



SBI BREAST IMAGING
SYMPOSIUM
May 20-23, 2027
Pittsburgh, PA

sbi-online.org

David L. Lawrence Convention Center | Pittsburgh, PA | May 20-23, 2027

Exhibitor Prospectus & Sponsorship Opportunities



The Society of Breast Imaging (SBI) invites you to participate in our 2027 Symposium, where leading organizations will come together to explore innovations transforming care delivery, patient outcomes, and the latest advances in technology.

This event offers a unique opportunity to connect with a diverse group of breast imaging professionals, including physicians, technologists, data scientists, and researchers. It's the largest gathering of breast imaging experts worldwide, providing a prime platform to showcase products, recruit talent, or offer services to attendees.

Your leadership and perspective would add meaningful depth to this event, while also positioning your organization at the forefront of innovation in breast imaging technology. We believe your participation will not only contribute to a dynamic exchange of ideas but also create opportunities for collaboration and strategic growth, enhancing your company's impact in the field of breast imaging.



"It's important for us to be here at SBI because this is the opportunity that we get to talk directly with the people who make the diagnosis."

- Christy Devine, Women's Health Product Manager for Siemens Healthineers



About SBI

OUR VISION

Breast cancer mortality and suffering is minimized for patients, their families, and society.

OUR MISSION

For members to be expert and authoritative breast imagers working in supportive practice environments who advance the highest quality of breast care via early detection, diagnosis, and treatment.

About the SBI Breast Imaging Symposium

FOR MORE THAN 40 YEARS, breast imaging professionals from across the country have come to the SBI Breast Imaging Symposium to learn about the latest developments related to all aspects of breast imaging practice, network with colleagues, and present their research findings. This is your once-a-year opportunity to demonstrate your brand's relevance to thousands of healthcare practitioners in one convenient location!

Exhibit at the 2027 SBI Breast Imaging Symposium

SBI ANNUAL MEETING ATTENDANCE STATISTICS



85% US & 15% International



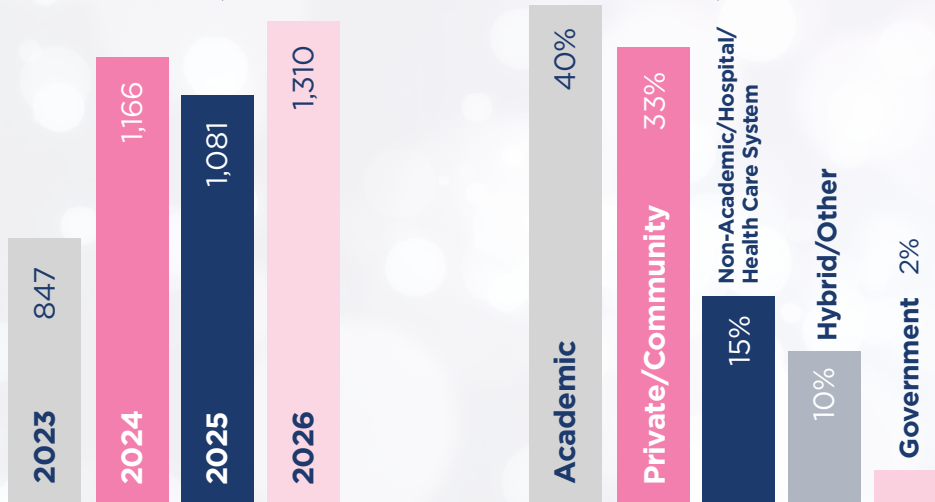
Discipline | Physician: 89% | Physicist: 10% | Technologist: 1%



Registered Attendees



Work Setting



MEETING DATES

Pre-Course: Wednesday, May 19

Exhibit Hall: Thursday, May 20 – Saturday, May 22

Symposium: Thursday, May 20 – Sunday, May 23

PERFECT OPPORTUNITY TO:

Connect directly with decision-makers and generate qualified leads in breast imaging

Showcase your innovations to an engaged audience of breast imaging specialists

Build relationships with radiologists, technologies and administrators from leading institutions

Launch and demonstrate new products in a focused clinical environment

Reach a concentrated audience of breast imaging professionals in one location

Strengthen your brand through exclusive sponsorship and marketing opportunities



“From education sessions to meaningful conversations on the show floor, events like this reinforce how dedicated this community is to advancing patient care.”

