



# NEW YORK ROENTGEN SOCIETY VIRTUAL MEETING

OCTOBER 28-30, 2020



2020  
PARTNERSHIP PROSPECTUS

[nyrs.nyc](http://nyrs.nyc)





# NYRS 2020

Dear Industry Colleagues,

On Behalf of the New York Roentgen Society (NYRS) Leadership, it is my pleasure to invite your support and participation at the 2020 NYRS Annual Meeting. The meeting will take place October 28-30, 2020. Please join us as we reimagine the 2020 NYRS meeting into a Virtual Meeting that will be an exceptional experience for one-on-one interaction, expertise sharing and more.

The New York Roentgen Society (NYRS) was founded in April 3, 1912 and is one of the oldest radiological societies in the United States.

This conference is of particular interest and importance to practicing radiologists, radiation oncologists in practice and training, radiation therapists and trainees in these fields, as well as other physicians/healthcare professionals interested in medical imaging. The lecture program incorporates all methods of diagnostic imaging, radiologic intervention and radiation oncology with emphasis on state-of-the-art utilization, performance, and interpretation. Current topics in medical imaging will be addressed, including Advances in Cardiothoracic, Abdominopelvic, Musculoskeletal, Emergency, Neurologic, and Breast Imaging, along with Radiation Oncology.

Industry partners and technical exhibits continue to be an essential part of our meeting's success. NYRS will be utilizing a customizable desktop/mobile platform to house the conference. Utilizing the platform's technology and creative engagement mechanisms will allow us to create an interactive Exhibit Hall that provides an enhanced capacity to build brand awareness, provide product education and gain access to valuable leads that have made the live meeting so attractive in the past.

**Benefits of the Virtual Booth include:**

- Live reps staff the booth and interact with attendee visitors
- Product videos and marketing collateral can be loaded to the booth
- Zoom business suites with one-on-one appointment setting to host group meetings/demo products
- Online lead generation and post meeting analytics

Please join us for a special Networking Opportunity honoring Burton Drayer, MD with our **Distinguished Radiologist Award**.

Thank you for your consideration of our request for participation in the NYRS 2020 Virtual Meeting; we look forward to receiving your commitment. If you have any questions, please contact Denise Castetter, [denise@veritasmeetingsolutions.com](mailto:denise@veritasmeetingsolutions.com) or call 973-769-1020.

Kind regards,



Denise Castetter  
Director, Industry Relations

### BREAST IMAGING I

#### MODERATOR: RICHARD HA, MD (COLUMBIA)

8:25 am	Welcome
8:30 am	Breast AI: Bridging Gaps at Home and Abroad <i>Victoria Mango, MD (Memorial Sloan Kettering)</i>
9:05 am	Tips and Tricks for Digital Breast Tomosynthesis <i>Beatriu Reig, MD, MPH (NYU Langone)</i>
9:40 am	Breast Radiologist's Guide to the American Joint Committee on Cancer's Updated (8th ed) Staging System for Breast Cancer <i>Lauren Friedlander, MD (Columbia)</i>
10:15 am	Live Q&A and Panel Discussion
10:30 am	<b>BREAK</b>
11:00 am	Intraoperative Radiation Therapy (IORT) <i>Christine Chin, MD (Columbia)</i>
11:25 am	Application of a New AI based Risk Model to Assess Response to Breast Cancer Chemoprevention and Adjuvant Endocrine Therapy <i>Kathy Crew, MD (Columbia)</i>
11:50 am	Live Q&A and Panel Discussion
12:00 pm	<b>LUNCH</b>

