

## RSNA 2017 Booth Space Selection Guidelines

The following guidelines outline the process that RSNA will use to conduct the exhibit space selection process for the RSNA 2017 Annual Meeting. First-round space selection will take place on-site at RSNA 2016.

### Technical Exhibit Priority Point System

A priority point system has been developed to recognize a company's support of RSNA and reward exhibitors for upholding meeting policies during their previous exhibit participation. RSNA 2016 contracted exhibitors will have the opportunity to select their booth position for the RSNA 2017 Annual Meeting between the dates of November 28 and 30 at McCormick Place during RSNA 2016. The order of space selection will be determined by each exhibitor's cumulative number of points via the following criteria as of November 2, 2016:

- Four (4) historical points for each year of participation as an RSNA technical exhibitor since 1996.
- Ten (10) housing points for booking hotel rooms for at least 70% of badged exhibitor personnel (RG41) through the RSNA housing system for RSNA 2016 by November 2, 2016. Distributors are not included in this formula.
- Five (5) payment points for paying RSNA 2016 technical exhibit space rental fees in full by July 1, 2016.
- One (1) Corporate Partners point for every \$1,000 spent on RSNA's Corporate Partners program initiatives, which include meeting sponsorships, subscriptions, and more. (Includes payments and contracts for RSNA 2016, made between November 1, 2015 and October 31, 2016.)
- One (1) booth size point for each 100 square feet of paid technical exhibit space at RSNA 2016.

Exhibitors will be ranked based on cumulative priority points earned using the above point system. Tie-breaker procedures will be enforced when multiple companies have earned the same number of priority points. The tied companies' points will be analyzed in the following order until one organization clearly outranks the other(s). The sequence for analysis will be: (1) historical points, (2) housing points, (3) payment points, (4) Corporate Partners points, (5) booth size, and (6) alphabetical order of contracted company name.

### Mergers

When exhibitors have merged with, have been purchased by, or have purchased another company; provided that only one company continues to exhibit, the most favorable priority points earned by a single company, among all companies involved, will apply. During subsequent years of participation, the most favorable historical points earned by a single company among all companies involved, will be the prevailing number of historical points considered for the merged company. For mergers/acquisitions occurring within the past twelve (12) months, RSNA will extend a one-time cross-reference listing in the online exhibitor listing and printed guides which will include the company name of the merged/acquired company with a reference to the new company name. RSNA Technical Exhibits Department must be notified of any mergers no later than Friday, October 28, 2016, for consideration during the RSNA 2017 Exhibit Space Selection Process. After the merger/acquisition, if two or more companies continue to exhibit individually, priority points earned by each individual company would remain in effect.

### ***Company Name Change***

If a company name changes since its most recent participation, please indicate the previous company name on the application to be properly awarded historical points. RSNA will extend a one-time cross-reference listing which includes the previous company name and a reference to the new company name.

### ***Multiple Corporate Divisions / Joint or Co-Marketing Ventures***

If a company has two or more corporate divisions or a Joint or Co-Marketing Venture with another RSNA exhibitor and wishes to be grouped together in contiguous space, all involved companies must notify RSNA Technical Exhibits Department in writing on company letterhead no later than Friday, October 28, 2016.

Points of all companies in the group will be averaged to determine order of space selection. This option will allow each company to maintain its own corporate identity and receive all exhibitor services (i.e., booth space, exhibitor listing, badges, housing, etc.).

### ***Penalties***

The RSNA Technical Exhibitors Rules and Regulations serve to protect the integrity of the exhibition; ensure compliance with laws, codes, ordinances, and contracts with the exhibition facility and ensure all exhibitors are treated fairly. If an exhibitor fails to comply with these rules and regulations, the exhibitor may be penalized, including loss of points, charged a higher exhibit space rental rate, and/or assessed a penalty fee.

## **RSNA 2017 Space Selection Process**

### ***Anchor Exhibitor Space Selection***

Based on RSNA 2016, the fourteen (14) exhibitors with the most square feet of exhibit space will be deemed Anchor Exhibitors for RSNA 2017 and will be eligible for advance space selection. Anchors will select their RSNA 2017 booth space via scheduled conference calls beginning Wednesday, November 9, 2016. Anchor space selection appointments will be announced on November 7, 2016.

Using the enhanced priority point system:

- The four (4) companies with the most square footage at RSNA 2016 will be ranked in order based on their priority points and will select from four predetermined anchor zones (A-D) indicated on the preliminary floor plan (available September 30, 2016).
- The remaining ten (10) Anchor Exhibitors will be ranked in order based on their priority points and will select from ten predetermined anchor zones (1-10) on the preliminary floor plan.

### ***On-site Exhibit Space Selection***

Companies that are non-eligible Anchor Exhibitors for RSNA 2017 will be able to select their space during the RSNA 2016 Annual Meeting, Monday, November 28 to Wednesday, November 30, 2016. RSNA will communicate the meeting time and location for the booth selection process in an email invitation the week of November 7, 2016.

