




Annual Meeting Promotional Opportunities

*A Century
of Transforming Medicine*
100RSNA® 2014

A Century

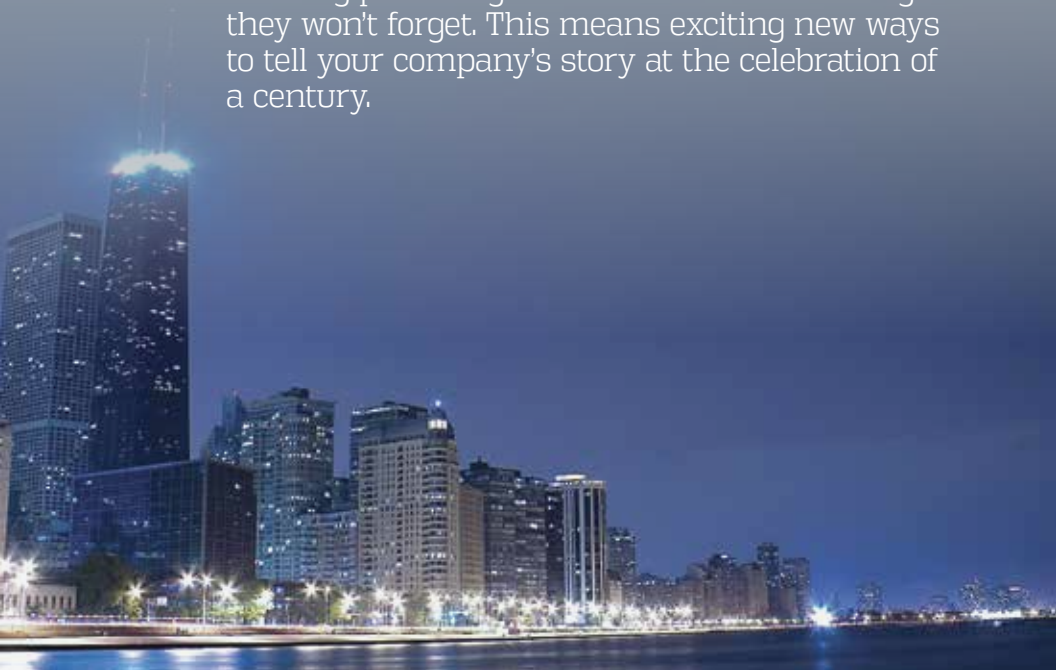


100 *A Century*
of Transforming Medicine
RSNA® 2014

NOV
30
thru
DEC
05

Centennial Celebration

As RSNA celebrates its 100th annual meeting, we have big plans to give our attendees a meeting they won't forget. This means exciting new ways to tell your company's story at the celebration of a century.



CENTENNIAL SPONSORSHIPS

Celebrate the Radiology Community

This unprecedented event in the Skyline Ballroom will host about 4,000 guests and feature entertainment, drinks and tastings by Chicago's top restaurants. From the halls to the table settings, you can show your support of radiologic triumphs.

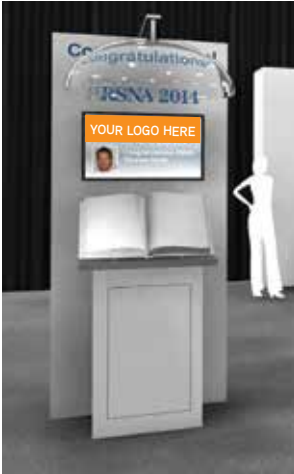
Material Deadline: 11/1
Price: \$100,000



Centennial Showcase

Attendees will explore an interactive showcase where they can see, hear and touch the advancements that shaped radiology. The Showcase will feature a historical timeline and a special welcome from a virtual Wilhelm Röntgen. Visitors can explore the Centennial Gallery featuring the stories behind RSNA, and the Cases of the Century, which gives attendees a chance to try their hand at diagnosis using only "vintage" images. Don't miss your chance to weave your company's message into the must-see Centennial Showcase.

