

Premium Advertising Opportunities

RSNA 2008

The RSNA annual meeting offers a wide variety of signature marketing programs that extend impact beyond the printed page. With 60,000 attendees from about 100 countries assembled in Chicago, your message can be seen by more than 26,000 healthcare professionals with purchasing power.

In addition, the RSNA annual meeting offers over 700 technical exhibits, myriad scientific and clinical presentations, workshops, courses and intense collegial interaction.

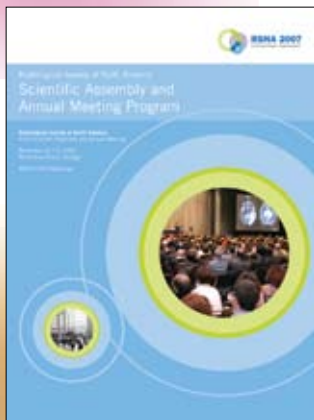


Meeting Bag

The official RSNA annual meeting bag has the RSNA logo and the advertiser's logo on both sides. All professional attendees receive a voucher to pick up the bag. Seen all over the convention center and throughout Chicago during the meeting, attendees also take the bags home to use at the office, providing even greater exposure. As a bonus, the advertiser also receives their company logo on plastic bags distributed throughout McCormick Place. The official meeting bag will also be distributed at the RSNA Highlights conference in February 2009.

RSNA Meeting Program

By signing on as the single advertiser in the *RSNA Meeting Program*, your advertisements will run on covers 3 and 4 of this comprehensive 900-page publication. RSNA produces 18,000 copies of the *RSNA Meeting Program* and mails them in advance by request. Remaining copies are distributed at McCormick Place.



ExpoCard™

All attendees receive a credit card-sized swipe card that is encoded with their personal information. Exhibitors rent a card reader and have registrants swipe their cards at their booth to receive product information after the meeting. We sell advertising on the card itself, literally placing an ad in the pocket of each attendee.



Coffee Cup Sleeve

All coffee locations within McCormick Place (Starbucks areas excluded) 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.



McCormick Place Dining Guide

This fold-out dining guide is inserted in the official meeting bag and handed out at the convention. The official supporter of the dining guide will place an ad on the back panel that lists all restaurants in McCormick Place. This is a great way to get noticed by attendees all week.

Residents Lounge

Support the busy gathering place for residents and be seen by thousands during RSNA 2008. Each day, Sunday through Thursday, signs in the lounge will acknowledge the supporting company, and their handouts may also be placed in the lounge. Support one day or all five. This is a wonderful opportunity to build the loyalty of radiology's future leaders.

Shuttle Bus Signs

This dynamic opportunity lets you make your presence known outside the convention center in Chicago. By advertising on the RSNA shuttle buses, which are in service 12 hours a day during the meeting, your message will be prominently displayed along the streets of Chicago from morning until night. This promotional opportunity can be enhanced with additional upgrades that are available inside and outside the buses and hotels.

Metra Card

Your company's message on the Metra Card train pass will be seen by thousands of train-riding attendees, as your ad will be prominently placed on the back of the card. Attendees will literally carry your ad in the palm of their hand as they ride the rail system! Metra Cards are mailed to all registrants with their badge materials, distributed at onsite registration and handed out at the Metra train station in McCormick Place.



Outdoor Banner

Utilizing outdoor banners 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 the RSNA annual meeting. This popular opportunity is now available to two separate advertisers with 50 banners each.



Meeting Notepad

This is a great opportunity for yearlong visibility. One notepad will be placed in each official meeting bag, guaranteeing all attendees will see the message. Advertiser supplies approximately 22,000 notepads.

Meeting Pen

Have your message seen by professional attendees as they take notes during RSNA 2008. Your message on company pens will be distributed by RSNA in all official meeting bags. Attendees will use the pen not only during meetings, but in the coming year. Advertiser supplies approximately 22,000 pens.

Daily Bulletin Wraparound Band

Make an impact on the first day of the meeting by surrounding the Sunday *Daily Bulletin* with your message. The wraparound band is a high visibility advertising vehicle reaching an audience of 15,000 in a single day. 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 the RSNA annual meeting on the most popular and useful publication. The *Pocket Guide*, with a wraparound band prominently displaying your logo, booth number and promotional message, will be handed out at registration and other designated locations.