- Brown’s Medical Imaging



SBI REACH BY THE NUMBERS

Unique Website Visitors Each Year	210,000
Monthly Page Views	18,000+
Active Members	3,500
Social Media Followers	17,000+

Pittsburgh: A City of Diverse Neighborhoods and Home to a State-of-the-Art Convention Center



SCAN ME

SHOW US YOUR BADGE PROGRAM

Pittsburgh is proud of its diverse and eclectic neighborhoods that inspire a wide variety of cultural experiences. Try restaurants, visit attractions or shop local stores easier and with special offers and discounts from our partners by showing your symposium badge.

Download the free pass through Bandwango (no app needed). Once downloaded, you can easily scroll through the list of partner businesses and attractions and click on their listings to discover special discounts and offers.

ABOUT THE DAVID L. LAWRENCE CONVENTION CENTER

The David L. Lawrence Convention Center became the **largest LEED® Gold Certified convention center** in 2003.

In purchasing materials for the new DLCC, the travel time of materials was considered when selecting a manufacturer – **50% of the new materials were produced within 500 miles of Pittsburgh**, thus reducing the carbon footprint. In addition, almost ten percent of the building materials are comprised of post-consumer recycled content.

The use of natural light and ventilation provides environmentally friendly surroundings for events. Natural light is in abundance at the DLCC, where **over 75% of the entire building may be naturally lit**. The primary hall space of 236,000 square feet may be 100% naturally lit by skylights and glass walls. The exterior of the building uses reflective materials to allow for the building to capture existing city lights to reduce the amount of exterior lighting. The building is designed with a **natural ventilation system**, which allows natural fresh air to cool Halls ABC. This feature is provided by the roof design and riverside louvers.

Water conservation is extremely important at the DLCC. An on-site water reclamation plant recycles all waste water, which is reused as flushing water in our restrooms. The DLCC's **landscaping is indigenous** to southwestern Pennsylvania. An aquifer, located 50 feet beneath the Center, provides make-up water for the building's cooling towers, and is the water source for South Terrace's irrigation and the 10th Street Water Feature. These features have proven a **66% reduction in purchased water**.



Start Preparing Today

The SBI Symposium offers unparalleled opportunities to connect with breast imaging leaders and build lasting relationships with new and existing customers. With dedicated expo hall hours integrated throughout the program, you'll gain direct access to thousands of decision-makers and influencers in an environment strategically designed for meaningful engagement.

EXHIBITOR INFORMATION

Exhibit booths are 10' x 10' or in multiples thereof. The exhibit rates are as follows:

Type of Exhibit	May 1 - June 30, 2026	After July 1, 2026
Commercial	\$4,000	\$4,500
Nonprofit	\$1,000	\$1,500
Corner Booth Fee	\$350	
Island Fee	\$900	
Vehicle Display	\$5,000	

NEW! SBI PRIORITY POINTS

SBI is implementing a priority point system that rewards your company for their support at the SBI Annual Symposium. The greater your support, the more points you can earn. Points earned each year are accumulated and applied toward your assignment order for the following year's show.

- Exhibitors earn points per 10' x 10' (or 100 sq ft) space purchased for the current year. These points are based on the current years booth size only.
- Sponsoring at least \$5,000 each year will earn priority points, including for Sponsored Education. These points are based on the current year's sponsorship spend only.
- Companies having history exhibiting at the SBI Annual Symposium will earn points which are accumulative.
- Companies who complete the Post-Show Exhibitor Survey

EXHIBITOR TYPES

COMMERCIAL

For-profit organizations with an interest in radiology or those that supply services to radiology practices, medical centers, community or teaching hospitals.

NON-PROFIT

Organizations must be medical associations, SBI member-affiliated organizations, or advocacy groups focused on radiology. Proof of non-profit status (IRS determination letter) may be required. Booths must promote mission-related services or resources for breast imaging professionals.