Material Deadline: 11/1
Price: \$150,000



Congratulatory Messages

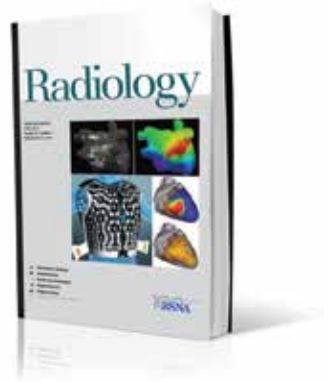
Meeting attendees will have a chance to leave their mark on history by sharing their favorite RSNA memory or predictions for the future of the specialty in the Memory Book in the Centennial Showcase. As each guest interacts with the book, your message will accompany them on the digital message board.

Material Deadline: 11/1
Price: \$500

An exclusive Centennial supplement to Radiology.

In honor of the Centennial, Radiology is releasing a bonus collection of articles in the November issue, giving you a unique opportunity for message placement.

Material Deadline: 9/20
Price: \$3,000 Page Ad
\$1,500 Congratulatory Ad



ANNUAL MEETING PROMOTIONAL OPPORTUNITIES

RSNA 2014 The RSNA annual meeting offers a wide variety of signature marketing opportunities that extend impact beyond the printed page. With nearly 60,000 attendees from more than 100 countries assembled in Chicago, your message will be seen by 26,000+ healthcare professionals with purchasing power.



5k Fun Run

Be the sole advertiser of this inspiring 5k event to benefit the RSNA R&E Foundation. You'll receive recognition on the Fun Run registration webpage with a link to your company's site, recognition in all event promotions, and your logo on signage at McCormick Place, the event day banner and the runners' commemorative T-shirts. You'll also be able to assign a company representative as an event starter and enter a corporate team in the run—up to 10 runners at no additional charge.



Material Deadline: 9/4
Price: \$25,000

Aisle Signs

Highly-visible directional signage featured in both exhibit halls. Great new branding opportunity!

Material Deadline: 10/31
Price: \$30,000/hall
\$50,000/both halls



Badge Wallet Envelope

Prime space available on the outside of the badge wallet containing important materials attendees need in advance of the meeting.

Material Deadline: 7/25
Price: \$30,000



Badge Wallet Insert

Be an advertiser in the official badge wallet. Attendees will see your ad when it arrives along with their badge, course tickets and other important materials in advance of the meeting.

Material Deadline: 8/29
Price: \$20,000 (production not included)

Banner - Level 2.5

Make your statement at the helm of this highly-traveled area, where attendees walk daily to classrooms and popular restaurants. For even more impact, combine this opportunity with a column wrap, page 7.

Material Deadline: 10/27
Price: \$15,000



Banners - North Hall

As attendees enter the spectacular North Hall, your message will be the first to welcome them. Your highly visible banner sits atop the entrance openings, where it's seen by tens of thousands of attendees each day.

Material Deadline:	10/27	
Price:	\$10,000	15'w x 20'h
	\$15,000	30'w x 20'h
	\$25,000	45'w x 20'h
	\$25,000	80'w x 7'h
	\$35,000	70'w x 20'h



Banner - North Hall Wrap

This is a highly visible placement—not only do attendees see your message wrapped around the escalators as they ride up and down to classrooms and popular restaurants, they also have a sweeping view of your message as they enter the North Hall.

Material Deadline:	10/27
Price:	\$30,000

Career Connect Newspaper

Popular handout available in our Career Connect booth that will feature your career opportunity amongst industry related articles.

Material Deadline: 11/3

Price:	
1/2 Page	\$400
1/4 Page	\$250

All prices are black and white.

RSNA Career Connect

OCTOBER 14, 2013
 ROOM 3011

"Health Care Coach" Takes Multi-dimensional, Strengths-based Approach to Consulting

Dr. Robert M. Smith, executive vice president and chief medical officer at the University of Michigan, is a leading expert on the intersection of health care and business. He is the author of the book "The Health Care Coach: A Multi-dimensional, Strengths-based Approach to Consulting" (Harvard Business Review Press, 2012). Dr. Smith's book provides a comprehensive framework for understanding the unique challenges of the health care industry and offers practical strategies for addressing them. The book is a must-read for anyone involved in the health care industry, from clinicians to executives.

ENTER TO WIN A \$5000 PRIZE!

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WHAT IS IN STORE FOR THE RADIOLOGY JOB MARKET?

Job Seekers—Post Your Resume for Free!

Take Advantage of Free Job Postings During RSNA 2013!

