

The ASRT Advantage

Get involved with
the nation's largest
and oldest organization
for medical imaging
technologists and
radiation therapists

2010 **CATALOG** *of* Corporate Support Opportunities

Let ASRT Help
Maximize Your Brand

Reach Your Customers

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A Market You Can't Afford to Ignore

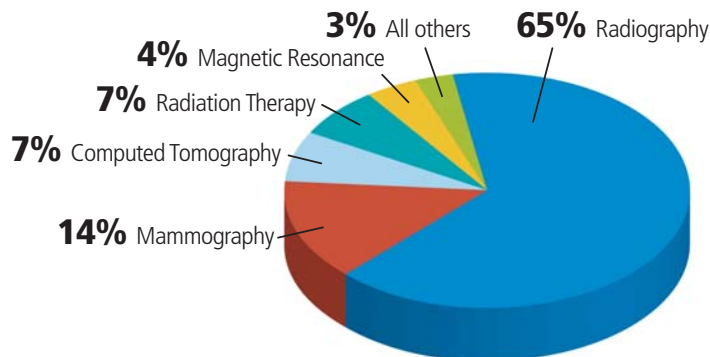
- ▶ Largest professional association for medical imaging technologists and radiation therapists.
- ▶ Founded in 1920.
- ▶ 131,000 members represented by a single organization.
- ▶ 93 percent member satisfaction.

ASRT programs offer a chance for your company to connect with clients who provide quality care to millions of patients each year.

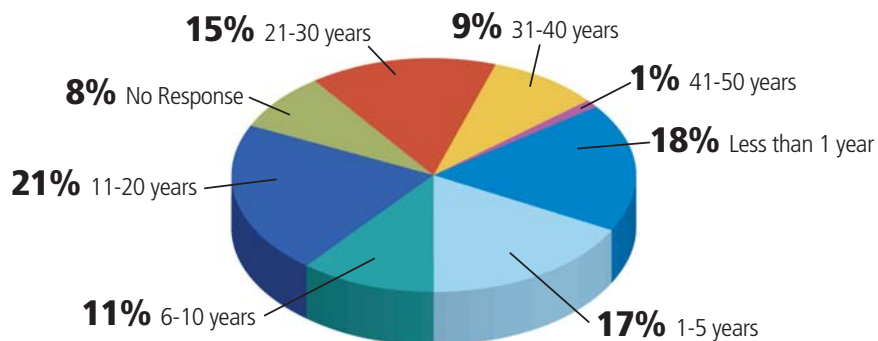
There are many ways to demonstrate your commitment to the profession and deliver your custom message to targeted audiences. ASRT offers three top-rated publications, a popular Web site, electronic newsletters, custom research opportunities, conference sponsorships and exhibit opportunities.

Reaching these highly skilled medical professionals is critical for your business whether you are building brand awareness or launching new products.

ASRT Represents Every Speciality

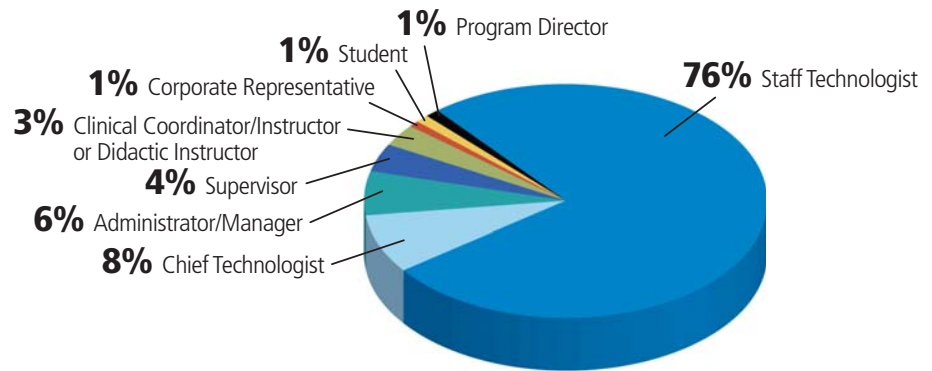


Years in Practice





Reach Every Organizational Level



A Voice Through Advocacy and Education

The ASRT has a **strong advocacy agenda** as a lead organization working for the passage of the CARE bill, or Consistency, Accuracy, Responsibility and Excellence in Medical Imaging and Radiation Therapy. The bill calls for the establishment of federal minimum standards to ensure that patients receive the best care possible.