### MUSCULOSKELETAL IMAGING

#### MODERATOR: TONY WONG, MD (COLUMBIA)

8:25 am	Welcome
8:30 am	Hip Impingement and Dysplasia: What Matters to Surgeons <i>Mohammad Samim, MD (NYU Langone)</i>
8:55 am	Hip Arthroscopy: An Orthopedic Point of View <i>Thomas S Lynch, MD (Columbia)</i>
9:20 am	Open Surgery for Hip Preservation: An Orthopedic Point of View <i>Jakub Tatka, MD (Columbia)</i>
9:45 am	Live Q&A and Panel Discussion
10:00 am	<b>BREAK</b>
10:30 am	Imaging Evaluation Following Arthroscopic Hip Preservation Surgery <i>Matthew Moy, MD (Columbia)</i>
10:55 am	Snaps, Clicks, Pops and Beyond: Soft Tissue Injuries of the Pelvis and Hip <i>Dana Lin, MD (NYU Langone)</i>
11:20 am	Diagnostic and Interventional Ultrasound In and Around the Hip <i>Kenny Nwawka, MD (Hospital for Special Surgery)</i>
11:45 am	Live Q&A and Panel Discussion
12:00 pm	<b>LUNCH</b>

### BREAST IMAGING II

**MODERATOR: JANINE KATZEN, MD (WEILL CORNELL)**

12:55 pm	Welcome
1:00 pm	Focus on Communication Training: Increasing the Value of Patient-Centered Care and Reducing Physician Burnout <i>Katerina Dodelzon, MD (Weill Cornell)</i>
1:25 pm	Beyond Mammography: Patient-Centered Consultation Approach to Supplemental Screening Options <i>Michele Drotman, MD (Weill Cornell)</i>
1:50 pm	Strategies for the Successful Operation of a Breast Imaging Practice: Keeping our Staff and Patients Happy <i>Lisa Abramson, MD (Mount Sinai)</i>
2:15 pm	Live Q&A and Panel Discussion
2:30 pm	<b>BREAK</b>
3:00 pm	Social Media: Advocating for Our Patients and Our Profession <i>Monica Sheth, MD (NYU Langone)</i>
3:25 pm	How a Mentor Can Help You Succeed <i>Ruth Gotian, MD (Weill Cornell)</i>
3:50 pm	Wellness is Awareness: A Radiologist's Guide to Avoiding Burnout <i>Melissa Reichman, MD (Weill Cornell)</i>
4:15 pm	Live Q&A and Panel Discussion

### CHEST / CARDIAC IMAGING

**MODERATORS: MICHAEL CHUNG, MD (MOUNT SINAI) & ADAM BERNHEIM, MD (MOUNT SINAI)**

12:55 pm	Welcome
1:00 pm	Lung Cancer Staging, is Imaging Enough? <i>Andrew Plodkowski, MD (Memorial Sloan Kettering)</i>
1:25 pm	The Good, the Bad, and the Ugly: CT Evaluation of Coronary Artery Anomalies <i>Jill Jacobs, MD (NYU Langone)</i>
1:50 pm	From Webs to Zebra Stripes: Imaging Approach to Non-Cardiac Causes of Pulmonary Hypertension <i>Lea Azour, MD (NYU Langone)</i>
2:15 pm	Live Q&A and Panel Discussion
2:30 pm	<b>BREAK</b>
3:00 pm	Repair of Congenital Heart Disease: What is That Connected to? <i>Jay Leb, MD (Columbia)</i>
3:25 pm	Smoking-Related Lung Disease <i>Sean Gupta, MD (Mount Sinai)</i>
3:50 pm	Surgical Repair of the Ascending Aorta – What Every Radiologist Should Know <i>Nikhil Goyal, MD (Northwell Health)</i>
4:15 pm	Live Q&A and Panel Discussion

### EMERGENCY RADIOLOGY

**MODERATOR: JACOB KAZAM, MD (WEILL CORNELL)**

8:25 am Welcome

8:30 am Patterns of Cervical Spine Trauma  
*Shlomo Minkowitz, MD (Weill Cornell)*

8:55 am Facial Fractures: A Bottom-Up Approach  
*Sergey Kochkine, MD (NYU Langone)*