RSNA Career Connect is the premier source for job seekers in the radiology field. Post your resume for free and explore a wide range of career opportunities. Don't miss this chance to connect with top employers in the industry.



Charging Stations

Place your company's message on one of the most frequently visited spots at the convention! Attendees use the mobile device charging stations to re-charge their personal electronics. Stations feature branding on the top, front and sides.

- Material Deadline:** 11/3
- Price:** \$5,000/station
\$30,000/8 stations

Coat Check

Outstanding sponsorship opportunity that includes your company's logo and messaging in all four coat check areas on the following:

- Signage surrounding each area
- Logo on Baggage/Coat check tickets
- Column wraps in the Arie Crown Lobby
- Column wraps at Gate 26
- Column wraps in the Grand Ballroom lobby
- Stair graphics in the Grand Ballroom lobby
- Banner above entrance to Grand Ballroom

- Material Deadline:** 11/3
- Price:** \$125,000



Coffee Cup Sleeve



All coffee locations within McCormick Place (excluding Starbucks areas) will serve coffee with insulated sleeves featuring an advertiser's logo and booth number. More than 30,000 cups of coffee are served during the six days of the meeting.

- Material Deadline:** 10/2
- Price:** \$20,000



Column Wraps

Wrap your message on a column in high-traffic areas in the lower level of the North Hall by the restaurants, outside the Arie Crown Theater in Lakeside Center or on level 2.5. Column wraps are 10' high by 3' wide and are 4-sided.

- Material Deadline:** 11/5
- Price:** \$6,000/column (Level 2.5)
 \$6,000/column (North)
 \$6,000/column (Lakeside)

Daily Bulletin

RSNA meeting attendees rely on the *Daily Bulletin*, the official meeting newspaper, to provide overnight coverage of meeting news, hot topics, schedule and program changes, and new product and service information from exhibitors. 15,000 copies are distributed each morning throughout McCormick Place.



- Space Deadline:** 10/16
- Material Deadline:** 10/23

	Main News (All 5 Days)	New Products (4 Days)
Spread	\$29,610	\$25,165
Center Spread	\$32,565	\$27,680
Full Page	\$14,805	\$12,585
Cover Positions	\$17,955	\$15,260
Junior Page	\$13,260	\$11,270
1/2 Page	\$11,645	\$9,900
1/4 Page	\$7,910	\$6,725
1/8 Page	\$5,450	\$4,635

4 Color Charge: \$1,500/Single Page; \$3,000/Spread.
 Covers include color.

Daily Bulletin E-Blast

A series of five e-blasts sent every day of the meeting to attendees and members with a sneak peek about that day's top story and a link to the full news for that day.

Material Deadline: 11/14

Ad Banner Size: 650x90

Price: \$6,000/E-Blast



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.

Material Deadline: 10/16

Price: \$15,000

Electronic Meeting Signs

All 46" signs are placed outside each classroom during the annual meeting and feature a digital banner as well as a print message.

Single Sponsorship Available.

Material Deadline: 11/3

Price: \$50,000





Escalator Runners

Your company message appears alongside the handrails of the escalators throughout the convention halls. Attendees will view them all day long as they go up and down these heavily traveled areas.

Material Deadline: 11/5

Price:	\$10,000	Levels 4 & 5
	\$15,000	North Hall
	\$15,000	Level 2.5
	\$25,000	Grand Concourse

Glass graphics available for an additional cost.

Indoor Billboard

Leave a lasting impression after the exhibition experience. As attendees exit the exhibit halls, your 10' high by 4' wide message is the last—and only—signage they'll see. These placements are available in both the North and South halls.

Material Deadline: 10/27

Price: \$10,000/billboard



Lobby Billboard - South Hall

Rush-hour shuttle bus lines are legendary and you'll have a captive audience as attendees arrive in the morning and line up each evening to catch their buses in the South Hall. Three placements are available.

Material Deadline: 10/27

Price: \$5,000/billboard

Meeting App

Be the sole sponsor of the official RSNA meeting app. With a splash page, notifications and banners throughout the pages of the app, your message will be displayed prominently as attendees navigate through the exhibits, sessions and much more.