Working on the state and national level, ASRT draws on the knowledge of state affiliate organizations and a grass-roots network of more than 1,400 professionals. It monitors hundreds of regulatory issues ranging from equipment standards to quality patient care, scope of practice, educational standards, licensure and workplace hazards. The ASRT **establishes and maintains the highest standards** in the radiologic sciences, bringing imaging expertise and an informed advocacy voice to represent the professional interests of its members and all imaging patients.

The ASRT is a **premier Recognized Continuing Education Evaluation Mechanism (RCEEM)**, reviewing and awarding credits for continuing education for technologists. We work with corporate providers, health care institutions and other sponsors to ensure that our professionals have the opportunity to keep up with the latest education in the field.

The ASRT offers continuing education through online courses, Directed Readings in our journals and conferences. Our award-winning scholarly peer-reviewed journals and electronic and print newsletters provide members with cutting-edge information about their practice and the **companies with products available to help members care for patients**.

The American Society of Radiologic Technologists brings an **indispensible advantage** to its marketing partners. No other organization gives you more ways to reach the most influential professionals in the radiologic sciences. Let our association work for you.

Influencing the Influential

ASRT members include more than **23,000 decision makers** — **administrators, chief technologists, managers and supervisors**. Because awareness drives purchasing decisions, ASRT wants to help you reach valuable new customers and achieve high visibility. The ASRT is the only association that represents all medical imaging technologists, regardless of their area of practice.

78% Make a recommendation or final decision on department budget.

85% Make a recommendation or final decision on purchasing imaging equipment.

76% Make a final decision or recommendation on disposable supplies in their facility.

60% Make a recommendation or final decision on purchasing continuing education for employees.

Put the ASRT to work for you.

To learn more, contact CorporateRelations@asrt.org or call 800-444-2778, Ext. 1281 or 505-816-1881.

Create Opportunities



Put Your Company Ahead of the Rest

Obtain exclusive marketing rights and high-level involvement with the leading organization in the radiologic sciences.

Champion

\$75,000

Join the ranks of our Champions and maximize your brand with more than 131,000 medical imaging and radiation therapy professionals. Only one Champion level of corporate name branding is available for each of the following programs:

2009

- ASRT@RSNA 2009
- ASRT Radiation Therapy Conference

2010

- ASRT@RSNA 2010
- ASRT Radiation Therapy Conference
- Annual Governance and House of Delegates Meeting

Year-Round Benefits

Elevate Your Image

- ▶ Press release announcing your commitment sent via PR Newswire to trade organizations and publications that reach your target market. **Capitalize on your involvement with our 131,000-member organization!**
- ▶ Story about your company — **with photos** — on the ASRT Education and Research Foundation Web site.
- ▶ The *exclusive* ASRT Strategic Advantage Program Champion logo to use on all your advertising, identifying your high level of commitment.
- ▶ **Optimal exposure** before and at the meetings or conferences.

Communicate With Your Target Market

- ▶ Your **large banner ad** on an ASRT Web site page of our choice for **12 months**.
- ▶ **Your video** accessed from our Industry Product Video Showcase site for six months. You provide a link to a five-minute video **about your product** and *ASRT will create incentives for R. T.s to take a look.*
- ▶ Your buckslip included in **ASRT mailings for the month of your choice** —approximately 30,000 pieces! You provide the buckslip; we provide the postage and envelopes and complete the mailing.
- ▶ **Banner ad and feature segment** in ASRT's online e-newsletter, *rEsources*, e-mailed to more than 90,000 ASRT members for the two monthly issues of your choice.
- ▶ Mail list of up to **10,000 records of your target market** for one-time use.

