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Tuesday, June 24, 2014
- 3  **Steve Drew**  
RSNA Assistant Executive Director
- 4  **Today's Speakers**
  - Mark Tarr, Choose Chicago
  - Adrienne Glowski, RSNA Director of Marketing
  - Dr. Dana Smetherman, Technical Exhibits Committee Chair
  - Bob Hope, RSNA Director Housing Registration and Travel Services
  - Lauren Giagnorio, RSNA Senior Manager, Technical Exhibits
  - Erin Dunstan, Experient Director, Strategic Accounts
  - Ben Smock, Toque and Bottle/Bistro RSNA
  - Chris Carr, RSNA Director, Informatics
  - John Jaworski, CEM RSNA Director, Technical Exhibits
- 6  **Mike Tarr**  
Vice President, Association Sales
- 10  **Adrienne Glowski**  
RSNA Director: Marketing
- 11  **RSNA Centennial**
  - Centennial Showcase
  - Technical Exhibits Grand Opening
  - Technical Exhibits Traffic Drivers
  - Centennial Merchandise at RSNA Store
  - Sip & Savor Social
  - Centennial Website
  - Photo Point
- 12  **RSNA Corporate Partners Program**
  - Goal: recognize company support and provide new sponsorship opportunities
  - Recognition levels: Gold, Silver and Bronze
  - For more information:
    - Contact Jim Drew at [jdrew@rsna.org](mailto:jdrew@rsna.org)
    - Visit [RSNA.org/Companies](http://RSNA.org/Companies)
- 14  **Dr. Dana Smetherman**  
RSNA Technical Exhibits Committee Chair
- 15  **Educational Program**
- 16  **Registration Summary**
- 17  **Technical Exhibits – First Round**
  - 526 companies with 422,800 square feet of exhibit space
  - 51 First-time exhibitors
  - 3 Vendor Workshops
- 19  **Bob Hope**

RSNA Director Housing, Registration and Travel Services

- 20  **Top Reasons to Reserve Rooms via RSNA**
- Lowest Rates
  - Easy Booking
  - Customer Service
  - Supporting the Society
  - Free Transportation
- 21  **Individual Exhibitor Housing**
- Housing Site Opened June 11
  - Available to companies requiring a max of 24 rooms
  - NEW! Up to 24 rooms available regardless of booth size
  - First night's room/tax deposit
- 22  **Block Housing**
- Available to companies that exceed 700 sq. ft. and need 25 rooms or more
  - NEW! 4 rooms allowed per 100 sq. ft. of purchased space
  - Block housing request site closes June 30
  - Hotel assignments emailed August 13
  - Room deposits (\$400 per reservation) due August 22
- 23  **Travel/Hotel Updates**
- Airfare Discounts – No blackout dates (NEW!) or online fees
  - ESA Voyages – official international group agent offering full service or hotel only packages (NEW!)
  - Chicago Hotel Updates
- 25  **Lauren Giagnorio**  
RSNA Senior Manager, Technical Exhibits
- 26  **Your RSNA Exhibitor Listing**
- 27  **Exhibitor Product Theater**
- Educational environment outside your booth
  - South Building, Hall A, Booth 3314
  - Four timeslots on Monday - Wednesday
    - 10:30am, 12:15pm, 2:00pm and 3:45pm
  - Accommodates 100 attendees
  - Enclosed design
  - Full-time Theater host
  - Beverage service included
  - Streamed through the RSNA Virtual Meeting
    - Lead capture, chat, Q&A and recording shared with company
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- 28  **Marketing Opportunities**
- Mailing List Request

- Raffles/Giveaways
- Marketing Tools
  - Logos
  - Banners
  - Ebas files
  - Postcards
- Advertising Opportunities

29  **Exhibitor Resources/Service Kit**

- Available July 14
- Official Contractor forms and links to online ordering
  - General Contractor
  - Electrical
  - EAC registration
  - Lead Retrieval
  - Much more!
- RSNA forms

30  **Exhibitor Resources/Service Kit**

31  **Exhibitor Resources/Service Kit**

33  **Erin Dunstan**

Director, Strategic Accounts  
Experient

Lead Management Solutions RSNA 2014

34  **Lead Management Solutions Update**

Updated SWAP line of products

- Real Time Data Services
- QR code only, no PDF on badge
- New device options

Benefits to exhibitors:

- Have the flexibility to use own phone or tablet to collect leads (SWAP).
- Leads are captured at any time (not just during show hours) anywhere (not just on the floor).
- Leads are immediately available in the cloud for faster follow-up.
- Access the exhibitor portal in real time for ratings, performance by salesperson, and overall activity.
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- Download the app directly to your phone or device
- Apple, Android, Windows, and Web Mobile versions

