

Premium Promotional Opportunities



RSNA® 2010

PERSONALIZED MEDICINE:
In the Pursuit of Excellence

at the 2010 RSNA Scientific Assembly and Annual Meeting

ExpoCard

The ExpoCard is a credit card-size swipe card containing personal information attendees receive at registration. Using a lead retrieval machine at their booths, advertisers can gather important demographic data for easy lead follow up. Advertising on the card puts an ad in the pocket of each attendee.

Metra Card

All train-riding attendees will see the ad prominently displayed on the back of the Metra Card train pass. Every day, thousands of attendees will carry the ad as they ride the rail system. Metra cards are mailed in the pre-registration wallet and distributed at onsite registration and help centers.

Badge Wallet Insert

Be the single advertiser and place an ad in the official badge wallet, sent to attendees who pre-register. Advertiser provides 25,000 printed pieces.

RSNA Meeting Program

Advertise on covers 3 and 4 and be the official advertiser in this program. Program includes title, authors, room numbers and times. Twenty two thousand copies are produced and mailed in advance or distributed at the convention center.

Transportation Signage

Take advantage of this dynamic opportunity to advertise outside the convention center. Program includes logo on bus windows and transportation signs in the convention halls, ad on hotel lobby signs and an ad in the transportation brochures (distributed at hotels, shuttle information desk and help centers). Additional opportunities to enhance this buy are available for additional costs.

Coffee Cup Sleeve

All coffee locations within McCormick Place (excluding Starbucks areas) will serve coffee with insulated sleeves carrying an advertiser's company logo and booth number. More than 25,000 cups of coffee are served during the six days of the meeting.

Outdoor Banner

This unique opportunity allows advertisers to place their message on 50 outdoor banners positioned in heavy-traffic locations such as hotels, bus routes, and shopping/dining areas in the Chicago area during RSNA. This popular opportunity is now available to two separate advertisers with 50 banners each.

Daily Bulletin Wraparound Band

Make an impact on the first day of the meeting by surrounding the **Sunday Daily Bulletin** with your message. The *Daily Bulletin* is the official newspaper of the RSNA annual meeting.

Pocket Guide Wraparound Band

It's a wrap! Here's the opportunity to make a splash at RSNA 2010 on the most popular and useful publication at the annual meeting. The wraparound Guide will be handed out at registration and other designated locations.

Residents Lounge

Advertise at the busy gathering place for residents and be seen by thousands each day. Signs in the lounge will acknowledge each day's advertiser, and advertisers may also place handouts in the lounge.

For more information, contact Jim Drew, Director of Advertising, 630-571-7819, jdrew@rsna.org or Judy Kapicak, Assistant Director, Advertising at 630-571-7818 or jkapicak@rsna.org.

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Fees and Deadlines

	Fee (NET)	Materials
ExpoCard	\$20,000	8/2
Metra Card	\$10,000	9/3
Badge Wallet Insert	\$20,000	9/10
RSNA <i>Meeting Program</i>	\$15,000	9/17
Transportation Signage	\$20,000	10/1
Coffee Cup Sleeve	\$15,000	10/8
Outdoor Banner	\$20,000/route \$30,000/both routes	10/8
<i>Daily Bulletin</i> Wraparound Band	\$15,000	10/22
<i>Pocket Guide</i> Wraparound Band	\$15,000	10/22
Resident's Lounge	\$20,000	10/22