Secure a Seat at the Table

- ▶ One-year silver membership in the Health Care Industry Advisory Council and an invitation to the **exclusive annual meeting**. Join this **highly regarded community of experts** dedicated to providing excellent patient care and addressing issues that influence the direction of the radiologic sciences profession.
- ▶ A private meeting with the ASRT Board of Directors with your company setting the agenda. Use the time to discuss issues or ideas important to you. *Exclusive!*

Ally

\$50,000

ASRT Strategic Advantage Program Allies enjoy privileges such as their exclusive logo to use on advertising, year-round brand exposure to thousands of professionals and high-level networking opportunities.

Elevate Your Image

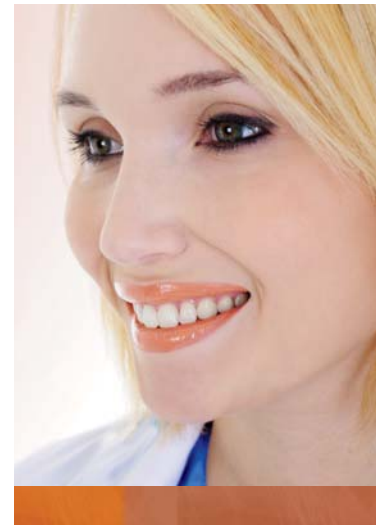
- ▶ The *exclusive* ASRT Strategic Advantage Program Ally logo to use on all your advertising, identifying your high level of commitment.
- ▶ Story about your company — **with photos** — on the ASRT Foundation Web site.

Communicate With Your Target Market

- ▶ Your **large banner ad** on an ASRT Web site page of our choice for six months.
- ▶ **Your video** accessed from our Industry Product Video Showcase site for six months. You provide a link to a five-minute video about your product and ASRT will create incentives for R.T.s to take a look.
- ▶ **Full-page, four-color ad** in the journal of your choice: *Radiologic Technology* or *Radiation Therapist*.
- ▶ **Full-page, four-color ad** in *ASRT Scanner*.
- ▶ **Banner ad and feature segment** in ASRT's online e-newsletter, *rEsources*, e-mailed to more than 90,000 ASRT members for the three months of your choice.
- ▶ Mail list of up to **10,000 records of your target market** for one-time use.

Secure a Seat at the Table

- ▶ One-year silver membership in the Health Care Industry Advisory Council and an invitation to the **exclusive annual meeting**. Join this **highly regarded community of experts** dedicated to providing excellent patient care and addressing issues that influence the direction of the radiologic science profession.



Supporter

\$25,000

ASRT Strategic Advantage Program Supporters receive a maximum of brand exposure for a minimum investment.

Communicate With Your Target Market

- ▶ Your **large banner ad** on an ASRT Web site page of our choice for six months.
- ▶ **Your video** accessed from our Industry Product Video Showcase site for six months. You provide a link to a five-minute video about your product and ASRT will create incentives for R.T.s to take a look.
- ▶ **Banner ad and feature segment** in ASRT's online e-newsletter, *rEsources*, sent to more than 90,000 ASRT members for the three months of your choice.
- ▶ Mail list of up to **10,000 records of your target market** for two-time use.

Put the ASRT to work for you.

To learn more, contact CorporateRelations@asrt.org or call 800-444-2778, Ext. 1281 or 505-816-1881.

Achieve Results



Public Education Campaign

There is no better way to get the public and media to pay attention than to work with the leading organization in medical imaging and radiation therapy. Join with the ASRT to develop nonbranded campaigns, messages and ideas. Examples include appropriate radiation exposure, communicating with your health care provider and testing options.

