

**2024 CONFERENCE:**  
IRVINE, CA  
FEBRUARY 18-20, 2024

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## **ADVANCING THE IMAGING PROFESSIONAL**

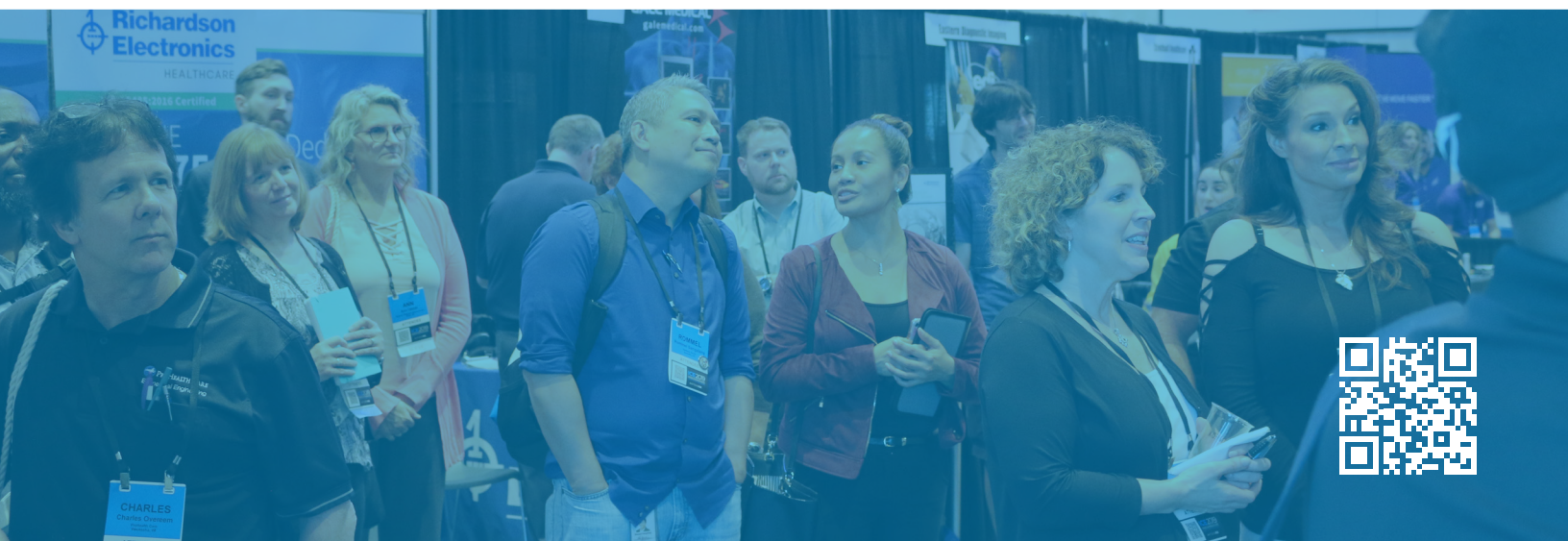
The Imaging Conference Expo (ICE) is the conference dedicated to imaging professionals. ICE offers valuable continuing education credits from AHRA and ACI and, keeping in line with previous conferences, offers world-class presentations by top-flight instructors.

Whether it's worthwhile continuing education, productive networking or the exclusive exhibit hall, attendees will have the perfect opportunity to enhance their careers and network with peers.

**ICE** IMAGING  
CONFERENCE  
& EXPO

# **EXHIBITOR PROSPECTUS**

**RESERVE YOUR BOOTH AT  
[ATTENDICE.COM](https://attendice.com)**



# ICE ATTENDEE DEMOGRAPHICS

70%

70% of attendees have purchasing authority or influence.

84%

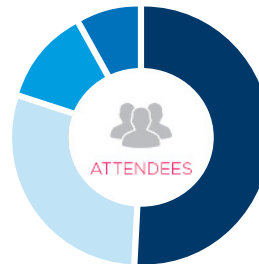
84% of attendees do business with exhibitors as a result of ICE.