Material Deadline: 9/15

Price: \$50,000



Meeting Bag

Your 4-color message will be prominently positioned on ecofriendly meeting bags providing high visibility throughout RSNA 2014. This is a favorite of attendees – it is light weight, easy to carry and convenient for collecting handouts from courses and exhibitors.

Material Deadline: 5/28

Price: \$50,000

Meeting Bag Insert

Be creative and build brand presence! Place a printed insert or other approved promotional item in the official Meeting Bag. All promotional items must be approved by RSNA prior to submission. Maximum of 10 inserts allowed, so sign up now!

Material Deadline: 11/5

Price: \$10,000 (Production not included)



Meeting Confirmation E-blast

Each time an attendee registers for the meeting or changes his/her itinerary, an email is sent to the attendee confirming the information with the advertiser's banner prominently displayed at the top of every email. (*Exclusive opportunity*).

Material Deadline: Two weeks prior to blast

Ad Banner Size: 650x80

Price: \$6,000/month



Meeting E-Blast

Promote your company via a banner ad to members and annual meeting attendees. Eight E-Blasts are available (audience and subject vary). (*Exclusive opportunity*).

Material Deadline: One week prior to blast

Ad Banner Size: 300x250

Price: \$6,000/E-Blast

Outdoor Banner

Be the single sponsor to welcome attendees to Chicago as they arrive and depart their hotels, board shuttle buses, and explore downtown restaurants and shops. This exclusive opportunity puts your company's face on Chicago's bustling streets and lets visitors know you're part of something big and critical to the specialty.

Material Deadline: 10/2

Price: \$25,000





Pillars

As attendees arrive via taxis and shuttle buses and make their way into the busy North Hall, your message is there to greet them on strategically placed 12-foot pillars. Yours will be the first and last message attendees see as they enter and exit McCormick Place.

Areas Available:

Level 1 - 3 pillars

Grand Concourse 3 pillars **(SOLD)**

North Hall - 2 pillars

Material Deadline: 10/27

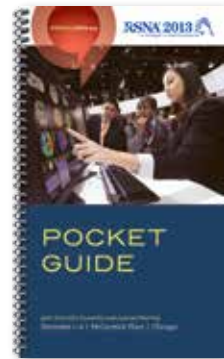
Price: \$25,000/pillar

Pocket Guide

This compact and handy guide provides a quick reference for general meeting information, including hotel listings, transportation schedules and just about anything else attendees need to know during their stay in Chicago. 35,000 are distributed in the attendee badge wallet and at registration.

Material Deadline:	8/25	
Price:	\$6,950	Full Page
	\$11,300	Cover II
	\$11,300	Cover III
	\$12,500	Cover IV

All prices include color.



Pocket Guide Wraparound Band

It's a wrap! Here's the opportunity to make a splash at RSNA 2014 on the most popular and useful publication at the annual meeting. The Pocket Guide will be handed out at registration and other designated locations.

Material Deadline: 8/25

Price: \$25,000

Professional Portrait Studio

Your company's sole sponsorship is prominently displayed at the wildly popular studio, where attendees line up to have their free professional portrait taken. In addition, when we send attendees their photos via email, it includes your branded message.

Material Deadline: 9/4

Price: \$20,000



Program in Brief

The Program is a quick reference for titles, authors, room numbers and times. Sponsorship includes covers III and IV.

Material Deadline: 9/11

Price: \$15,000

Residents Lounge

Advertise at this busy gathering place for residents and be seen by thousands each day. Signs in the lounge will acknowledge the advertiser, and advertisers may also place handouts in the lounge. This is a strategic opportunity to build the loyalty of radiology's future leaders.

Material Deadline: 10/1

Price: \$15,000





Sponsored E-blast

Your company's customized messaging will be delivered to attendees directly from RSNA, backed by the authority of the RSNA logo and brand. You select the week we send your message—one of eight pre-meeting or two post-meeting opportunities. You provide the HTML and we build and send the email with RSNA branding.

Material Deadline: Two weeks prior

Price: \$10,000/e-blast

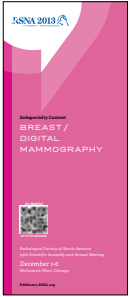
Stair Graphics

Your company's message stretches across each step as attendees climb the staircase to Level 4 and 5 classrooms or visit the restaurants on the 2.5 level.

