

SIXTH CALL FOR JIFFY ZIBITS FOR SNM ANNUAL MEETING

At the Society of Nuclear Medicine Annual Meeting in Philadelphia, June 17-20, 1975, the SNM Scientific Exhibit Committee is initiating a new kind of scientific exhibit—the Jiffy Zibit.

Jiffy Zibits are inexpensive, simple exhibits mounted on matboard which contain material being presented in a paper at the meeting. The rigid format described below is to be followed so that the exhibit is inexpensive (less than \$50) and construction time is minimal (less than 8 hr).

Presentation: Any material considered appropriate for a paper presentation would be appropriate for the exhibit. The material outline can include:

Introduction: Stating the purposes and ideas to be presented.

Materials and Methods: Describe the technique if new, the subjects studied, the equipment used, and the problems encountered.

Results: Details of the data recorded, images, graphs, or other data should be presented here.

Discussion: Pertinent information or impressions can be stated explaining the results.

Summary: A short, concise, factual presentation of the exhibit's content will catch the reader's eye and either emphasize what they have already learned or persuade them to study the exhibit more closely.

Material: 30 x 30 in. matboard surface is required. Other shapes or sizes will not be accepted for display. All images and type must be viewed with reflected light. Transillumination will not be provided. No cine, audio, or slide projector formats will be allowed.

Matboards: These are rigid cardboard material which come in a great number of colors and sizes. They are found in artist supply or book shops and cost less than \$1 or \$2 per board. They are easily cut with a papercutter. Choose a color which complements and does not detract from attractiveness of the exhibit. Matboards are easily transported to the meeting in an artist portfolio case or by simply enclosing them in a flattened cardboard carton. Hangers will be provided at the meeting.

Lettering: Several methods are available for presenting the data:

1. Photoengraving typeset and printing on paper which can be mounted on the matboard (expensive).
2. Hand lettering by means of rub-ons, LeRoy lettering sets, or hand printing (inexpensive but time consuming). Titles most appropriate for these methods.
3. Typing with a large type on cards or paper which is mounted (inexpensive and fast). Photoprints can be made of the type to be a little fancier.
4. Handwriting is inexpensive and fast but requires excellent penmanship to be effective.

Images: A dull surface print is most effective when using reflected light for illumination. Prints can be similar to that submitted for an article publication. Polaroid duplications can be most effective. Color prints add attractiveness without increasing costs drastically. They can be mounted with glue, double-backed scotch tape, corner hinges, or heat mounting. See your audiovisual department for the method most suitable for them. Captions can be typewritten. Use rub-on arrows (white-black) and letters freely to guide your reader.

Artwork: Expensive but attractive, use as desired or available. Exhibits will be judged on material presented, not the fancifulness of the presentation.

Deadlines: In order to be most effective, applications will be accepted until May 16, 1975. Space assignment and catalog of exhibits which will be judged in the Jiffy Zibits category will be distributed at the registration booth and in the scientific exhibit area.

How to submit: Applications for Jiffy Zibits must be submitted on the exhibit abstract form and sent before May 16, 1975 to:

STEVEN PINSKY, M.D.
Division of Nuclear Medicine
Michael Reese Medical Center
29th Street & Ellis Avenue
Chicago, Illinois 60616

INDEX TO ADVERTISERS

| | | | |
|---|---|--|--------------------|
| Ackerman-Schmehl Ind., Inc. Cerritos, Calif. | 63A | Matrix Instruments New York, N.Y. | 49A |
| Amersham/Searle Corp. Arlington Heights, Ill. | 47A, 72A, 73A | Medi-Physics, Inc. Emeryville, Calif. | IFC, 1A |
| Atomic Development Plainview, N.Y. | 14A | Medx, Inc. Palatine, Ill. | 23A |
| Baird-Atomic Bedford, Mass. | 64A | New England Nuclear Boston, Mass. | 10A, 53A, 68A, 69A |
| Brattle Instrument Corp. Cambridge, Mass. | IBC | Nichols Institute San Pedro, Calif. | 44A |
| Capintec, Inc. Mt. Vernon, N.Y. | 29A | Nuclear Associates, Inc. Westbury, N.Y. | 5A, 56A, 67A |
| CIS Radiopharmaceuticals Bedford, Mass. | 57A | Nuclear Endocrine Labs Cleveland, Ohio | 66A |
| Cleon Corp. Natick, Mass. | 20A, 21A | Ohio-Nuclear, Inc. Solon, Ohio | 34A, 35A, 58A, 59A |
| Clinical Assays, Inc. Cambridge, Mass. | 15A, 65A | Omnimedical Services, Inc. Paramount, Calif. | 60A, 71A |
| Diagnostic Isotopes, Inc. Upper Saddle River, N.J. | 19A | Packard Instruments Downers Grove, Ill. | 36A |
| Digital Equipment Corp. Maynard, Mass. | 37A | Picker Corp. Mentor, Ohio | 45A, 46A, 75A |
| Dunn Instruments San Francisco, Calif. | 33A | Procter & Gamble Cincinnati, Ohio | 25A, 26A, 27A, 28A |
| Elscint, Inc. Palisades Park, N.J. | 54A, 55A | Radiochemical Centre Amersham, England | 16A, 253 |
| Fisher Scientific Pittsburgh, Pa. | 22A | Raytheon Co. Burlington, Mass. | 8A |
| G.E. Medical Systems Milwaukee, Wis. | 12A, 13A | Searle Radiographics, Inc. Des Plaines, Ill. | 17A, 24A, BC |
| Hoechst AG Frankfurt, Germany | 3A, 4A | SNM Placement New York, N.Y. | 62A, 64A, 66A |
| Isolab, Inc. Akron, Ohio | 52A | Springer-Verlag New York, N.Y. | 51A |
| R. S. Landauer, Jr., & Co. Glenwood, Ill. | 18A | E. R. Squibb & Sons, Inc. Princeton, N.J. | 40A, 41A |
| Mallinckrodt/Nuclear St. Louis, Mo. | 6A, 7A, 30A, 31A, 32A, 38A, 39A, 42A, 43A, 50A, 61A, 76A | Technical Associates Canoga Park, Calif. | 48A |