ICE2027

IMAGING CONFERENCE & EXPO

FORT WORTH

FEBRUARY 26-28, 2027

EXHIBITOR PROSPECTUS



ATTENDICE.COM

#ATTENDICE

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.

300+ **AVERAGE ATTENDEES**



ATTENDEES BY TITLE

33% Directors of Imaging/Radiology
25% Imaging Managers
22% Imaging Technologists
12% Executive Leadership
8% Vendor/ISO

TOP FIVE REASONS TO EXHIBIT AT ICE

"I like the conference in particular because it is highly imaging focused which is right in our wheelhouse. You have key decision makers from radiology and imaging departments. You have directors, you have administrators, and technologist staff. It covers the gambit of administration down to who works on the machine."

- George Rozelle, GE HealthCare

1. GROW YOUR BUSINESS

Generate new leads and strengthen your existing relationships.

2. NETWORK

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

3. BRAND AWARENESS

Build brand awareness within our unique community.

4. LAUNCH NEW PRODUCTS

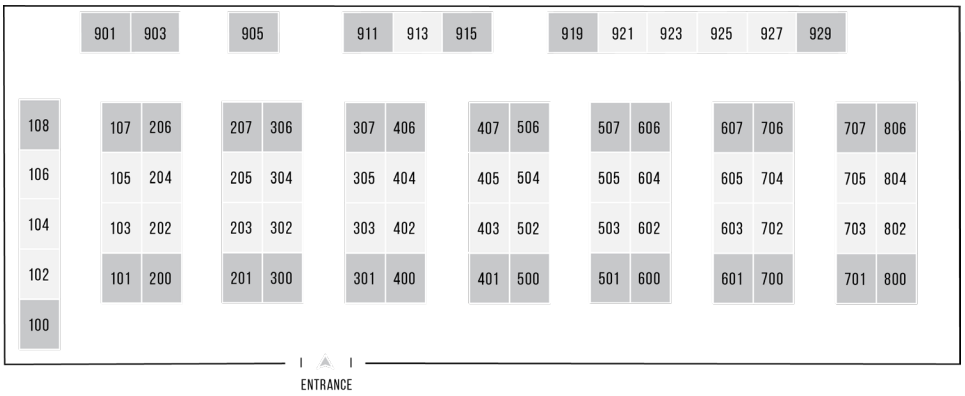
Launch new products and highlight your existing services.

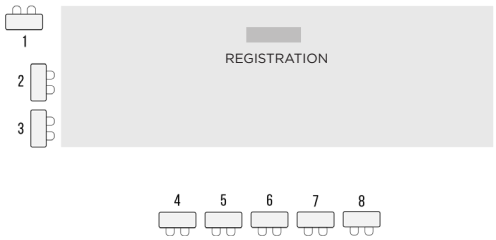
5. OBTAIN CUSTOMER FEEDBACK

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



2027 BOOTH RATES





2027 FORT WORTH FLOORPLAN

Premium Booth – $3,050
(per 10' x 8' space)

Premium visibility located at the end of rows

Traditional Booth – $2,850
(per 10' x 8' space)

Excellent visibility at an affordable price, located throughout the hall

Foyer Table Top – $2,050

Located just outside the exhibit hall, near 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

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.



ICE 2027 FORT WORTH

FEBRUARY 26-28, 2027

EXHIBITOR SCHEDULE

EXHIBITOR SET-UP

Saturday, February 27

8:00 AM-3:00 PM

EXHIBIT HALL DATES AND TIMES

Saturday, February 27

4:00-6:30 PM

Sunday, February 28

11:30 AM-2:00 PM

EXHIBITOR TEAR DOWN

Sunday, February 28

2:00-6:00 PM

FOR MORE INFO, VISIT
ATTENDICE.COM/SCHEDULE

PREVIOUS ICE EXHIBITORS

- 3DR Labs
- AB Staffing Solutions
- Access Mobile
- Acertara Acoustic Laboratories
- AceVision Ultrasound
- Agfa Radiology Solutions
- AHRA
- AllParts Medical
- Althea US
- Ampronix
- AMSP - Association of Medical Service Providers
- Associated Imaging Services, Inc.
- Avante Health Solutions
- Beekley Medical
- Block Imaging
- Brown's Medical Imaging
- Capstone Imaging Services
- Chronos Imaging
- Clarity Mobile Imaging
- CM Parts Plus
- CPN Power, Inc.
- Crothall Healthcare
- CryoSRV LLC
- E.L. Parts and Service
- Echo Magnet Services
- eRADIMAGING
- Exclusive Medical Solutions, Inc.
- Expert Radiology
- First Call Parts
- FUJIFILM Healthcare Americas Corporation
- GE Healthcare
- Image One Medical Group LLC
- ImageFIRST
- ImagineSoftware
- Imaging Diversified
- Innovatus Imaging
- InterMed
- Intersocietal Accreditation Commission (IAC)
- KA Imaging
- Lexicon MedParts, LLC
- Mammo.com
- Marquis Medical
- Medlink Imaging
- MIM Software Inc.
- Modular Devices
- MULTI, Inc.
- MW Imaging
- MXR Imaging
- NVRT Labs
- PartsSource
- Philips Healthcare
- RAD365, Inc.
- Radiation Detection Company
- Radiological Care Services (RCS)
- Radiology Business Management Association (RBMA)
- RadShifts
- RamSoft Inc.
- Radsource
- RapidAI
- Rapid Radiology
- Ray-Pac
- RaySafe
- Rayus Radiology
- RemoteRadTech
- Revive Imaging Solutions
- RTI Group North America
- Samsung
- Shared Medical Services
- Shield Renu
- Siemens Healthineers HTM Service Solutions
- Sodexo HTM
- Solutech
- Tri-Imaging Solutions
- Universal Diagnostic Solutions, Inc.
- Universal Medical Resources
- USOC Medical
- UX Platforms, Inc.
- Virtus Imaging Partners

2027 EXHIBIT & SPONSORSHIP PRICING

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- and post-show attendee list**

Finale Party - $5,000

COWBOYS & cocktails

Close out ICE in true Fort Worth style at **Cowboys & Cocktails**! Enjoy live music, local flavors, cold drinks and one last chance to connect with fellow imaging professionals while celebrating a great conference. As the sponsor of this event you will receive logoed promotional items, signage and special recognition at the event.