ASRT Affinity Partners

Attract new business by offering ASRT members exclusive discounts on your product or services. Whether you sell equipment, clothes or insurance, this revenue-sharing agreement gives you access to direct-marketing initiatives and advertising opportunities that reach more than 131,000 registered technologists.

Research in Action

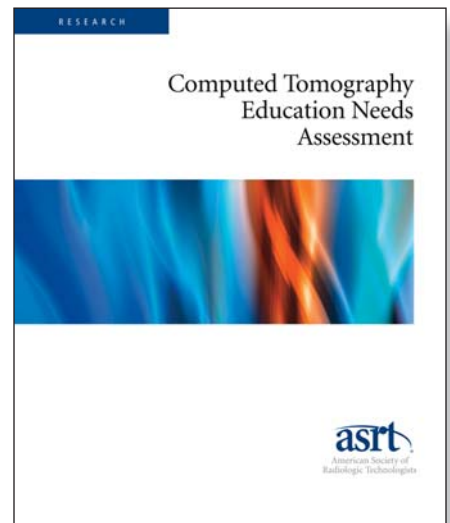
The ASRT Research Department can conduct all types of surveys that are of interest to you and to us. We can examine practice patterns, determine different techniques and find out which products technologists use. Our in-house research team of experts knows your end users. Put them to work to find the answers you seek.

Investment: From \$7,000

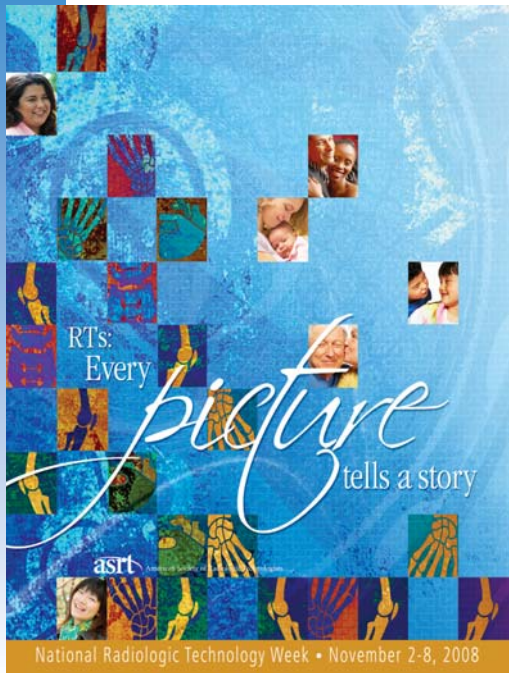
Video or Audio on Demand

Take a new approach to marketing and increase your company's exposure through influential and educational podcast messages available on the ASRT Web site. With a compelling podcast, **you can share your expertise about technological advances and trends** — all while spotlighting your company.

Investment: From \$10,000



Expand Your Influence



National Radiologic Technology Week®

November

NRTW takes place each November to commemorate the anniversary of the **x-ray's discovery** by Wilhelm Conrad Roentgen on Nov. 8, 1895.

Share your message and join the annual celebration to recognize the vital work of radiologic technologists across the nation.

Opportunities include becoming the title sponsor of the official national celebration. Enjoy having your company's presence in the annual NRTW Product Catalog, exclusive placement on the NRTW Web page and direct access to customers by sponsoring an NRTW open house at the ASRT office in Albuquerque, N.M.

Help us showcase how radiologic technologists provide safe, high-quality medical imaging examinations and radiation therapy treatments for millions of patients. Your sponsorship can put your company's name in the center of the biggest event to bring prestige and prominence to the radiologic sciences.