Material Deadline: 11/3

Price: \$15,000/location





Subspecialty Brochure

Be the exclusive advertiser by placing your ad on the back panel of one of several subspecialty guides, featuring meeting content from breast to musculoskeletal to ultrasound. Attendees use these guides every day to organize their busy week.

Material Deadline: 10/23

Price: \$5,000/brochure

Technical Exhibition Guide

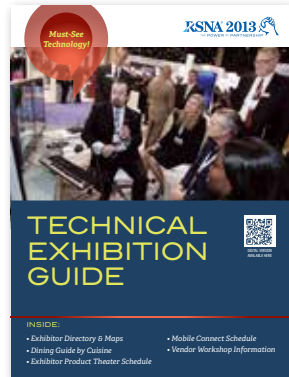
The Technical Exhibition Guide is the most up-to-date source of information for navigating the annual meeting. In addition to floor plans and booth numbers for more than 650 technical exhibitors, the guide also provides special presentation highlights and happenings throughout each hall.

Material Deadline: 10/20

Price:

\$10,360	Full Page
\$12,570	Cover Positions
\$8,150	1/2 Page
\$5,535	1/4 Page
\$4,950	Strip

4 Color Charge: \$1,500 Covers include color.





Transportation Signage

Take advantage of this dynamic opportunity to advertise outside the convention center. This opportunity includes your logo on bus windows, an ad on hotel lobby signs and an ad in the transportation brochures (distributed at hotels, shuttle information desk and help centers). Supplemental opportunities to enhance this buy are available for an additional cost.

Space Deadline:	9/23
Material Deadline:	10/1
Price:	\$20,000

Walkway Banner

Attendees will see your 4' x 8' vertical banner as they cross the walkway to attend classes, visit the Lakeside Learning Center, the Centennial Museum and our popular RSNA Services area.

Space Deadline:	10/31
Material Deadline:	11/7
Price:	\$10,000/banner



TECHNICAL EXHIBITOR OPPORTUNITIES

Contact Information

ASSISTANT DIRECTOR: TECHNICAL EXHIBITS

John Jaworski
1-630-571-7855
jjaworski@rsna.org

MANAGER: TECHNICAL EXHIBITS

Lauren Giagnorio
1-630-571-7851
lgiagnorio@rsna.org

Premium Exhibitor Listing

Our online Exhibitor List receives high traffic before and during the meeting, as attendees plan their week. Let them know you're the one to visit by adding a personalized page. Not only will your listing outshine the competition, it will appear at the top of all filtered searches.

Price: \$595



Exhibitor Product Theater

Take center stage with your newest product, service or research findings. With a 45-minute demonstration, representatives from your company can show an attendee audience how your offerings can benefit their institution.

Four daily time slots are available Monday, December 1 through Wednesday, December 3. Theater is located in the South Building, Hall A near Café A1 at booth 3314.

Application Deadline: 8/29

Price: \$10,000

Vendor Workshop

Give RSNA attendees a hands-on course on your proprietary computer system. Located in the Technical Exhibition, you can conduct workshop session(s) throughout the entire meeting in a classroom environment giving potential or current customers first-hand experience on your systems. Workshops let attendees really get to know the tools you offer and see exactly how they can put them into practice.

Application Deadline: 7/30

Price: 32'x40' = \$21,440
40'x40' = \$26,800




Satellite Symposium

Host an exclusive educational function before- or after-hours during the week of RSNA 2014. Your company may offer formal education or procedural instruction, and you can choose to offer CME credit to attendees. Conducting a symposium establishes your company as an authority on the latest scientific developments that drive the field of radiology.