90%

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

250+

Average Attendees



## ATTENDEES BY TITLE

51% Directors of Radiology

29% Imaging Service Managers

12% Radiology Managers

8% Vendor/ISO

# REASONS TO EXHIBIT AT ICE

## BRAND AWARENESS

Build brand awareness within our unique community. Exhibiting at ICE is a powerful way to show the industry that your company has a presence at a national-accredited conference.

## LAUNCH NEW PRODUCTS

Launch new products and highlight your existing services. ICE attendees are motivated to find products and services that will save their departments time and money.

## FOSTER RELATIONSHIPS

ICE is the ideal venue for making a great first impression. 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.

## GROW YOUR BUSINESS

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

## NETWORK

Network with over 250 imaging professionals. There is nowhere else where you can command this kind of audience, under one roof, at one time.

## OBTAIN CUSTOMER FEEDBACK

ICE offers the perfect opportunity to engage attendees for customer feedback. Dedicated exhibit hall hours and multiple networking events ensure a captive audience.

# 2024 BOOTH RATES

## 1 Premium Booth (dark gray) \$2,395

Premium visibility located at the end of rows.

## 2 Traditional Booth (white) \$2,195

Excellent visibility at an affordable price, located throughout the hall.

## 3 Foyer Table Top \$1,995

Located outside the exhibit hall adjacent to the registration desk.

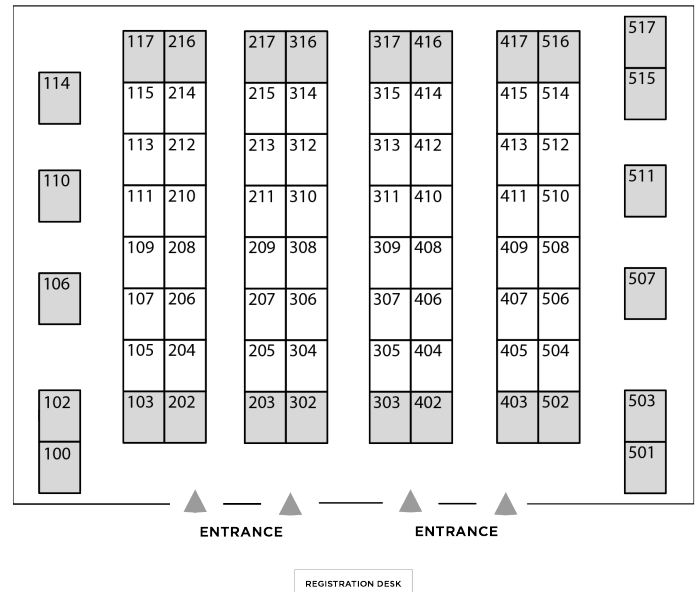
### BOOTH AMENITIES

All booths are 10' wide x 8' deep and include the following:

- One draped exhibit area
- (1) 6' skirted table and (2) chairs
- (1) wastebasket
- (1) booth identification sign
- The show floor IS CARPETED
- (2) registrations for the conference; additional conference registrations may be purchased
- Inclusion of contact information in the conference show guide

*NOTE: Electricity IS NOT included*

### 2024 IRVINE FLOORPLAN



### Booth Payment(s):

Payment methods for exhibit booth reservations include credit cards or payment by check. Invoices are due within 14 days of the invoice being issued.

### Refund policy:

All booth space cancellations or reductions in space must be in writing. If cancellation is received 91 days or more prior to the event, a refund, minus a \$250 cancellation fee will be made. No refunds will be made for contracts canceled 90 days or less before the event. If a purchase order (terms net 20) is issued, this will be considered the same as cash, and all rules regarding the refund policy will apply. In the event of cancellation/withdrawal, MD Publishing shall have the right to use said space to suit its own convenience, including selling the space to another exhibitor, without any rebate or allowance to the canceled exhibitor.