Investment: From \$12,500

The Largest Gathering in Radiology

ASRT@RSNA 2009

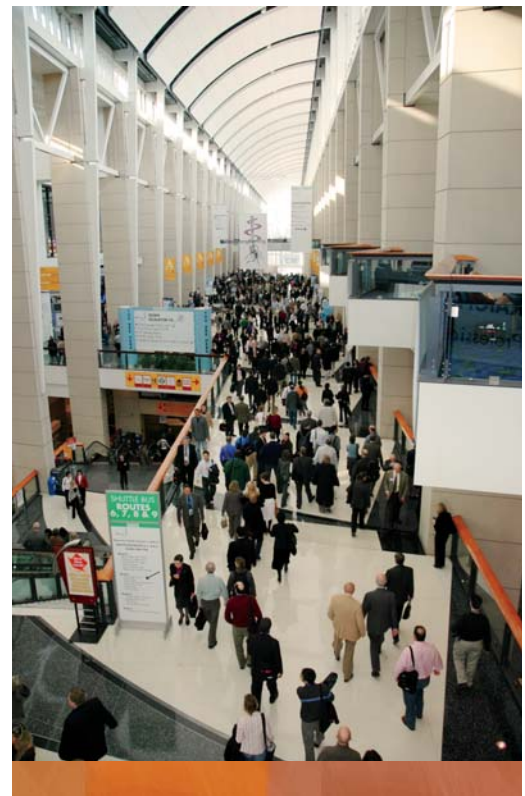
ASRT@RSNA 2010

November

ASRT offers one- and one-half days of cutting-edge educational courses and a welcome reception specifically for technologists at the largest gathering of radiologic professionals in the world, the **Radiological Society of North America's annual conference**.

ASRT@RSNA 2009 and 2010 will be the place to be for radiologic technologists. Signage at the conference will recognize your support. Sponsorship in this exciting program is included only as a high-level benefit in the **Strategic Advantage Program** (please see Pages 4-5).

As part of the sponsorship, you can provide **your branded napkins** for all attendees to use at the reception, free admission for **up to eight representatives** to the welcome reception, a **full-page, four-color ad** in the November issue of *Radiologic Technology* journal, a **banner ad and feature segment** in ASRT's online e-newsletter and a **full-page advertorial** in the October issue of *ASRT Scanner* or during the month of your choice.





Become the Exclusive Corporate Supporter of ASRT Leadership Activities

Leaders of Today ASRT Annual Governance and House of Delegates Meeting June

Investing in this dynamic meeting presents your company with a unique opportunity to connect with the radiologic science community that addresses the practice issues facing the profession. One hundred and sixty-six chapter and affiliate delegates are elected or appointed each year to establish professional standards of practice. Your support helps deliver your message to some of the most prominent and influential medical imaging professionals.

Investment: From \$10,000



Leaders of Tomorrow The Leadership Academy Ongoing

When you invest in the Leadership Academy, you support tomorrow's leaders and foster the profession's growth. The Leadership Academy has graduated more than 450 radiologic technologists to assume leadership roles in the ASRT and our state affiliate societies. Your company's commitment to the profession will be recognized with your logo on Academy promotional and learning materials and graduate diplomas.

Investment: From \$6,000



Accomplish Your Goals

Educational Conferences and Programs

ASRT Radiation Therapy Conference

Fall

The ASRT Radiation Therapy Conference is a golden opportunity to share your message with more than 1,500 of the nation's best qualified, most experienced radiation therapists and medical dosimetrists. Sponsorships and exhibit booths are available for every budget and offer a high return on investment.

Our Radiation Therapy Conference is held in conjunction with the annual conference of the American Society for Radiation Oncology, the world's leading organization devoted to radiation oncology.



Purchasing Influence of Attendees

77% make or influence supply purchase decisions.

66% make or influence equipment purchase decisions.

68% of attendees would recommend or purchase products and supplies of exhibiting companies.

Source: 2008 ASRT Radiation Therapy Conference.

"The ASRT Radiation Therapy Conference continues to be one of our biggest ROI producers. The opportunity to meet with therapists to discuss their needs is priceless, and show management works with each exhibitor to ensure maximum satisfaction."

