

Additional Advertising Promotions



Plasma Wall

Your message will be hard to miss on our plasma wall. Situated in a high-traffic area in the Grand Concourse of McCormick Place, this eye-catching display allows you to present your message in one of three sizes, as a still or with moving images, and with or without sound. The wall will also provide attendees with important programming information, the day's highlights, current news and market reports from CNN and trivia about RSNA and Chicago.

Meeting Bag Inserts

Be creative and build brand presence. Your printed insert or promotional item will be placed in every meeting bag. Attendees carry your message all week. Use the opportunity to advertise your product or service, or promote a raffle or giveaway. Advertiser supplies approximately 21,000 inserts. Only 10 inserts are accepted, so sign up now.

Walkway Banners

Attendees will see your 4' x 8' vertical banner as they cross the walkway between Lakeside Center and the Technical Exhibits in the North and South Buildings of McCormick Place. The highly visible vertical banner is a perfect vehicle for reaching your audience multiple times each day during the meeting.



Subspecialty Brochures

These popular brochures provide an outstanding opportunity to reach a targeted audience in a specific subspecialty. Only one advertiser is featured per brochure. The brochure series features components of the annual meeting organized by subject, which are designed to highlight events of interest and help attendees coordinate their meeting experience. Purchasing an ad on the back panel of this brochure is a sure way to get your message seen by your target audience.