Recruitment activities are not permitted - organizations seeking to recruit should participate in the Career Fair at standard rates.

VEHICLES

Medical imaging vehicles may be displayed by current exhibitors only. All vehicles must comply with Show Rules and Guidelines. See Exhibitor Portal for requirements.

Signage and Materials: All booth content and activities must maintain a professional focus aligned with the meeting's educational objectives. Direct recruitment and job postings are strictly prohibited.



Booth Fee Includes:

- 10' x 10' raw booth space with 8' back drape and 36" side drape
- Standard identification signage
- Four complimentary full conference exhibitor badges (\$400 per additional badge)
- Listing in the Exhibitor Directory online and Mobile App
- One-time use of pre- and post-conference mailing list (first & last name, company, email)
- Recognition in the Onsite Printed Program (if registered by March 5, 2027)

NOT INCLUDED:

- Flooring/carpeting
- Electrical service
- Internet connectivity
- Audio/visual equipment
- Lead retrieval system
- Booth furnishings

BOOTH PAYMENT TERMS

Initial reservations: 50% deposit due within 14 business days.

Final payment deadline: February 12, 2027. After February 12, 2027: Full payment required within 14 business days by credit card or wire transfer only.

REFUND AND CANCELLATION POLICY

Cancellations must be submitted in writing to the SBI Partnerships Team. A 50% refund will be issued for cancellations received by February 12, 2027. No refunds or space reductions will be granted after this date.

SCIENTIFIC E-POSTERS

Scientific posters must be submitted through official SBI channels for review and approval. Exhibitors may not display posters in booth spaces or meeting areas. Abstract submission opens August 1, 2026.

Show Schedule

Subject to change. Exhibitors will be notified in writing should the below change.

Wednesday, May 19

8:00 AM – 5:00 PM Move-in

Thursday, May 20

10:00 AM – 7:00 PM

(Exhibitors requested to stay until 6:15 pm)

Friday, May 21

10:00 AM – 4:00 PM

Saturday, May 22

10:00 AM – 1:30 PM

1:31 PM – 8:00 PM Move Out

Annual Meeting Sponsorship Opportunities

Companies meeting minimum tier spending requirements will receive recognition at their achieved level in the mobile app, program guide, and event signage.

SBI SPONSORSHIP TIERS

<p>DIAMOND SPONSOR</p> <p>DIAMOND ONLY BENEFITS:</p> <ul style="list-style-type: none"> • 9 Additional Complimentary Badges (beyond booth allocation) • Full Page Ad in the Program Guide 	<p>\$50,000</p>
<p>PLATINUM SPONSOR</p> <p>PLATINUM ONLY BENEFITS:</p> <ul style="list-style-type: none"> • 6 Additional Complimentary Badges (beyond booth allocation) • Full Page Ad in the Program Guide 	<p>\$25,000</p>
<p>GOLD SPONSOR</p> <p>GOLD ONLY BENEFITS:</p> <ul style="list-style-type: none"> • 4 Additional Complimentary Badges (beyond booth allocation) 	<p>\$15,000</p>
<p>SILVER SPONSOR</p> <p>SILVER ONLY BENEFITS:</p> <ul style="list-style-type: none"> • 2 Additional Complimentary Badges (beyond booth allocation) 	<p>\$10,000</p>
<p>BRONZE SPONSOR</p>	<p>\$5,000</p>



Benefits For All Sponsor Levels

Priority renewal rights for 2027 sponsorships

Logo placement on conference signage, website, and mobile app

Social media recognition across SBI platforms

Virtual booth PDF brochure upload

Sponsor recognition signage for your booth

Two invitations to Corporate Meet Up with SBI leadership

Note: Some sponsorship opportunities may vary based on venue availability.

Non-Exhibiting Company Sponsorship Opportunities

SBI will assess a \$5,000 Premium Fee to all sponsorships sold to non-exhibiting companies. This fee will apply to all sponsorships and will be added to the invoice upon receiving a signed agreement. Non-Exhibiting Sponsors will have access to limited offerings and will not be provided the items listed above.

