

American College of Radiology: ACR 2015 Annual Conference

Situation	The American College of Radiology (ACR) is a non-profit organization based in Reston, Virginia that was founded to advance the interests of radiologists and medical imaging professionals across the country. It provides its 36,000 members educational resources and programs, quality and safety certification programs, advocacy and policy support, and socio-economic benefits for the radiology practice.
	After selecting TDC as a marketing partner to enhance its ability to recruit new members and spur greater engagement with its programs, ACR looked to us to be a key source for conceptual and creative development of materials for its first annual meeting in May of 2015. The meeting—ACR 2015—is a critically important event for ACR. In addition to being the inaugural conference of members and associated stakeholders for the organization, ACR 2015 is a prime opportunity for ACR to strengthen its standing in the radiology community as the field's preeminent advocacy, education, and leadership development voice. For the event, ACR assigned us to develop brand assets that would help reflect these qualities and be sustainable for annual meetings beyond 2015 as well.
Solution	We conducted desktop research and benchmarking reviews of marketing materials developed by other competitive associations for their annual meetings and events. From our observations, we saw a significant opportunity for ACR to establish a brand identity for ACR annual conference that was more impactful than those of competitive events. To capitalize on this, we created 1) a distinctive conference logo; 2) an annual conference theme/tagline that encapsulated the importance of the meeting; 3) a series of print ads and other marketing tactics to spur interest and encourage registration; and 4) assorted collateral support materials such as an exhibitor's prospectus, conference brochure, and more.
Result	The print campaigns and materials attracted considerable attention among ACR members and radiologists nationwide. This has led to hundreds of registrations for the meeting and an even greater opportunity for ACR to further enhance its influence and thought leadership in the field.

- identity + tagline
- conference identity standards guide



Research Modes Used:

Stakeholder Interviews
Competitive Research

ACR Annual Meeting Graphic Standards

This annual meeting is the **Crossroads of Radiology**. It's where ACR members and their many colleagues in radiology come together each year for ideas exchange and productive networking with colleagues, technology leaders and Capitol Hill policy makers. In one consolidated setting in the heart of our nation's capital, it presents the latest in medical imaging, clinical practice, education, research, advocacy, economics, informatics, and quality and safety. The annual meeting's singular content and interactive exchange makes this an annual experience of the best of the American College of Radiology.

The meeting's brand features a logo of gem-toned colors, a consistent theme tagline — The Crossroads of Radiology — and the year. The only change in the brand will be the next year's numbers. The logo may not be altered in any way or combined with other logos to create a new graphic. If you have questions on logo usage or need a logo, please send an email to info@acr.org.

Example of year change to 2016

Logo Usage for Print
The official ACR (2015) Annual Meeting logo representing the core brand is shown here. The three elements that comprise the logo are the ACR logo, the year of the Annual Meeting and the tagline, The Crossroads of Radiology.

ACR Annual Meeting Graphic Standards

COLORS
The four gem-toned colors are the core logo colors: Blue, black and grey are text colors. All of these colors may be used as accent colors.

Blue UAVI 100 74 35 21	Grey UAVI 6 4 0 35	Red UAVI 10 80 79 10	Orange UAVI 0 55 100 0	Green UAVI 70 10 80 0	Purple UAVI 60 80 0 0
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SIZE
The smallest size that the logo with tagline should be used is 1.75 inch wide for the horizontal core brand logo and 2.5 inch wide for secondary horizontal logo. 1 inch for core and secondary vertical logos.

Remove the tagline when using the logo in PRINT smaller than:
1.75 inches wide and .815 inches tall; Core horizontal
2.5 inches wide and 1.05 inches tall; Secondary horizontal
1 inches wide and 1.15 inches tall; Core vertical
1 inches wide and 1.75 inches tall; Secondary vertical

Core brand horizontal
Core brand vertical
Secondary brand horizontal
Secondary brand vertical

ACR Annual Meeting Graphic Standards

CLEARSPACE
Always have at least .25" of space around the logo.

Logo Usage on Background
If the logo is to be used on a dark background, the type needs to be white (as shown). In lighter backgrounds, use the core logo design featuring ACR in white and the year and tagline in gray. Or the secondary brand with ACR in blue and the year and tagline in gray.

ACR Annual Meeting Graphic Standards

SIZE
Remove the tagline when using the core horizontal logo in e-communications smaller than:
1.77 inches wide and .37 inches tall; Core brand horizontal
2.32 inches wide and .59 inches tall; Secondary horizontal
1.22 inches wide and 1.11 inches tall; Core brand vertical
1.09 inches wide and 1.55 inches tall; Secondary vertical

CLEARSPACE
Always have at least .125" of space around the logo.

- teaser print advertising

5.17.2015

CALLING ALL RADIOLOGISTS

Inaugural Annual Meeting | ACR 2015 | May 17–21, 2015 | Washington, D.C.