Mary Lang, Marketing Communications Specialist, Beekley Corp.

Opportunities at the ASRT Radiation Therapy Conference

Lunch in Exhibit Hall

Some say the best way to a person's heart is through his or her stomach. This is a great opportunity for your company to be remembered by attendees and enhance customer loyalty. Sponsorship includes signs promoting your company at the lunch.

Investment: \$25,000

Coffee Break

Attendees always look forward to these breaks, which are scheduled every morning. You can place company brochures or fliers at refreshment stations alongside your prominently displayed logo.

Investment: \$15,000

Focus Group

Talk with your customers in a small group setting. If you make your commitment early, your focus group can be part of our online registration system. There is limited availability for focus groups at the conference.

Investment: \$10,000

Cyber Café

This is one of the most popular locations during the conference. Your company logo will be displayed prominently on the kiosk and on the splash screen of the computers.

Investment: \$10,000

Name Badge Holder

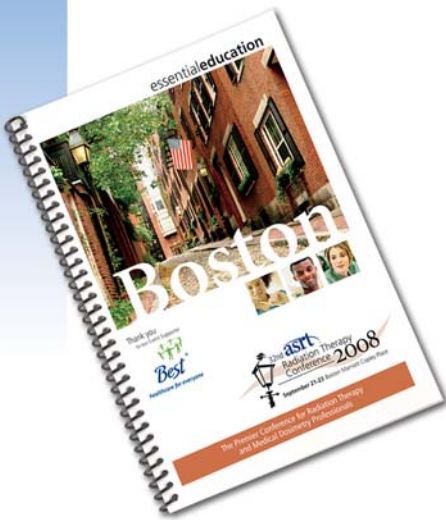
All attendees wear the badge holder throughout the conference and need it to enter the ASTRO Exhibit Hall, so your logo will be highly visible.

Investment: \$8,000

Take Note! Program Planner

Found in every attendee tote bag, the nifty program planner can be used to keep track of conference events and to take notes during classes. The pocket program has all the conference activity details and will be tucked inside the spiral-bound notebook. You even can advertise on the inside front and back covers. One additional page at the beginning of the notebook also will be available to the sponsor.

Investment: \$8,000



Conference Proceedings

The conference proceedings and course syllabus is available to all attendees 45 days before the conference. Your company logo will appear on the Web page where attendees can download the conference proceedings. In addition, send us a 45-second Flash video and we'll post it on the conference proceedings landing page.

Investment: \$7,000

Keynote Speaker

This signature event is the perfect opportunity to highlight your company to attendees. Sponsor the first event of the conference and introduce the keynote speaker to attendees before it begins.

Investment: \$15,000

General Session

Introduce the general session speaker to the audience before the course. We'll also feature your company information in the conference materials and on the appropriate signs.

Investment: \$5,000

Reusable Water Bottles

These bottles are a great way to show conference attendees your commitment to the environment. After the conference, the water bottles can be recycled or used at work or home.

Investment: \$5,000

Bingo Game Card

Sponsor the exclusive ASRT Exhibit Hall contest and we will display your logo prominently on every bingo card. Your sponsorship includes one prize to be given in the exhibit hall each day, and your company will be acknowledged during the daily drawings.

Investment: \$5,000

Pens

All attendees will see your name and logo on the pens tucked into their tote bags. No doubt this handy item will be used during and after the conference.

Investment: \$3,000 or a \$1,600 insertion fee if you supply the pens

Educational Course

With mandatory continuing education for radiation therapists and medical dosimetrists, there is no better way to earn their gratitude than by sponsoring one of the conference's educational courses.

Investment: \$1,600



Imagine the Possibilities

Connect with important professionals through ASRT's three top-rated publications, a popular Web site, electronic newsletters and direct mail opportunities. With our member satisfaction at 93 percent and annual growth of more than 3 percent, you can be sure you are working with a quality association.