Application Deadline: 11/14

Price: \$3,500 for non-CME
\$7,000 for CME



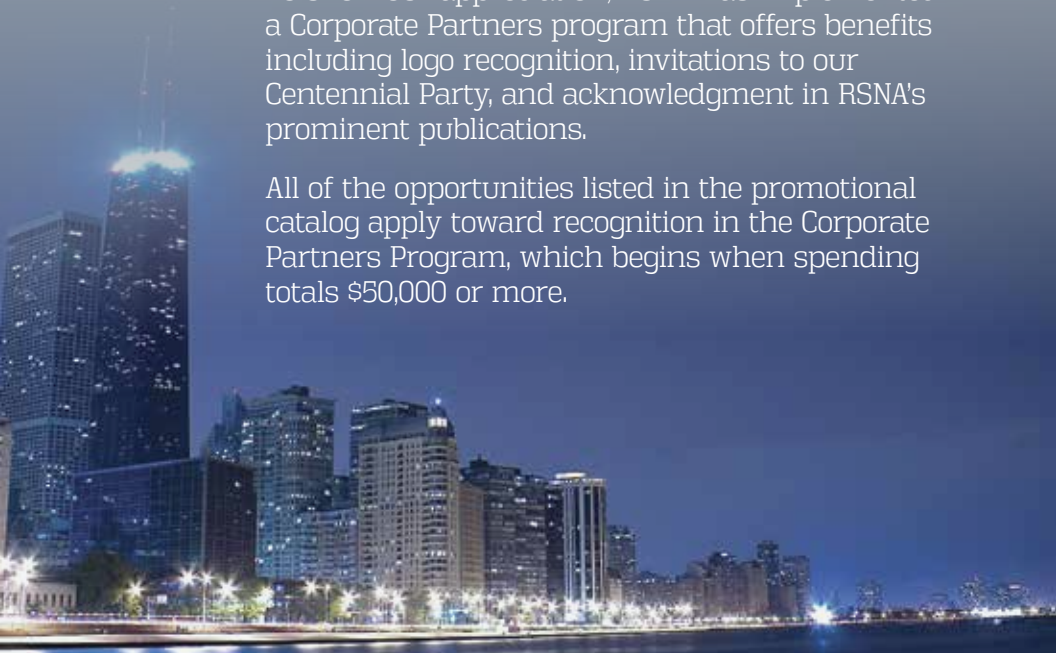
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Corporate Partners Program

RSNA values its industry partners that help keep radiology at the forefront of science and technology. To show our appreciation, RSNA has implemented a Corporate Partners program that offers benefits including logo recognition, invitations to our Centennial Party, and acknowledgment in RSNA's prominent publications.

All of the opportunities listed in the promotional catalog apply toward recognition in the Corporate Partners Program, which begins when spending totals \$50,000 or more.



Recognition Levels

Gold (\$200,000)

- ▶ Company logo on RSNA Centennial website
- ▶ Company logo in annual meeting related media
- ▶ Corporate Partners Ribbons for name badge(s) during annual meeting
- ▶ 8 tickets to the Sip & Savor Social (2014)
- ▶ Company recognition on prominent meeting signage
- ▶ License to use RSNA Centennial logo

Silver (\$100,000)

- ▶ Company logo on RSNA Centennial website
- ▶ Company logo in annual meeting related media
- ▶ Corporate Partners Ribbons for name badge(s) during annual meeting
- ▶ 6 tickets to the Sip & Savor Social (2014)
- ▶ Company recognition on prominent meeting signage
- ▶ License to use RSNA Centennial logo

Bronze (\$50,000)

- ▶ Company logo on RSNA Centennial website
- ▶ Company logo in annual meeting related media
- ▶ Corporate Partners Ribbons for name badge(s) during annual meeting
- ▶ 4 tickets to the Sip & Savor Social (2014)
- ▶ License to use RSNA Centennial logo

To find out more about RSNA's Corporate Partners Program, please contact RSNA advertising:

Director of Advertising

Jim Drew

630-571-7819

jdrew@rsna.org

Assistant Director of Advertising

Judy Kapicak

630-571-7818

jkapicak@rsna.org

Support of any of the following will apply toward recognition in the Corporate Partners Program

- ▶ Centennial Sponsorships
- ▶ Meeting Advertising
- ▶ Journal Advertising
- ▶ Vendor Workshops
- ▶ Journal Subscriptions
- ▶ Exhibitor Theater
- ▶ Meeting Sponsorships
- ▶ R&E Foundation

A Century



Sales and production office

DIRECTOR OF ADVERTISING

Jim Drew

1-630-571-7819

jdrew@rsna.org

ASSISTANT DIRECTOR OF ADVERTISING

Judy Kapicak

1-630-571-7818

jkapicak@rsna.org

ADVERTISING MANAGER

Janet Swanson

1-630-571-7817

jswanson@rsna.org

rsna.org/Advertising.aspx