

The World's Largest Medical Meeting



RSNA SCIENTIFIC ASSEMBLY AND ANNUAL MEETING

Each year, RSNA and Chicago are home to the world's largest international medical meeting, attended by nearly 60,000 people from more than 90 countries around the world. The technical exhibits at RSNA represent over 650 of the world's leading manufacturers, suppliers and developers of products and services in radiology, patient care and education.

Over the course of the six-day meeting, visitors have the unparalleled opportunity to immerse themselves in new technologies, scientific and clinical presentations, workshops and courses and, of course, the intense collegial interaction that characterizes this exceptional event.

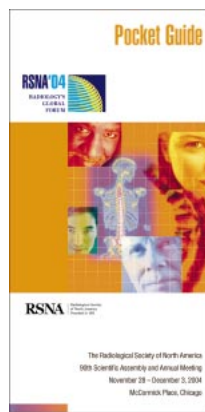
You can reach over 25,000 radiology professionals in just days with a variety of excellent marketing and promotional opportunities targeting the key players who make decisions about the purchase of radiologic products and services.



Meeting Publications

RSNA POCKET GUIDE

The *Pocket Guide* could possibly be the most-read publication in the convention hall. This compact and handy guide provides a listing of all sessions and is a quick reference for all kinds of general information, including maps



of Chicago and McCormick Place, hotel listings and transportation schedules, hours of operation and just about anything else attendees need to know during their stay in Chicago. Your company's message will receive maximum exposure when placed along side the *Pocket Guide's* "need-to-know" information. Combined distribution of 50,000 includes pre-meeting mailing and handouts at registration.

Deadline Dates

Space	August 19
Materials	September 9

Advertising Rates

Black/White

Full Page	\$ 8,295
Center Spread	\$ 25,045

Cover II	\$ 15,615
Cover III	\$ 15,615
Cover IV	\$ 17,140
Cover prices include color.	

Color

Standard or matched	\$ 550
Four-color process	\$ 1,500

Formatting Considerations

See Artwork Requirements tab page

Density

SWOP standards

Binding

Saddle stitch & trim

Position	Trim Size	Non-Bleed
Single Page	3-3/4" x 7-1/2"	3-1/4" x 7"
Center Spread	7-3/8" x 7-1/2"	6-3/4" x 7"

Meeting Publications (continued)

DAILY BULLETIN

RSNA meeting attendees rely on the *Daily Bulletin*, the official newspaper providing overnight coverage of meeting news, schedule and program changes, and new product information. 15,000 copies are distributed each morning throughout McCormick Place. The *Daily Bulletin*, which contains a wide variety of informative and appealing features, consists of a 24-page main section and a 24-32-page meeting guide that includes floor plans of the technical, scientific and *infoRAD* exhibit areas and contact information for the 650+ technical exhibitors. It's a great traffic-builder for exhibitors.



Published Sunday, Monday, Tuesday, Wednesday and Thursday (November 27 – December 1) during RSNA 2005.

Deadline Dates

Space	October 14
Materials	October 28

Advertising Rates

Black/White

Size	Dimensions	Total Cost
Full Page	10" x 14"	\$12,180
Junior Page	7-1/2" x 10"	\$10,910
1/2 page	10" x 7" or 5" x 14"	\$9,575
1/4 page	4-15/16" x 7"	\$6,510
1/8 page	4-15/16" x 3-7/16"	\$4,475
1/16 page	4-15/16" x 1-11/16"	\$3,255
Spread	21" x 14"	\$24,360
Center Spread	21" x 14"	\$26,795
Cover Positions	10" x 14"	\$13,400

Color Charges

Standard or matched	\$800
Four-color process	\$1,500 single page \$3,000 spreads

Rotation Charges

\$200 per day

Furnished Inserts

\$10,910 per day. Only one insert/advertiser per day. Selected days on first-come, first-served basis. Call for quantity and deadline.