Print

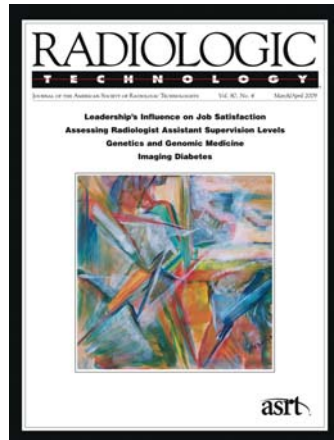


ASRT Scanner

Primary readership: 128,450

This bimonthly member magazine for the R.T. enthusiast takes your advertising message to more than 209,000 readers, who spend an average of 41 minutes perusing the publication.

Investment: From \$400



Radiologic Technology

Primary readership: 128,921

Seventy-three percent of our members read every issue of this award-winning, peer-reviewed journal. Published six times a year, it is ranked as one of the most important membership benefits and covers all medical imaging specialties.

Investment: From \$400



Radiation Therapist

Primary readership: 13,000

This scholarly journal boasts a readership of 13,000 members. It features the latest research and covers issues in cancer treatment techniques and trends in radiation therapy staffing, salaries and patient care.

Investment: From \$315

Electronic



The ASRT Web site, www.asrt.org

With up to 14,000 views a day, our Web site drives technology-savvy R.T.s, buyers and job seekers to your site 24/7. Leverage banner ads, links to your product videos, take advantage of our marketplace and more.

Industry Product Video Showcase

On an area of the ASRT Web site for our industry collaborators, we'll link directly to a brief video about your product. We'll even share click-through statistics so you can track the advantages of this high-value communication technique.

Investment: From \$7,000

Guidewire

Expand your reach by sponsoring *Guidewire*, ASRT's new online source for conference and event coverage as it is happening. This high-impact Web page gives our members breaking news, interviews, on-the-spot features, technology updates and behind-the-scenes reports. When you plan your annual marketing efforts, take advantage of this opportunity to build brand awareness and reach customers.

Investment: From \$6,000

Banner Ads

Grab the attention of more than 400,000 pairs of eyes on your advertisement every month.

Investment: From \$1,050

ASRT Marketplace

This online shopping center puts our 131,000 members just one click away from your Web site.

Investment: From \$450

ASRT Event Calendar

List your continuing education courses and conferences on this high-traffic section for just pennies per contact.

Investment: From \$50 per listing

asrt JobBank®

Tap into the world's largest job bank for radiologic science professionals and access candidates from across the country.

Investment: From \$225

Electronic Newsletter, *rEsources*

Take your advertising message to more than 90,000 ASRT members. ASRT *rEsources* digital newsletter is strategically targeted to members in specific disciplines and delivered to an audience of more than 90,000 imaging technologists and radiation therapists monthly. Each targeted edition introduces readers to the latest ASRT member benefits, upcoming events, continuing education products and a range of information related to career and professional development in the radiologic sciences.



Investment: From \$1,400

Direct Mail

Our mail list is so precise, you can order it by job title, ZIP code, geographic area and discipline! Make the most of your direct mail dollars by selling your products through the ASRT database — it's more than 131,000 strong and growing. We offer accurate and cost-effective lists.

Investment: From \$200

The Beam

Primary readership: 1,500

Get your message in the ASRT's official conference newspaper, which targets more than 1,500 hard-to-reach radiation therapists and medical dosimetrists at the ASRT Radiation Therapy Conference. The Beam is distributed to every registered attendee. For extra impact, a full- or half-page commitment includes an article about your company.



Put the ASRT to work for you.

To learn more, contact CorporateRelations@asrt.org or call 800-444-2778, Ext. 1281 or 505-816-1881.

