

ICE IMAGING CONFERENCE & EXPO

EXHIBITOR PROSPECTUS

ORLANDO, FL
FEBRUARY 22-24, 2025



[ATTENDICE.COM](https://attendice.com)

ICE ATTENDEE DEMOGRAPHICS

70%

70% of attendees have purchasing authority or influence.

84%

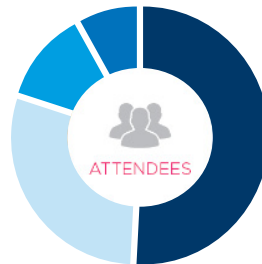
84% of attendees do business with exhibitors as a result of ICE.

90%

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

200+

Average Attendees



ATTENDEES BY TITLE

- 51% Directors of Radiology
- 29% Imaging Service Managers
- 12% Radiology Managers
- 8% Vendor/ISO

REASONS TO EXHIBIT AT ICE

“Great attendees, I like the conference in particular because it is highly imaging focused which is right in our wheelhouse,” Rozelle said. “You have some of the key decision makers from the radiology department and the imaging departments. You have directors, you have administrators, and some of the technologists staff. It covers the gambit of administration down to who works on the machine.”

- George Rozelle, GE HealthCare

BRAND AWARENESS

Build brand awareness within our unique community.

LAUNCH NEW PRODUCTS

Launch new products and highlight your existing services.

FOSTER RELATIONSHIPS

ICE is the ideal venue to touch base with existing clients or business partners who are in attendance.

GROW YOUR BUSINESS

Generate new leads and strengthen your existing relationships.

NETWORK

There is nowhere else where you can command this kind of audience, under one roof, at one time.

OBTAIN CUSTOMER FEEDBACK

Dedicated exhibit hall hours and multiple networking events ensure a captive audience.

2025 BOOTH RATES

1 Premium Booth (dark gray) \$2,750

Premium visibility located at the end of rows.

2 Traditional Booth (light gray) \$2,550

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

3 Foyer Table Top (not shown) \$1,850

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

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

2025 ORLANDO 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.



ICE2025

IMAGING CONFERENCE & EXPO

FEBRUARY 22-24, 2025 • ORLANDO, FL

EXHIBITOR SCHEDULE

EXHIBITOR SET-UP

Sunday, February 23

9:00 AM-3:00 PM

SHOW DATES AND HOURS

Sunday, February 23

4:00-6:30 PM

Monday, February 24

11:30 AM-2:00 PM

PREVIOUS ICE EXHIBITORS

- 626 Holdings
- Acertara
- AceVision Ultrasound
- Advanced Ultrasound Systems
- AllParts Medical
- Althea US
- Ampronix
- Avante Health Solutions
- Beekley Medical
- Block Imaging
- Chronos Imaging
- Clarity Mobile Imaging
- Clearpath
- CM Parts Plus
- Columbus Healthcare Products
- CPN Power, Inc
- Crothall Healthcare
- CryoSRV LLC
- DirectMed Imaging
- E.L. Parts and Service
- Exclusive Medical Solutions, Inc.
- First Call Parts
- GE Healthcare
- HTMJobs
- ImagineSoftware
- Innovatus Imaging
- Intelligent Power Solutions, Inc.
- Kings Medical Group
- Legendary HCP
- Lexicon MedParts, LLC
- Mammo.com
- Maull Biomedical Training LLC
- Medical Equipment Doctor
- Medlink Imaging
- Metropolis International
- MIM Software Inc.
- Mountain View Medical Services
- MULTI, Inc.
- Multi-Medix
- MW Imaging
- NVRT Labs
- PDC Facilities, Inc.
- Radcal
- Radsource
- Rapid Radiology, Inc.
- RSTI
- RTI Group North America
- Samsung
- Shared Medical Service
- Sky Factory
- Sodexo HTM
- SouthWest Medical Resources
- Technical Prospects
- Tri-Imaging Solutions
- TTG Imaging Solutions
- Twilight Medical Inc.
- Universal Diagnostic Solutions, Inc.
- USOC Medical
- UX Platforms, Inc.
- Valley Children's Healthcare

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

GOLD SPONSORSHIPS

Includes the following added benefits:

- (4) additional booth personnel
- Logo on ICE website
- Special recognition announcements
- Signage at sponsored event
- Logoed promotional items (when applicable)
- Inclusion on the Door Prize Raffle card
- **Pre-show attendee list**
- Post-show attendee list

Finale Party \$5,000

You won't want to miss the finale event taking place poolside! Join us for live music, great food, and ICE-cold drinks!