FOR MORE INFO, VISIT  
[ATTENDICE.COM/RESERVE-BOOTH](https://attendice.com/reserve-booth)





## PREVIOUS ICE EXHIBITORS

- 626 Holdings
- AADCO Medical
- Acertara
- Acevision Ultrasound
- Advanced Health Education Center
- Advanced Ultrasound Systems
- AllParts Medical
- American Medical Imaging
- AMSP
- Avante Health Solutions
- Block Imaging
- Canon Medical USA
- Chronos Imaging
- CM Parts Plus
- College of Biomedical Equipment Technology
- Crothall Healthcare Technologies Solutions
- CryoSRV LLC
- DEXA Solutions
- Diagnostac/Pro-Project
- DirectMed Parts
- E.L. Parts and Service
- Emovi
- Exclusive Medical Solutions
- First Call Parts
- Fluke Biomedical and RaySafe
- Gurnick Academy
- Harmony Medical Solutions
- Healthcare Technology Group
- HTMJobs
- ICE Magazine
- Imaging Academy
- Imaging Diversified
- Injector Support & Service
- Innovatus Imaging
- instaCover
- Integrity Medical Service
- International X-Ray Brokers Inc
- KA Imaging
- KMG Medical Imaging
- Legendary Supply Chain
- Lexicon MedParts, LLC
- Mammo.com
- Marquis Medical
- Maull Biomedical Training, LLC
- Medical Imaging Solutions
- Medical Outfitters, Inc.
- Medilab Global
- MedWrench
- Metropolis International
- MiE America, Inc
- Multi-Medix
- MW Imaging
- MXR Imaging
- Myriad Genetics, Inc.
- Numed, Inc
- PartsSource
- PDC Facilities, Inc.
- radiology.global
- Radsource
- RSTI
- RTI Group North America
- Samsung
- Shop Med Parts
- Skanray Americas
- Sky Factory
- Sodexo HTM
- Southeast Nuclear
- Southwest Medical Resources
- Summit Imaging
- Technical Prospects
- The InterMed Group
- Tri-Imaging Solutions
- TRIMEDX
- Tristate Biomedical Solutions
- TTG Imaging Solutions
- USOC Medical
- Virtus Imaging Partners
- Zotec Partners



## EXHIBITOR SCHEDULE

### EXHIBIT HALL SET-UP

Monday, February 19, 2024

10 AM-4 PM

### SHOW DATES AND HOURS

Monday, February 19, 2024

4:30-6:30 PM

Tuesday, February 20, 2024

11:30 AM-2 PM

### EXHIBIT HALL TEARDOWN

Tuesday, February 20, 2024

2-5 PM

ICE allows the ability to build a collaborative relationship with HTM professionals, to build collaborative relationships with other radiology directors and share best practices that might otherwise go unheard.”

– Mike Powers, Intermountain Healthcare Clinical Engineering Director

FOR MORE INFO, VISIT  
**[ATTENDICE.COM/SCHEDULE](https://attendice.com/schedule)**

# ICE18

Leadership Summit + Reverse Expo

## REVERSE EXPO

SIT DOWN  
WITH REAL  
DECISION  
MAKERS.

### Cost to attend the ICE Reverse Expo

\$1,250 for first admission

\$750 for additional team member using  
the same schedule

*NOTE: All participants must be registered exhibitors.*

“The Reverse Expo is a unique opportunity for uninterrupted conversations with healthcare leaders. The organization of the sessions by the MD Publishing team is efficient and effective. I would never travel to an MD Expo/Imaging Conference and not participate in the Reverse Expos.”

– Matt Tomory, Vice President of Sales and Marketing Innovatus Imaging



**MONDAY, FEBRUARY 19, 2024 • 9-11 AM**

ICE Reverse Expo will allow 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). This “speed dating” style event is the perfect way to kick off the conference and foster new business relationships.



2022 Reverse Expo buyers had a combined purchasing power of over \$829 million.

*You can't afford to miss this!*

REGISTER ONLINE AT  
**[ATTENDICE.COM/REVERSE-EXPO](https://attendice.com/reverse-expo)**