SBI's President's Dinner | May 21

Celebrate excellence at SBI's signature evening event! The President's Dinner honors the Gold Medalist, Honorary Fellow, and Scientific Abstract winners while supporting the SBI Research and Education Fund. Enjoy fine dining, live entertainment, dancing, and unparalleled networking with peers, an unforgettable night that shines a spotlight on the leaders and innovators in our field.

SPONSORSHIP OPPORTUNITIES

PREMIUM TICKET SPONSORSHIP | \$2,500 or \$5,000

Exclusive brand recognition and VIP privileges with two options:

OPTION 1

Purchase 5 tickets for \$2,500 with no designated assigned seats. Guests have a choice as the event is open seating.

OPTION 2

Purchase 10 tickets for \$5,000 and select to either have your own dedicated table or allow guests to choose seating.

Company Recognition:

- On-screen acknowledgment during the program
- Special recognition in President's welcome address

Flexible guest list allows you to host any combination of VIPs, clients, and prospects at your dedicated table. General seating at the event is open, ensuring quality networking time with your chosen guests.

Must notify SBI of option choice by April 30, 2027.



Additional Sponsorship Opportunities

Discover our full range of sponsorship opportunities in the Exhibitor Portal. For personalized assistance or custom packages, contact our Partnership Team:

Partnerships@sbi-online.org

BAR & LOGO NAPKIN SPONSORSHIP

\$5,000

LIVE BAND SPONSOR

\$10,000

DESSERT STATION

\$6,500

360 PHOTO BOOTH

\$5,500

Industry-Sponsored Learning

For complete details, visit the Exhibitor Portal or contact the SBI Partnership Team at Partnerships@SBI-online.org.



BREAKFAST BRIEFINGS | \$20,000

1 Opportunity per day (Thursday, Friday & Saturday)

SBI exhibitors can host an educational presentation or procedural instruction during the annual meeting. Breakfast Briefings are limited to 60 minutes. SBI will promote the workshop directly to its attendees, and the company is responsible for providing content and providing door monitors/check-in staff, advanced signup, and RSVPs. **The purchasing company must be the named sponsor and host of record for the session in all internal and external communications, including social media.** Third-party vendors, media partners, or other organizations may not independently promote or co-brand the session without prior written approval from SBI. Any promotion of the session must identify it as a [Company Name]-sponsored Lunch & Learn, make clear that attendance is limited to registered Symposium participants, and must not solicit RSVPs from the general public. SBI makes no representations or guarantees of attendance size. One speaker badge is included with this sponsorship for this session access only. Additional speaker badges must be purchased separately. *Eligible for CME credits.*

INDUSTRY LEARNING LABS | \$20,000

2 Opportunities per day (Thursday & Friday)

Put your products in the spotlight! Give potential and current customers hands-on experience with your systems through interactive training and product demonstrations. Sessions are available Thursday and Friday afternoons during Concurrent Educational Sessions, an ideal way to engage attendees and showcase your solutions in action. *Eligible for CME credits.*

LUNCH & LEARN | \$20,000

2 Opportunities per day (Thurs., Fri. & Sat.)

SBI exhibitors can host an educational presentation or procedural instruction during the annual meeting. Lunch & Learns are limited to 60 minutes. SBI will promote the workshop directly to its attendees, and the purchasing company is responsible for providing content, door monitors/check-in staff, advanced signup, and RSVPs. **The purchasing company must be the named sponsor and host of record for the session in all internal and external communications, including social media.** Third-party vendors, media partners, or other organizations may not independently promote or co-brand the session without prior written approval from SBI. Any promotion of the session must identify it as a [Company Name]-sponsored Lunch & Learn, make clear that attendance is limited to registered Symposium participants, and must not solicit RSVPs from the general public. SBI makes no representations or guarantees of attendance size. One speaker badge is included with this sponsorship for this session access only. Additional speaker badges must be purchased separately. *Eligible for CME credits.*

FOCUS GROUP | \$10,000

Host a focus group (up to 2 hours) with up to 10 breast imaging professionals to gather insights on product development, marketing strategies, and user feedback. This session is designed to gather valuable insights from your target audience, including product improvements, marketing research, and firsthand feedback. Online sign-up form required.