9:20 am Code Torsion  
*Jessica Rotman, MD (Weill Cornell)*

9:45 am Live Q&A and Panel Discussion

10:00 am **BREAK**

10:30 am Chest Trauma  
*Ashwin Asrani, MBBS (Weill Cornell)*

10:55 am Right Lower Quadrant Pain in the ER: Common Presentation, Uncommon Findings  
*Jessica Fisher, MD (Northwell Health)*

11:20 am Patterns of Ankle Injury  
*Jacob Kazam, MD (Weill Cornell)*

11:45 am Live Q&A and Panel Discussion

12:00 pm **LUNCH**

### PET / NUCLEAR IMAGING

**MODERATORS: MUNIR GHESANI, MD (MOUNT SINAI) & NASRIN GHESANI, MBBS (MOUNT SINAI)**

8:25 am Welcome

8:30 am Theranostic Paradigm for Neuroendocrine Tumors  
*Somali Gavane, MD (Mount Sinai)*

8:55 am Parathyroid Imaging  
*Stephen Scharf, MD (Northwell Health)*

9:20 am Interpretations of PET/CT: Pearls of Body CT  
*Rosna Mirtcheva, MD (Memorial Sloan Kettering)*

9:45 am Live Q&A and Panel Discussion

10:00 am **BREAK**

10:30 am PET in Biochemical Recurrence of Carcinoma of Prostate  
*Nasrin Ghesani, MBBS (Mount Sinai)*

10:55 am Brain PET Imaging  
*Jana Ivanidze, MD, PhD (Weill Cornell)*

11:20 am Emerging Applications of Targeted Radionuclide Therapies  
*Lisa Bodei, MD, PhD (Memorial Sloan Kettering)*

11:45 am Live Q&A and Panel Discussion

12:00 pm **LUNCH**

### NEURORADIOLOGY

**MODERATORS: MARIA BORJA, MD (NYU LANGONE) & GOPI NAYAK, MD (NYU LANGONE)**

12:55 pm Welcome

1:00 pm Vascular Emergencies  
*Eytan Raz, MD, PhD (NYU Langone)*

1:25 pm Head and Neck Emergencies  
*Mari Hagiwara, MD (NYU Langone)*

1:50 pm Acute Stroke Imaging  
*Pina Sanelli, MD, MPH (Northwell Health)*

2:15 pm Live Q&A and Panel Discussion

2:30 pm **BREAK**

3:00 pm Acute Non-Traumatic Spine Pathology  
*Apostolos John Tsiouris, MD (Weill Cornell)*

3:25 pm Abusive Head Trauma  
*Alexis Maddocks, MD (Columbia)*

3:50 pm Infectious Diseases of the Brain  
*Thomas Naidich, MD (Mount Sinai)*

4:15 pm Live Q&A and Panel Discussion

**4:30 pm NETWORKING RECEPTION FOR ALL PARTICIPANTS**  
DISTINGUISHED RADIOLOGIST AWARD *Burton P. Drayer, MD, FACR, FAAN*

### GI / GU IMAGING

**MODERATORS: KAREN LEE, MD (MOUNT SINAI) & PAMELA ARGIRIAD, MD (MOUNT SINAI)**

12:55 pm Welcome

1:00 pm HCC Screening with Abbreviated MRI  
*Bachir Taouli, MD (Mount Sinai)*

1:25 pm MRI of Rectal Cancer: Tumor Staging and Imaging Technique  
*Iva Petkovska, MD (Memorial Sloan Kettering)*

1:50 pm Advanced Imaging of the Pancreas  
*Krishna Shanbhogue, MD (NYU Langone)*

2:15 pm Live Q&A and Panel Discussion

2:30 pm **BREAK**

3:00 pm Image-based Staging of Endometrial and Cervical Cancer  
*Yulia Lakhman, MD (Memorial Sloan Kettering)*

3:25 pm Focal Therapy Redefining Prostate Cancer Treatment Options  
*Ard Rastinehad, DO (Northwell Health)*