Exhibitor order will be determined by the company's priority points. Selection will take place on a live floor plan. Exact booth space will be determined at the discretion of RSNA in an effort to manage exhibit hall traffic.

Companies that do not keep their pre-scheduled appointment are invited to select space on a first-come, first-served basis at 4:30 PM on the day of their pre-scheduled appointment.

Space requests from Standard Exhibitors will not be assigned until all Preferred Exhibitors have been assigned space during the On-site Exhibit Space Selection Process.

## **Remaining Exhibit Space**

RSNA 2016 exhibitors who did not participate during the on-site booth selection process and new companies that sign up after November 30, 2016, will be assigned exhibit space on a first-come, first-served basis upon receipt of a signed Technical Exhibit Space Application/Contract and deposit.

## **Exhibit Space Rental Rates**

**Preferred Exhibitor Space Rate:** \$35.00 per square foot, plus \$500 for each corner

**Premium Inline Space Rate:** \$37.50 per square foot, plus \$500 for each corner

Preferred Exhibitor status is offered to exhibitors who continually support RSNA by repeating their participation as an exhibitor at the annual meeting and by complying with the Exhibitor Rules and Regulations. These companies are awarded Preferred Exhibitor status, as are all first-time exhibitors.

Premium Inline Spaces are the booths near the Grand Concourse entrances to the Technical Exhibit Halls. These booths are indicated on the floor plan and will be assessed the premium inline space rental rate. This area is reserved for exhibitors with inline booths.

*Any company that has exhibited at any RSNA annual meeting in the last five years and has been found in violation of RSNA Exhibitor Rules and Regulations at the most recent RSNA meeting at which it exhibited will be charged the standard exhibit space rate which is 50% greater than the Preferred Exhibitor space rate.*

### **Additional Surcharges:**

- Aisle space between contiguous booths of the exhibitor will be assessed Contiguous Aisle Space surcharge at \$17.50 per square foot for Preferred Exhibitors (\$26.25 per square foot for standard exhibitors). All setback rules outlined in Rule 9 of the Exhibitor Rules and Regulations apply to this area.
- Booths with two-story exhibits will be assessed a Second Level Space surcharge of \$17.50 per square foot for Preferred Exhibitors (\$26.25 per square foot for standard exhibitors) on the total square footage of the second level.

## **Technical Exhibit Space Payment Schedule**

Technical Exhibit Space Applications/Contracts received during the On-site Exhibit Space Selection Process (November 28 to November 30, 2016) must be accompanied by a 25% deposit of the total rental fee in U.S. funds drawn on a U.S. bank. Exhibitors may also pay the entire amount at this time.

Payments should be made following these guidelines:

- **For applications/contracts submitted by March 31, 2017,** 25% of the exhibit space rental fee is due immediately. By April 1, 2017, an additional 25% is due. The remaining balance is due by July 1, 2017.
- **For applications/contracts submitted between April 1 and June 30, 2017,** 50% of the exhibit space rental fee is due immediately. The entire remaining balance is due by July 1, 2017.
- **For applications/contracts submitted after June 30, 2017,** 100% of the exhibit space rental fee is due immediately.

Checks should be made payable to Radiological Society of North America, Inc. By submitting your check, you authorize RSNA to convert the check into an electronic funds transfer. Please be aware that your account may be debited as soon as the same day your payment is received. RSNA accepts the following credit cards: American Express, Diners Club, Discover, MasterCard, and Visa. The RSNA tax identification number is 15-0539115.

Exhibitors may wire transfer payment to:

JP Morgan Chase Bank, NA, 10 S. Dearborn St., Chicago, IL 60603 USA  
ABA Transit Number: 071000013  
Swift Code: CHASUS33  
Account Number: 4184254

All fees associated with wire transfers are the responsibility of the exhibiting company (approx. \$20 per wire transfer).

## Cancellation or Reduction of Exhibit Space

Written notification of cancellation or reduction of exhibit space must be received by the RSNA Technical Exhibits Department on or before the dates specified below, and is subject to the following refund provisions as outlined in the Exhibit Space Payment Policy.

- **If space is canceled or reduced by December 31, 2016**, a full refund will be made or credit issued for the amount of space that has been reduced.
- **If space is canceled or reduced between January 1, 2017 and March 31, 2017**, 25% of the rental fee for the canceled space will be due to RSNA.
- **If space is canceled or reduced between April 1, 2017, and June 30, 2017**, 50% of the rental fee for the canceled space will be due to RSNA.
- **If space is canceled or reduced after June 30, 2017**, the exhibitor shall remain liable to RSNA for the total rental fee for the space canceled.

Refunds for reduced space will not be remitted until after RSNA 2017 has occurred and issued in the same form as received. Wire transfer payments will be refunded via check in U.S. dollars. Space not claimed and occupied prior to 1:00 PM on Saturday, November 25, 2017, for which no special arrangements have been made with RSNA, may be resold or reassigned by RSNA without obligation on the part of RSNA to refund exhibit fees, and without obligation to assign the contracted exhibitor to another space.

## Questions

If you have questions about the RSNA 2017 booth space selection process, please contact:

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