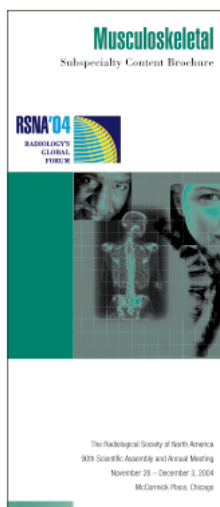
Formatting Considerations

See Artwork Requirements tab page

Other special promotional opportunities include:

SUBSPECIALTY CONTENT BROCHURES

This “must have” series of brochures features components of the annual meeting organized according to a particular subject, corresponding to radiologic subspecialties and are designed to help enrich and ease an attendee’s meeting experience. Placing your company’s message on these brochures provides an outstanding opportunity to reach a targeted audience for a specific subspecialty.



FIRST-TIME ATTENDEES KIT

Mailed in advance to all first-time attendees of the annual meeting, this kit includes a folder containing a variety of helpful, informative and instructional materials such as maps, *Pocket Guide*, answers to frequently asked questions, important contacts and other references, all designed to help first-time attendees easily navigate their way through Chicago and the annual meeting. Placing your message on this kit folder provides the perfect vehicle to reach the first-time attendee.



PLASMA BILLBOARDS

These attention-grabbing billboards are strategically located at the entrances and exits of both exhibit halls. These units are state-of-the-art plasma screens with stimulating color and graphics, aimed to grab attention from all attendees. They are a unique opportunity to advertise at RSNA 2005.



COUPON BOOK

Reach attendees directly with the RSNA Coupon Book, sent to all pre-registrants along with their name badge and tickets for refresher courses. It is the perfect vehicle to promote a drawing or raffle at your booth at the annual meeting. Advertising in the Coupon Book will entice attendees to your booth for a free gift or to participate in your raffle.

“YOU ARE HERE” DIRECTIONAL SIGNS

These signs will be located in main traffic flow areas throughout McCormick Place. Attendees will be able to tell at a glance where they are and where they want to be. Your company logo will highlight your booth location.

Premium Advertising Opportunities

EXPOCARD

This is a credit card-sized swipe card all attendees receive at registration with their personal information. Exhibitors rent a card reader to record data at their booth. An exhibitor would advertise on the card itself, literally placing an ad in the pocket of each attendee.

MEETING BAG

The official RSNA annual meeting bag with the meeting logo on one side and an advertisement on the opposite side. 50,000 bags are produced and distributed throughout McCormick Place. These bags are also distributed at other major radiologic meetings that RSNA attends such as ECR and FMRI. This opportunity delivers a huge impact as bags are not only seen in the convention center but also throughout the Chicago area.

BADGE LANYARDS

Be the official provider of the RSNA badge lanyard and every attendee will be wearing your logo daily. The lanyards will also be distributed at onsite registration and at the Help Centers located in McCormick Place. The advertiser would need to supply RSNA with 30,000 lanyards.



RSNA MEETING PROGRAM

Be the single advertiser in the *RSNA Meeting Program* and your advertisement will run on covers 3 & 4 of this publication. RSNA will produce 25,000 copies of the *RSNA Meeting Program*. Copies will be mailed in advance by request. Remaining copies will be distributed at McCormick Place.

RSNA COMPUTER TERMINALS

200 computer terminals are located throughout McCormick Place so attendees and exhibitors can check for messages and access e-mail and the Internet. Advertising on RSNA Computer Terminals includes signs on the terminal clusters and a company logo banner ad on the computer screens.

CYBER OASES

A new offering in 2004, Cyber Oases are available in the North and South Exhibit Halls. Each oasis has 12 terminals with table and chairs so attendees can access e-mail, meeting messages and the Internet in comfort. These locations will be near food and beverages. Your company will be acknowledged through signs and a banner ad.

COFFEE CUP SLEEVES

All coffee locations within McCormick Place (excluding the Starbucks areas) will serve coffee with insulation sleeves carrying your company's logo and booth number. Approximately 25,000 cups of coffee will be served during the six-day event.