUM LEVEL Choose One of the Following:

\$15,000

### EARLY BIRD PRODUCT SESSIONS (3 AVAILABLE)

Provide your non-CME program or Hands-On Simulation Training experience for our attendees during a one-hour non-competing early bird session over breakfast. Livestream your presentation to virtual attendees for an additional \$5,000.

### INNOVATION WORKSHOP

Participate in table top learning hands on session to showcase your technology. Attendees will rotate as small groups to each participating vendor for an intimate learning experience.

### Platinum Level Includes:

- 6-foot draped table with 2 chairs
- 4 exhibitor badges
- 4 tickets to Welcome Reception
- Recognition signage at entrance of program
- Logo recognition on conference website
- Recognition in conference program
- Recognition on mass marketing emails

# SPONSORSHIP OPPORTUNITIES

## GOLD LEVEL Choose One of the Following:

\$10,000

### MEETING APP (1 AVAILABLE)

Make a lasting impression on attendees by sponsoring the app that houses all materials for the meeting, allowing your banner ad to be viewed by all attendees.

### INTERNET SPONSOR (1 AVAILABLE)

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. Please contact [Ryan@veritasamc.com](mailto:Ryan@veritasamc.com) for internet code approval.

### BRANDED LANYARDS (1 AVAILABLE)

Your corporate logo will be displayed on conference name badge lanyards given to all attendees and your organization will be acknowledged in the meeting program.

### COFFEE BREAKS

Provide attendees with an AM or PM jolt by sponsoring the coffee breaks during the annual meeting.

#### Gold Level Includes:

- 6-foot draped table with 2 chairs
- 3 exhibitor badges
- 3 tickets to Welcome Reception
- Recognition signage at entrance of program
- Logo recognition on conference website
- Recognition in conference program
- Recognition on mass marketing emails

## SILVER LEVEL

\$5,000

#### Silver Level Includes:

- 6-foot draped table with 2 chairs
- 2 exhibitor badges
- 2 tickets to Welcome Reception
- Recognition signage at entrance of program
- Company link on conference website
- Recognition in conference program
- Recognition on mass marketing emails

# REGISTRATION FORM

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.

Contact Name

Company Name

Address

City State ZIP

Phone Fax

Email

Signature

## SPONSORSHIP LEVEL

**DIAMOND \$25,000**

- Product Theater Timselot
- Hands-On Workshop

**PLATINUM \$15,000 (choose one):**

- Early Bird Product Sessions
- Innovation Workshop

**GOLD \$10,000**

- Meeting App
- Internet Sponsor
- Branded Lanyard
- Coffee Breaks

**SILVER \$5,000**

Representative Name (First, Last)	Title	Email Address	Phone

## PAYMENT INFORMATION

Please select your preferred method of payment:

- Credit Card: A member of our accounting team will contact you directly
- Check payable to: Society of Skeletal Radiology (in US dollars on a US bank) Tax ID #56-1214728  
Mail to: 1061 East Main Street, Suite 300, East Dundee, IL 60118
- Please Invoice Me

Return this completed Registration Form to Ryan O'Sullivan

Email: [Ryan@veritasamc.com](mailto:Ryan@veritasamc.com)

Mail: Veritas Association Management, 1061 East Main Street, Suite 300, East Dundee, IL 60118