Package Includes:

- Private meeting room for one session
- SBI Leadership support in participant selection
- Invitation and communication management

Additional Details:

- Audio/visual equipment available for purchase
- Food & beverage available for purchase
- Extra setup/breakdown time available for additional fee
- Multiple sessions require separate bookings

Digital Advertising



WEBSITE BANNER – SBI MEETING HOMEPAGE | \$3,000

Put your brand front-and-center with a rotating banner on the official SBI meeting registration site! Your banner will be visible from the date of registration launch through 30 days after the meeting, ensuring maximum exposure to attendees before, during, and after the event. Drive traffic, generate leads, and make a lasting impression with every visit to the registration site.

- Size: 320 x 1200 pixels
- File formats: .psd, .indd, .ai, .eps, .png
- Includes clickable link to your website
- Responsive design: Minimal text recommended for mobile viewing.

SYMPOSIUM PROGRAM ADVERTISING | \$750 - \$3,500/page

Promote your brand in the essential digital conference guide used by all attendees to navigate the SBI Breast Imaging Symposium. For Ad sizes and specifications, visit the Exhibitor Portal or contact Partnerships@SBI-online.org.

MOBILE APP BANNER AD | \$2,500 each

Maximize your brand exposure with a premium digital presence! Your interactive banner ad will rotate every 5-8 seconds in the SBI mobile app. This sponsorship ensures constant visibility to every conference participant using the app, putting your brand front-and-center throughout the event.

Placement Options: Expo • More Info • People • Posters • Search

Image Requirements

Available aspect ratios: 7:1, 9:1, 11:1, and 13:1

EXCLUSIVE | CONFERENCE Wi-Fi | Call for Pricing

Be the brand that keeps everyone connected! As the sponsor of the conference Wi-Fi, your company will have high-visibility exposure every time attendees log in throughout the meeting. This essential service ensures that participants stay informed, engaged, and connected, making your brand a part of every attendee's experience. Sponsoring the Wi-Fi provides a unique, impactful marketing opportunity, with your logo and messaging featured on the network login page and in digital communications related to access. It's a simple way to put your company front-and-center while delivering a service every attendee relies on!

NEW! E-POSTER DISPLAYS | \$7,500

Put your brand front and center where attendees are engaging with cutting-edge research! As the sponsor of the SBI e-Poster Area, your company will have the opportunity to brand the kiosks where attendees view e-posters, both within the SBI booth and in the registration area. This high-visibility sponsorship ensures your company is associated with the latest scientific discoveries and keeps your brand top-of-mind as attendees explore innovative content throughout the conference.

SPONSORED WEBINAR | \$15,000

Connect with breast imaging professionals through a 60-minute educational webinar hosted on SBI's platform.

Package Includes:

- Full webinar production and management
- Two promotional email campaigns to 11,000+ healthcare professionals
- Marketing across SBI website, calendar, and social media channels
- Opt-in registrant contact information and attendance analytics
- Custom registration questions and interactive polling
- Post-event email to registrants
- One-year archival in SBI's eLearning library

For additional information contact Partnerships@sbi-online.org or complete the online [SBI Sponsored Webinar Proposal Form.](#)

Brand Awareness



RISING LEADERS RECEPTION | \$10,000

EXCLUSIVE OPPORTUNITY

Exclusive reception for SBI Board of Directors, breast imaging leaders, and fellowship program directors to mingle and network with radiology trainees. Location and date TBD.

REFRESHMENT BREAK SPONSORSHIP | \$9,500 EACH

7 Opportunities Available

Create memorable experiences during our high-traffic networking breaks.