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.







2027 EXHIBIT & SPONSORSHIP PRICING

SILVER SPONSORSHIPS

Includes the following added benefits:

- (3) 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- and 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.

Event Wi-Fi
$3,500

Every attendee will receive a card to access the network for **complimentary wi-fi** compliments of our sponsor. You can even select the password for access!

Welcome Reception
$3,000

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

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.**

2027 EXHIBIT & SPONSORSHIP PRICING

BRONZE SPONSORSHIPS

Includes the following added benefits:

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

Coffee Bar
$2,250

Keep ICE attendees fueled and conversations flowing! As the Coffee Bar Sponsor, your company will be front and center at one of the conference's most popular gathering spot, with prominent branding as attendees recharge, connect and network over a fresh cup of coffee. Includes sponsor-branded cups/sleeves and signage.

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 attendees to refresh themselves with **snacks and drinks** throughout the conference.

Show Bag Insert
$1,250

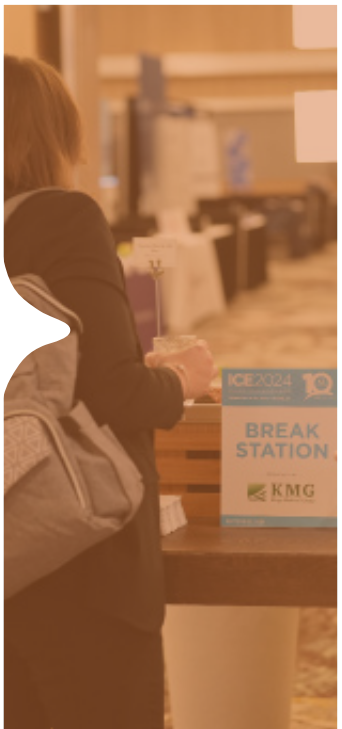
You provide the material; we place it in the show bag of each conference attendee. A great way to **get your message out** to everyone!

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**.









ICE 18

Leadership Summit + Reverse Expo

REVERSE EXPO

SIT DOWN WITH REAL DECISION MAKERS.

SATURDAY, FEBRUARY 27, 2027
10AM-12 PM

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-onone 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

WHY IT WORKS

- **Guaranteed facetime** with senior-level decision-makers
- **Structured format** as a custom appointment schedule will be created based on your requests
- **Efficient and focused**—7 minutes is just enough time to make a real impression and open the door for follow-up conversations

THE BOTTOM LINE

Think of it as a curated matchmaking experience for vendors and buyers. You bring your A-game, and we'll bring the audience. It's the fastest path from "nice to meet you" to "let's do business."

HOW IT WORKS

This fast-paced, high-impact event features speed-dating style appointments lasting 7 minutes each, giving vendors face-to-face time with the decision-makers who matter most. No gatekeepers. No cold calls. No phone tag.

WHO YOU'LL MEET

Vendors get a unique opportunity to connect with 20+ Radiology and Imaging Directors from America's most prestigious hospitals, imaging centers and health systems.. These are the folks who sign off on purchasing decisions and drive technology adoption at their organizations.

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

$829 MILLION+

2026 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

MARKETING OPTIONS

SHOW GUIDE

$695 HALF PAGE
$1,195 FULL PAGE
$1,595 INSIDE FRONT COVER
$1,595 INSIDE BACK COVER
$2,695 BACK COVER



CUSTOM EMAIL MARKETING - $2,795

Help increase awareness of your business and stay top of mind with potential customers by sending a traditional eblast to our ICE subscription list PLUS preregistered conference attendees.



Package includes:

- 1 eblast to the ICE subscription list, approximately 8,000 qualified email addresses.
- Eblast will include email address for all preregistered conference attendees. Number of preregistered attendees will defer based on time of send.
- Detailed reporting one week after deployment.

KNOW BEFORE YOU GO EMAIL SPONSOR - $2,250

Reach attendees when they're most engaged and preparing for ICE! With an impressive 60% open rate, our Know Before You Go email delivers essential conference details directly to registered attendees just days before the event. Your company will receive exclusive placement with a prominent logo and link, putting your brand front and center at a key moment as they prepare for the conference.

POST-SHOW THANK YOU EMAIL SPONSOR - $1,500

Keep your brand visible even after ICE comes to a close! The Post-Show Thank You/Survey Email reaches attendees while the connections, conversations and experiences from the conference are still fresh. Your company will receive exclusive logo placement with a link to your website, providing one more valuable touchpoint to stay top of mind and continue the conversation after the show.

ICE WEBSITE BANNER (PER PLACEMENT TO RUN UNTIL 2/28/27) - $850

Help increase awareness of your business and stay top of mind with potential customers by sending a traditional eblast to our ICE subscription list PLUS preregistered conference attendees.



SESSION WALK-IN SLIDES - $750

Put your brand in front of attendees before the learning begins! Your company's message will be featured on presentation screens as attendees enter and get settled for educational sessions, providing repeated visibility in a focused, professional setting.

FORT WORTH

WE CAN'T WAIT TO SEE YOU THERE!

For more info, visit

attendice.com

#AttendIce