Leadership Summit Dinner \$4,500

Host our Leadership Summit participants for dinner on their first evening and have direct access to over 25 of the best and brightest imaging leaders from across the country.

Attendee Meeting Bags \$4,000

Having your logo on the bags carried by attendees is a highly visible way of demonstrating your commitment to the industry. You'll also be providing a valuable keepsake that attendees will carry with them long after the meeting ends.

Exhibit Hall Grand Opening \$4,000

Help launch the conference with a great networking event. Your team will have the chance to greet attendees at the entrance of the exhibit hall and provide them with a drink ticket compliments of your company.

Badge & Lanyards \$4,000

Lanyards will be available for all attendees and exhibitors. Lanyards provide your company with high visibility throughout the meeting. Sponsor's logo is also included on the name badge.



2025 EXHIBIT & SPONSORSHIP PRICING

SILVER SPONSORSHIPS

Includes the following added benefits:

- (2) additional booth personnel
- Logo on ICE website
- Special recognition announcements
- Signage at sponsored event
- Logoed promotional items (when applicable)
- Inclusion on the Door Prize Raffle card
- **Pre-show attendee list**
- Post-show attendee list

ICE Break \$3,500

Help kick off the conference with a great networking event. Food and beverages will be served as attendees gather prior to the afternoon sessions. Your logo will appear on signs and promotional items (plates, napkins, etc) at the event and you will have an opportunity to network one-on-one with this attendee-only event.

Leadership Summit Breakfast \$3,000

Host our Leadership Summit participants for breakfast with a short presentation during the morning talks. You will have direct access to over 25 of the best and brightest imaging leaders from across the country.

Keynote Address \$3,000

ICE is known for its one-of-a-kind, captivating keynote speakers that draw all attendees to this general session. The sponsor of this session will have the opportunity to speak to a captive audience of imaging professionals for up to ten minutes before the keynote speaker begins their presentation.

Welcome Kit Sponsor \$2,500

ICE sends a custom welcome kit to each attendee prior to the event. As a sponsor your company can include a message, brochure, or giveaway (sticker, promo code, ticket, etc) with each kit.



Registration Confirmation Email \$2,500

After attendees register for the conference they will receive an auto-generated confirmation email like the one shown below, and your company can have exclusive placement with an inbound link to your website to learn more about your products and services.

Notepads and Pens \$3,000

Having your company's logo on the notepad and pens provided to attendees prior to the educational seminars is a highly visible way of demonstrating your commitment to the industry. You'll also be providing a valuable resource for attendees to use as they take notes throughout the presentations and then take with them after the conference concludes.

Exhibit Hall Lunch \$3,000

Save attendees time and feed the needs of the industry with the Exhibit Hall Lunch sponsorship. Your team will have the chance to greet attendees at the entrance of the exhibit hall and provide them with a lunch voucher compliments of your company.

Headshot Lounge \$3,000

A photographer will be on-site to provide attendees with a professional headshot during designated times each day of the conference and your company can be a part of it! As the sponsor of the headshot lounge, your company will receive signage and attendees who get a headshot will receive an electronic copy of their headshot with a message from your company.

2025 EXHIBIT & SPONSORSHIP PRICING

BRONZE SPONSORSHIPS

Includes the following added benefits:

- Logo on ICE website
- Special recognition announcements
- Signage at sponsored event
- Pre-show attendee list (with booth purchase)
- Post-show attendee list

Breakfast \$2,000

A great way to start off each day! A continental breakfast is served for attendees to fuel them for the day ahead.

Education \$1,500

As an education sponsor, your company will have the opportunity to sponsor one of ICE's incredible speakers. A company representative will begin the session with a few words about your products or services and then introduce the speaker prior to the start of their session. Brochures/sales materials are permitted to be distributed to attendees.

Break Station \$1,500

An ICE favorite, these break stations are a great way for exhibitors and attendees to refresh themselves with snacks and drinks throughout the conference.

Show Bag Insert \$1,250

You provide the material; we place it in the show bag of each conference attendee. A great way to get your message out to everyone!

Water Station \$950

The water stations will be strategically located in the exhibit hall, providing a much-needed thirst quencher. Attendees will use custom cups with your company's logo.



ICE18

Leadership Summit + Reverse Expo

REVERSE EXPO

SIT DOWN
WITH REAL
DECISION
MAKERS.

Cost to attend the ICE Reverse Expo

\$1,500 for first admission

\$500 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/ICE and not participate in the Reverse Expos.”

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



SUNDAY, FEBRUARY 23, 2025 • 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.



2024 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)