3:50 pm Quantitative MRI for the Assessment of Solid Renal Neoplasms  
*Sara Lewis, MD (Mount Sinai)*

4:15 pm Live Q&A and Panel Discussion

**4:30 pm NETWORKING RECEPTION FOR ALL PARTICIPANTS**  
DISTINGUISHED RADIOLOGIST AWARD *Burton P. Drayer, MD, FACR, FAAN*



### INTERVENTIONAL RADIOLOGY

**MODERATOR: AKHILESH SISTA, MD (NYU LANGONE)**

8:25 am	Welcome
8:30 am	Venous Thromboembolism <i>Bedros Taslakian, MD (NYU Langone)</i>
8:55 am	Peripheral Arterial Disease <i>Yolanda Bryce, MD (Memorial Sloan Kettering)</i>
9:20 am	TIPS/Portal Interventions <i>Stephen Reis, MD (Columbia)</i>
9:45 am	Live Q&A and Panel Discussion
10:00 am	<b>BREAK</b>
10:30 am	Women's Interventions <i>Kopal Kulkarni, MD (NYU Langone)</i>
10:55 am	Interventional Oncology <i>Adam Talenfeld, MD (Weill Cornell)</i>
11:20 am	Frontiers of Embolization <i>Aaron Fischman, MD (Mount Sinai)</i>
11:45 am	Live Q&A and Panel Discussion
12:00 pm	<b>END</b>

### RADIATION ONCOLOGY

**MODERATORS: RICHARD BAKST, MD (MOUNT SINAI) & JOSHUA SILVERMAN, MD (NYU LANGONE)**

8:25 am	Welcome
8:30 am	SBRT for GI Cancers <i>Karyn Goodman, MD, MS (Mount Sinai)</i>
8:55 am	Proton Therapy Clinical Trials <i>Isabelle Choi, MD (NY Proton Center)</i>
9:20 am	The Intersection of Radiation Oncology and App-based Questionnaires <i>Sewit Teckie, MD (Northwell Health)</i>
9:45 am	Live Q&A and Panel Discussion
10:00 am	<b>BREAK</b>
10:30 am	Calculation to Clinic: Applications of Deep Learning in Clinical Oncology <i>Sanjay Aneja, MD (Yale)</i>
10:55 am	The Role of Radiation the Management of Metastatic Disease <i>Daniel Gomez, MD, MBA (Memorial Sloan Kettering)</i>
11:20 am	Physical Activity in Cancer Patients <i>Nitin Ohri, MD (Montefiore)</i>
11:45 am	Live Q&A and Panel Discussion
12:00 pm	<b>END</b>

# Sponsorship Information

The 2020 New York Roentgen Society Meeting will provide attendees with Continuing Medical Education (CME) in addition to advanced knowledge, combined with new product knowledge offered in the non-CME Science and Technology Auditorium.

## Supporting NYRS

Deliver your message in a professional, focused, and educational environment. NYRS provides you with networking opportunities to build relations with new and existing customers. The expected 350 plus global participants will be eager to learn about your company and products.

**BUILD BRAND AWARENESS, PROVIDE PRODUCT EDUCATION AND  
GAIN ACCESS TO VALUABLE LEADS WITH A VIRTUAL EXHIBIT**

## Benefits of the Virtual Exhibit Include

- Live reps staff the booth and interact with attendee visitors
- Product videos and marketing collateral can be loaded to the booth
- Zoom business suites with one-on-one appointment setting to host group meetings/ demo products
- Online lead generation and post meeting analytics

## Optimize Visibility with a Platinum, Gold or Bronze Level Sponsorship

Participation includes recognition on the Conference website, in social media and e-blasts. Please refer to the Partnership Opportunities for a complete list of benefits.

