

Premium Promotional Opportunities



RSNA® 2009
Quality Counts

at the 2009 RSNA Scientific Assembly and Annual Meeting

Massage Break Lounge

The Massage Break Lounge is a seated massage hospitality experience attendees will always remember. Who will say no to a free massage after a long tradeshow day? As part of the program, the advertiser will receive the registration list for a one time only mailing. To qualify for a massage, the attendee must bring the mailing to the advertiser's booth for validation. The lounge includes six massage therapists, one greeter, chairs, two meter boards to carry your message and special mention each day in the Daily Bulletin. Buy the Lounge in one hall or all three halls.

Plastic Meeting Bag

20,000 ecofriendly meeting bags will bear your company logo providing high visibility throughout RSNA 2009. This is a favorite of attendees—it is light weight, easy to carry and convenient for collecting handouts from courses and exhibitor literature. The meeting bags will be distributed at various locations in McCormick Place.

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.

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.

Shuttle Bus Signage

Take advantage of a dynamic opportunity to be seen outside the convention center by advertising on RSNA shuttle buses. This advertising opportunity can be enhanced with additional promotional upgrades that are available in and outside the buses.

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.

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 2009 on the most popular and useful publication at the annual meeting. The wraparound Guide will be handed out at registration and other designated locations.

For more information, contact Judy Kapicak, Assistant Director, Advertising at 630.571.7818 or jkapicak@rsna.org.

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Fees and Schedule

	Fee (NET)	Space	Materials
Plastic Meeting Bag	\$30,000	6/30	8/21
Metra Card	\$10,000	6/30	9/1
Shuttle Bus Signage	\$35,000	6/30	9/25
Coffee Cup Sleeve	\$15,000	6/30	10/3
<i>Daily Bulletin</i> Wraparound Band	\$20,000	6/30	10/10
<i>Pocket Guide</i> Wraparound Band	\$20,000	6/30	10/10
Resident's Lounge	\$25,000	6/30	10/10
Outdoor Banner	\$35,000/location \$50,000/2 locations	6/30	10/10
Massage Break Lounge	\$25,000/hall \$65,000/all 3 halls	6/30	10/17