Morning Options:

- Premium Coffee Service
- Barista-Staffed Specialty Espresso Bar
- Interactive Bike-Powered Smoothie Station

Afternoon Options:

- Fresh-Baked Cookie Station
- Gourmet Popcorn Bar
- Custom Snack Experiences



WELCOME RECEPTION SPONSORSHIP OPPORTUNITIES

May 20, 2027 | 5:00 – 7:00 PM

Make an unforgettable first impression at this year's Conference Welcome Reception! Position your brand at the heart of the evening's networking as attendees gather to kick off the event. This exclusive opportunity lets you:

Connect directly with decision-makers in a relaxed, social atmosphere

Showcase your brand to all conference attendees and their guests

Create memorable experiences in our unique Pittsburgh venue

Build valuable relationships from day one of the conference

Flexible sponsorship packages are available to match your marketing goals and budget. For detailed sponsorship options and pricing, visit the Exhibitor Portal or contact our Partnership Team:

Partnerships@sbi-online.org

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“Grateful for every conversation, every connection, and the chance to spend time with both familiar faces and new ones pushing this space forward. These moments matter—hearing how clinicians are working, what they need, and where we can continue to support smarter, more confident decision-making.”

- Kolos Medical

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Brand Awareness



SBI FIRST-TIMER KIT: PITTSBURGH EDITION | \$11,500

1 Opportunity Available

Make a memorable first impression with the ultimate welcome gift for first-time attendees! This exclusive kit is given only to first-time participants, up to 500 attendees, ensuring that your company will drive meaningful traffic directly to your booth. Each recipient receives a thoughtfully curated package designed to help them navigate the event while learning about your brand. This sponsorship is a unique opportunity to introduce your company to new attendees, spark conversation, and create lasting connections from the very start of the conference.

SBI EXPRESS SPOTLIGHT SERIES | \$2,000

4 Opportunities Available (Sessions will be held during the Friday afternoon extended break. Additional presentation slots may be added later based on demand.)

Capture attention and generate buzz with a high-impact, 3-to-10-minute demo on the show floor. These fast-paced sessions give exhibitors the opportunity to spotlight a new product or service, deliver a compelling pitch, and drive attendees directly to your booth for deeper engagement. SBI will amplify your reach through promotion on the event website, mobile app, and program guide (pending submission by the published deadline). Space is limited, secure your slot and make a lasting impression in minutes.

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“It’s a great place for us to share ideas and see what new technologies are out in the market and just make sure that, we’re staying up to date with the world of breast imaging.”

- LocumTenens.com

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SCAVENGER HUNT | \$250

Drive traffic, boost engagement, and stand out on the show floor with this interactive, gamified experience. Participating exhibitors will receive a branded sign with a unique QR code that attendees can scan to answer a custom question about your company. Correct answers earn points, encouraging attendees to visit, engage, and learn more about what you offer. You provide the question—we bring the audience. It’s a fun, effective way to spark conversations and create memorable touchpoints with attendees.

Interested in elevating your presence even further? Exhibitors may also contribute a prize for the Scavenger Hunt. Please contact us at partnerships@sbi-online.org for more information.



Brand Awareness

360° PHOTO BOOTH | \$7,500

Strike a pose like never before! This isn't your average photo booth, it's a 360-degree video booth that captures stunning slow-motion footage at 120 frames per second. Attendees step onto the platform as a rotating camera spins around them, creating a dynamic, unforgettable experience. It's fun, shareable, and a can't-miss attraction on the show floor, perfect for driving traffic to your booth. Available during Exhibit Hall hours, this is the ultimate opportunity to engage attendees, generate buzz, and leave a lasting impression!

EXCLUSIVE | CONFERENCE NOTEBOOK & PEN | \$6,000

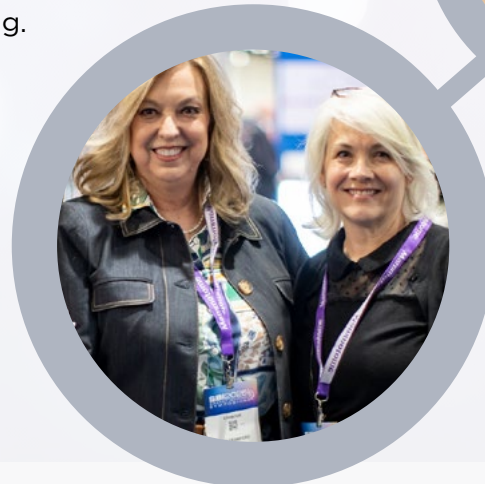
Put your brand in attendees' hands, literally! Sponsor high-quality pens and notebooks that participants will use throughout the event and beyond. This practical, highly visible sponsorship keeps your company top-of-mind while providing a valuable takeaway every attendee will appreciate. SBI will order a minimum of 750 items for this sponsorship.