---

**FOR MORE INFORMATION ABOUT EXHIBITS, SPONSORSHIPS, OR ADVERTISING  
OPPORTUNITIES TO SUPPORT NYRS, PLEASE CONTACT:**

Denise Castetter | Director of Industry Relations | Veritas Meeting Solutions  
1061 East Main Street, Suite 300, East Dundee, IL 60118  
W: 973-769-1020 | F: 847-649-1704 | [denise@veritasmeetingsolutions.com](mailto:denise@veritasmeetingsolutions.com)



# Partnership Opportunities

## Maximize your impact through sponsorship

The New York Roentgen Society offers industry sponsors an opportunity to reach clinicians on the latest imaging techniques and products. The focused meeting environment is ideal for businesses dedicated to delivering products and services that support these conditions. This forum will allow you to interact with clinicians eager to learn about new technologies and innovations that aim to improve patient care.

### PLATINUM CUSTOM PACKAGE

\$25,000

#### 60-MINUTE INDUSTRY SPONSORED PROGRAM

##### Platinum Level Includes:

- Opportunity for a 60 minute Industry Sponsored Program or a customized option of your choice
- Virtual Exhibit
- Company recognition (logo, weblink) posted on NYRS website, in social media and e-blasts

### GOLD

\$15,000

#### INDUSTRY SPONSORED KEYNOTE PRESENTATION

Highlight your commitment to NYRS with a 30 minute presentation by your product specialist or guest speaker to present to participants.

##### Gold Level Includes:

- Speaker Presentation and Q&A
- Option for presentation to be available as Enduring Material for On Demand viewing within the meeting platform for 1 year
- Virtual Exhibit
- Event marketing-1 E-blast promoting your presentation will be sent to NYRS registrants
- Company recognition (logo, weblink) posted on NYRS website, in social media and e-blasts

Recording options and logistical instruction provided upon receipt of Registration Form.

# Partnership Opportunities

## BRONZE

\$7,500

Coffee Talks

Deliver your message with 15 minute Topic Related presentations prior to morning sessions or during breaks.

### **Bronze Level Includes:**

- Company recognition (logo, weblink) posted on NYRS website, in social media and e-blasts
- Virtual Exhibit

## VIRTUAL EXHIBIT INCREASE BRAND AWARENESS AND GENERATE VALUABLE LEADS

\$5,000

Deliver your message, engage with key decision makers, build relationships with new and existing customers via a Virtual Exhibit in the non-CME Science and Technology Auditorium.

### **Virtual Exhibit Level Includes:**

- Live reps staff the booth and interact with attendee visitors
- Product videos and marketing collateral can be loaded to booth
- Zoom business suites with one-on-one appointment setting to host group meetings/product demos
- Online lead generation and post meeting analytics

Administrative access to your Virtual Exhibit available upon receipt of payment.



# EXHIBIT REGISTRATION & INVOICE FORM

NEW YORK ROENTGEN SOCIETY | OCTOBER 28 - 30, 2020 | NYRS.NYC

Contact Name

Company Name

Address

City

State

Zip

Phone

Fax

Email

## SPONSORSHIP OPTIONS

☐ PLATINUM (\$20,000 and above)

☐ Custom Package

☐ 60 Minute Presentation

☐ GOLD (\$15,000)

☐ 30 Minute Presentation

☐ BRONZE (\$7,500)

☐ Coffee Talk

☐ VIRTUAL EXHIBIT (\$5,000)

Representative Name (First, Last)	Title	Email Address	Phone

## PAYMENT INFORMATION

Check payable to: Payable to Veritas Meeting Solutions in U.S. dollars drawn on a U.S. bank. TAX ID #46-3254245

Credit Card ☐ VISA ☐ Mastercard ☐ Discover ☐ American Express

Credit Card #

CW

Exp Date

Name

Billing Address

City

State

Zip

Signature

Total \$:

Phone

Fax

Email

Return this completed exhibit reservation form and payment to Denise Castetter.

Mail: Veritas Meeting Solutions 1061 E. Main St. Suite 300 East Dundee IL 60118

W: 973-769-1020 | F: 847-960-3862 | [denise@veritasmeetingsolutions.com](mailto:denise@veritasmeetingsolutions.com)