Don't miss ACR 2015, the first annual meeting of the American College of Radiology for all members—and all of radiology. Come to the crossroads of radiology to be at the forefront of economics, advocacy, informatics, research, health policy, quality and safety, and other critical areas in radiology. Registration begins in mid-June. To learn more, visit acr.org/acr2015

Earn AMA PRA Category 1 Credits™ and SAM credits.

ACR 2015
THE CROSSROADS OF RADIOLGY

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GAIN NEW SUPERPOWERS

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ACR 2015
THE CROSSROADS OF RADIOLGY

- print advertising

ONE GIANT LEAP FOR RADIOLOGY

AT THE CROSSROADS

ACR 2015 | May 17–21, 2015 | Marriott Wardman Park Hotel | Washington, D.C.

- Engage in over 100 concurrent sessions offering the best clinical and leadership education in one convenient setting
- Join your colleagues and top radiology leaders in discussions on economics and health policy
- Dive deeper into IMAGING 3.0™ economics and practice quality improvement
- Witness the pomp of the ACR Convocation Ceremony and Gold Medal Awards
- Lend your voice to high-level meetings on Capitol Hill with influential legislators and policy regulators
- Participate in open mic discussions on College policy and practice parameters
- Learn innovative new quality measures that will improve practice quality and patient care
- Discover best strategic methods for adapting to new health care models

Earn up to 31.5 CME, 27 RLI, 27.5 SAM (44+ SAM sessions) and 18 CAMPEP* credits

View the program and register today at acr.org/acr2015

* This educational activity is approved by the Commission on the Accreditation of Medical Physics Programs (CAMPEP) for 18 Medical Physics Continuing Education Credits (MPCEC).

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THE FAST TRACK FOR RADIOLOGY

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REACH NEW HEIGHTS IN RADIOLOGY

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THE HIGHEST GEAR IN RADIOLOGY

AT THE CROSSROADS

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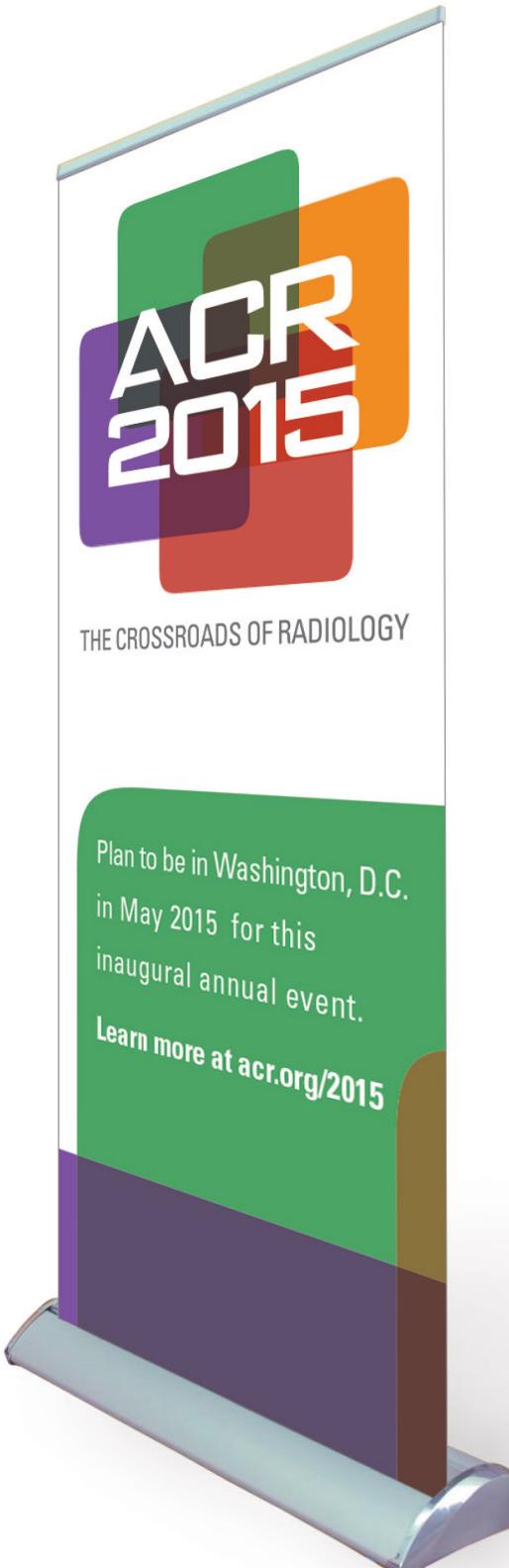
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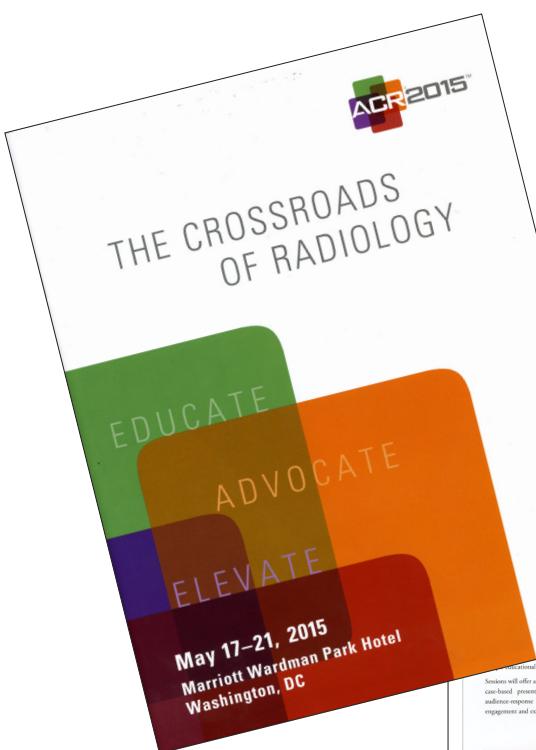
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- promotional banner-up
- attendee badge
- conference banner ad and landing page development