EXCLUSIVE | REUSABLE WATER BOTTLES | \$12,500

Keep attendees refreshed, and your brand top-of-mind! Sponsor high-quality, reusable water bottles that participants will use throughout the event. Branded with your logo & the 2027 Symposium Logo, these bottles provide continuous visibility while offering a practical, highly appreciated takeaway. It's a simple, effective way to make your brand part of the attendee experience all day long.

EXCLUSIVE | ATTENDEE CONFERENCE LANYARDS | \$6,500

Keep your brand front and center! Have your logo featured alongside SBI's on the official conference lanyard, worn by every attendee at the 2027 Annual Symposium. This high-visibility opportunity ensures your company is seen throughout the event, making a lasting impression with every interaction.



Brand Awareness

SHOW FLOOR MEETING SPACE | \$5,000 | FULL DAY (Thurs, Fri or Sat)

Host private meetings right on the show floor during Exhibit Hall hours. Each space comes preset in a conference-style layout with up to 10 seats, 1 electrical drop, along with professional door signage included. Please note that room setup modifications, AV equipment, and catering services are not available for these spaces.

THE RESOLUTION LOUNGE (PLUG IN & RECHARGE) | \$11,500

Transform your exhibit presence with a unique specialty lounge directly on the show floor. This premium networking space offers a comfortable retreat where you can host key customers, first-time attendees, and prospects throughout the day. Complimentary refreshments and sophisticated seating create an ideal environment for meaningful conversations and relationship building in a relaxed atmosphere.

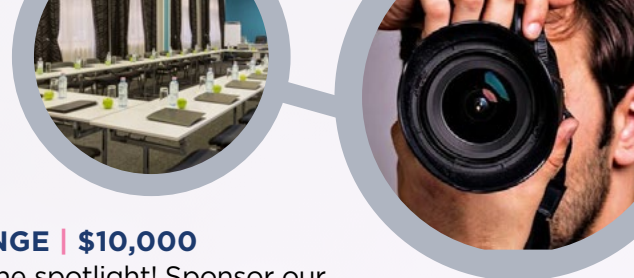
HEADSHOT LOUNGE | \$10,000

Put your brand in the spotlight! Sponsor our Professional Headshot Lounge, where attendees receive complimentary, high-quality portraits for LinkedIn and business use. Your logo and branded environment create premium, high-visibility exposure while associating your company with a service attendees love and value.

MOBILE APP PUSH NOTIFICATIONS | \$500/PUSH

(10 Opportunities Available)

Reach attendees directly on their devices! Each sponsor receives two push notifications (230-character limit) to promote booth activities, special events, or exclusive demos. This high-visibility tool delivers your message at the right time for maximum impact.



“Our goal is always to find cancers earlier, and this is the best way that we can show off our innovations.”

- Christy Devine, Women’s Health Product Manager for Siemens Healthineers



HIGH-IMPACT BRANDING OPPORTUNITIES

Branded Hotel Key Cards	\$10,000	2 Opportunities
Floor Decal - 24” x 24”	\$1,350	Limited, 2 clings max per company
Directional Signs	\$1,850	
Column Clings	Contact for Pricing	Limited, 2 clings max per company
Window Clings - multiple options available	Contact for Pricing	
Hanging Aisle Signs	\$7,500	1 Opportunity
Hotel Drop	Omni: \$4,000 Westin: \$4,500	
Escalator Window Decal or Banner	Contact for Pricing	



View our 2027 Symposium
Rules & Regulations online [here](#).



6800 Paragon Place, Suite 640
Richmond, VA 23230