

Premium Advertising Opportunities



Residents Lounge

Support the busy gathering place for residents and be seen by thousands during RSNA 2010. Each day, Sunday through Thursday, signs in the lounge acknowledge the supporting company, and handouts may also be placed in the lounge. 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 is 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 placed on the back of the Metra Card train pass is seen by thousands of train-riding attendees. Your ad is literally carried 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

Advertisers 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 available to two separate advertisers with 50 banners each.

Meeting Notepad

This is a great opportunity for yearlong visibility. One notepad is placed in each official meeting bag, guaranteeing all attendees see the message. Advertiser supplies approximately 21,000 notepads.

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

Make an impression at the RSNA annual meeting with a wraparound band prominently displaying your logo, booth number and promotional message on the most popular and useful publication. The *Pocket Guide* is handed out at registration and other designated locations.