- marketing brochure
- hot card
- banner ads



The following is a small sampling of program topics that will be offered at the meeting. The complete preliminary program may be found at acr.org/acr2015program.

Aligning Strategy in Organization and Performance Management

This session will discuss the fundamentals of strategic planning and methods for linking long-term goals to daily operations.

Lung Cancer Screening — From Science to Practice

These sessions will review research and the clinical and responsible implementation of lung cancer screening, interpretation and structured reporting (Lung-RADS).

Recommendations for MR and CT Incidental Findings

This session will explore the strengths, weaknesses and economic implications of MR and CT.

Traumatic Brain Injury (TBI) — Current Practice and Research Horizon

This session will review current imaging recommendations, and TBI-RADS™ in session one and provide interpretation feedback on various TBI findings seen in session two.

Radiation Dose Optimization Strategies

A concise review of CT imaging, PQRS requirements and the potential impact of the SGR.

Imaging Appropriateness in the Era of Imaging 3.0

Gain a better understanding of the implications of appropriate imaging without being a roadblock to radiologists in accountable care models.

Right Size Vs. Right

Discover practical techniques for preserving diagnostic quality while decreasing testing radiation and learn how to easily apply CT physics to your practice.

New Payment Models Meet Big Data

Learn how radiology can use data and analytics to realize instead of vision.

Clinical Decision Support (CDS) for Radiologists

Acquire knowledge of the future point-of-care technologies to aid in diagnosis and analysis.

Critical Test Result Management

Gain understanding and apply critical test result management techniques to ensure timely delivery of critical test results.

Value-Based Imaging: Traditional and Non-Traditional Methods

Learn how to articulate the value of imaging in scholarly language.

ACR Knowledge Pathways:

- Advocacy, Economics and Health Policy
- Clinical Education
- Clinical Research
- ACR Governance
- Informatics and Innovations
- Leadership
- Medical Physics
- Radiation Oncology
- Quality and Safety

2 Register acr.org/acr2015registration • Daily program acr.org/acr2015program

CHOOSE

FROM 100+ CONCURRENT SESSIONS THAT WILL IMPROVE YOUR BUSINESS PRACTICES, ADVOCACY EFFORTS, CLINICAL SKILLS AND PATIENT CARE

ATTEND

THIS PREMIERE RADIOLOGY EVENT IN ONE CONVENIENT SETTING IN THE HEART OF THE NATION'S CAPITAL

To make your reservation, visit: resweb.paskey.com/ga/acr2015 or Call: 1-877-212-5752

ACR has negotiated special room rates for the meeting. To obtain the group rate you must identify yourself as an ACR 2015 attendee.

Attendee room rate: \$279 single/double + 14.5% tax (subject to change)

RESERVATION DEADLINE
Reservations for hotel accommodations in April 23, 2015. Reservations will be accepted on a first-come, first-served basis, and the room block may be filled prior to the deadline. Please reserve early for the best selection.

All reservations must be guaranteed by a major credit card for the first night's deposit. If you wish to cancel your reservation, please notify the hotel at least 72 hours in advance to avoid forfeiting your deposit.

When you register online, you'll be prompted to recommend up to six colleagues. The referral page is clearly visible during the registration process.

Need to refer a colleague after you have registered? Simply return to the referral screen by clicking the change/edit your registration link at the top of your confirmation page.

Register acr.org/acr2015registration • Daily program acr.org/acr2015program 9

ACR 2015™
THE CROSSROADS OF RADIOLOGY

**MAY 17–21, 2015
WASHINGTON, DC**

Connect on C
ACR is the Voice of Radiology. Advocates will be on hand to discuss policy, enjoy a full day of education and networking.

Experience unique learning opportunities
Personalized learning experiences that address your needs and interests.

Don't miss the opportunity to discuss, collaborate and learn from the experts

Register today
Refer a colleague and win
acr.org/acr2015

**MAY 17–21, 2015
WASHINGTON, DC**

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