

NEW YORK ROENTGEN SOCIETY

# Annual Meeting

October 6-8, 2021

Virtual Annual Meeting

October 6-8, 2021



2021  
PARTNERSHIP PROSPECTUS

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



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 2021 NYRS Annual Meeting. The meeting will take place October 6-8, 2021. Please join us for another 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:**

- Direct link to Reps
- Product videos and marketing collateral can be loaded to the booth
- Participation in "Industry Partner Introductions"- a 2 minute introduction about your company
- Online lead generation and post meeting analytics

Thank you for your consideration of our request for participation in the NYRS 2021 Virtual Meeting; we look forward to receiving your commitment. If you have any questions, please contact Ryan O'Sullivan, [ryan@veritasamc.com](mailto:ryan@veritasamc.com) or call 847-584-3938.

Kind regards,

*Ryan O'Sullivan*

Ryan O'Sullivan  
Director, Industry Relations

# Sponsorship Information

The 2021 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

- Direct Link to Reps
- Product videos and marketing collateral can be loaded to the booth
- Participation in "Industry Partner Introductions"-a 2 minute introduction about your company
- Online lead generation and post meeting analytics

## Optimize Visibility with a Gold Level "CoffeE-TALK" 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.

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

Ryan O'Sullivan | Director of Industry Relations | Veritas Meeting Solutions  
1061 East Main Street, Suite 300, East Dundee, IL 60118  
**W 847.584.3938 | [Ryan@veritasamc.com](mailto:Ryan@veritasamc.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.

### GOLD "COFFEE-TALKS"

\$7,500

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

#### Gold "CoffeE-TALKS" 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:

- Direct link to Reps
- Product videos and marketing collateral can be loaded to booth
- Participation in "Industry Partner Introductions"- A 2 minute introduction about your company
- Online lead generation and post meeting analytics



# EXHIBIT REGISTRATION & INVOICE FORM

NEW YORK ROENTGEN SOCIETY | OCTOBER 28 - 30, 2021 | NYRS.NYC

Contact Name

Company Name

Address

City

State

Zip

Phone

Fax

Email

## SPONSORSHIP OPTIONS

- GOLD (\$7,500)  
CoffeE-TALK
- VIRTUAL EXHIBIT (\$5,000)

Representative Name (First, Last)	Title	Email Address	Phone

## PAYMENT INFORMATION

Please select your preferred payment method and a member of our accounting team will contact you directly.

- Credit Card  Check  Please Invoice Me

Please Sign Here

Please make checks payable to: Veritas Meeting Solutions 1061 East Main Street, Suite 300 East Dundee, IL 60118  
Tax ID # 46-3254245.

Return this completed Registration Form to Ryan O'Sullivan  
Mail: Veritas Association Management, 1061 East Main Street, Suite 300, East Dundee, IL 60118