Make a Difference

Set your company apart from the rest by partnering with the ASRT Education and Research Foundation. ASRT's philanthropic arm supports scholarships and research. In fact, since 2000 we have awarded more than \$1.4 million to more than 300 students, professionals and researchers.



China Study Program 2010

Make It Possible for Qualified Students to Study in China

Enjoy exclusive sponsor benefits and year-round recognition when you help us send eight entry-level radiologic science students to China for a two-week intensive study of traditional Chinese medicine and its relationship to Western medicine.

Your company can be associated with this dynamic learning environment when you join us in collaborating with Weber State University to teach radiologic science students to identify culturally appropriate health care practices, examine the Chinese system of higher and health education and become culturally sensitive to those with different belief systems.

Investment: \$25,000 per year for a three-year commitment

Named Scholarships

We offer an array of scholarships for entry-level students, medical imaging professionals and radiation therapists. Help us advance the profession — and you can name the scholarship! The ASRT Foundation will work with you to draft your named scholarship to create a lasting impression among our members and scholarship recipients.

Investment: \$30,000 per year for a three-year commitment



International Speakers Exchange Grant

Radiologic science education, equipment and protocols differ from country to country, but every radiologic technologist around the world shares the same goal — delivering quality patient care.

The ASRT Foundation can foster cross-cultural interaction among the world's radiologic technologists with your support. ASRT members compete for opportunities to attend and present at an international meeting of radiologic science professionals. The ASRT Foundation significantly acknowledges and recognizes companies that back this vibrant program.

Investment: \$12,000 per year for a three-year commitment

Virtual Symposium on Research

Our competition showcases originality and technical excellence in the radiologic sciences. Authors of the top abstracts will prepare posters to be presented as Webinars that we'll offer for CE credit.

Your company link will be posted with the Webinar and on the ASRT Web site along with an article and photo about your company and a **video** accessed from our Industry Product Video Showcase site for six months. You provide a link to a five-minute video **about your product** and *ASRT will create incentives for R.T.s to take a look.*

You can show your commitment to education and research in the radiologic sciences, advance the development of educational products and help disseminate original research by supporting this valuable symposium.

Investment: \$9,000 per year for a three-year commitment

Health Care Industry Advisory Council

Join an Elite Group Working to Enhance the Role of Radiologic Technologists in Health Care

The ASRT Education and Research Foundation's **Health Care Industry Advisory Council** is a **highly regarded community of experts** dedicated to providing excellent care. Members meet in a collaborative environment to address issues that improve patient care and ultimately influence the direction of the profession.

Joining HCIAC has its benefits including recognition for your company, an invitation to the **exclusive annual meeting**, discounts on print and electronic advertising, exposure on the ASRT Foundation Web site and access to valuable reports, research and mailing lists.

Whether you want to learn what issues medical imaging and radiation therapy professionals face or find out more about the tools they need to provide critical patient care, your involvement with HCIAC is a direct way to demonstrate that you **value and support R.T.s.**

Investment: From \$6,000



Put the ASRT to work for you.

To learn more, contact CorporateRelations@asrt.org or call 800-444-2778, Ext. 1281 or 505-816-1881.



The American Society of Radiologic Technologists **represents the entire spectrum of medical imaging and radiation therapy professionals.** The Society is the **largest radiologic science association in the world.**

One of our primary goals is to provide radiologic technologists with the knowledge, resources and support they need to improve patient care.

Founded in 1920, the ASRT serves more than 131,000 members in every specialty: radiography, radiologist assistants, mammography, computed tomography, radiation therapy, magnetic resonance, cardiovascular-interventional technology, nuclear medicine, sonography, management, bone densitometry, quality assurance, medical dosimetry and education. We also have relationships with 54 affiliate societies and 13 chapters.

Our members work in **every health care setting:** urban and rural hospitals, clinics and outpatient facilities, physician offices, imaging centers, educational institutions, mobile units and corporate offices. ASRT members teach students and provide care to millions of patients every year.



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