- Capture leads anywhere: in the booth, sessions, meetings, events, in the hallway, on the bus, etc.
- Custom surveys
- All data captured in SWAP Portal

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36  **Optium RT2000 & Android Tablet**

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- Handheld and wireless unit ; No electricity required
- All leads captured are consolidated in your SWAP Portal in real time
- Custom survey available
- Bluetooth printer

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37  **Leads Portal**

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- Most up to date contact information
  - Graphic summary analysis
  - Slice and dice leads by demographics for effective post event follow-up
  - View and sort leads by salesperson or key demographics
  - Analyze networking and sales techniques to maximize ROI
  - Access to portal available in real time through 90 days post event
  - Easily export lead data and charts

38  **Developer’s Kit for Real Time Data Service's**

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- All of the information you need to access our registration database in real time
- Instructions for your IT Department to set up the data transfer
- Delivery of all access credentials necessary for downloads and customer support
- Choose whether you want to pull data in real time, nightly, or at the end of the event

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39  **ExSIGHT Value Add**

- For any organization purchasing more than 30 SWAP activations please contact us for special discounted pricing:

Catherine Walker, PMP  
 Director, Lead Sales and Product Integration  
 Experient  
 Direct Dial: 240-439-2418

catherine.walker@experient-inc.com

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41  **Ben Smock**

Toque and Bottle

47  **Chris Carr**

RSNA Director, Informatics

48  **Demonstration Overview**

- Industry leaders demonstrate key developments in radiology informatics:
  - Patient-focused image sharing through the RSNA Image Share Network, based on IHE XDS-I profile
  - Structured reporting using RSNA RadReport reporting templates, RadLex terminology and the IHE MRRT profile
  - Communication of critical findings to referring physicians using report templates and video communication
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49  **Roles**










- Radiology Information System
- Modalities
- PACS
- Reporting Systems
- Health Information Exchange (HIE) actors
  - Document source/consumer
  - Registry/Repository
  - Image-enabled Personal Health Record Systems

50  **Demonstration Scenarios**

- Patient-focused image sharing:
  - Sharing with patients through PHR accounts
  - Site-to-site sharing for consult and care
- Structured reporting
  - Selection of appropriate report templates based on RadLex Playbook procedure codes
- Significant findings notification
  - Communication of findings noted report via direct multimedia link

51  **Demonstration Logistics**

- Centralized Demonstration on Technical Exhibit Floor
  - Tightly scripted demonstrations of each scenario focusing on clinical significance
- Distributed Demonstration at Participant Booths
  - Exchange of images in simulation of health information exchange environment
- Participants must commit resources for continuous participation
  - Dedicated staff for demonstration prep and performance
  - Systems and development/configuration expertise
  - Space in vendor booth for distributed demonstration

- 52  **Marketing Exposure**
- Demonstration reaches 600-800 attendees annually
  - Signage and handouts
  - Promotion through RSNA Website, publications and other meeting promotional channels
- 53  **Image Sharing Demo 2013**
- 54  **Timeline**
- 6/30: Call for Participants
  - 7/21: Deadline for Notification of Intent to Participate
  - 7/28: Participant Kickoff Call
  - 7/28-10/13: Weekly Planning Teleconferences
  - 10/13-10/17: Demonstration Rehearsal at RSNA HQ
  - 11/30-12/4: Demonstration at RSNA 2014
- 55  **Demonstration Rehearsal**
- Oct. 13-17, RSNA HQ, Oak Brook
    - All systems to be present and conduct testing using defined scenarios
    - Internet testing in advance to enable participants to arrive prepared to test
    - Specified tests, roles and subgroups
    - Refine clinical demonstration scenarios
- 56  **References**
- RSNA Image Share: [http://www.rsna.org/Image\\_Share.aspx](http://www.rsna.org/Image_Share.aspx)
  - IHE Profiles: [http://www.ihe.net/Technical\\_Frameworks/](http://www.ihe.net/Technical_Frameworks/)
  - RadReport Template Library: <http://radreport.org/>
  - RadLex Playbook: <http://playbook.radlex.org/>
- 58  **John Jaworski**
- Director: Technical Exhibits
- 59  **McCormick Place Update**
- New Food Outlets
    - Starbucks North
    - 23<sup>rd</sup> Street Cafe
- 60  **McCormick Place Update**
- Facility Renovation
    - Escalators
    - Carpeting
    - Bathrooms
- 61  **McCormick Place Update**
- Exhibitor Bill of Rights - Full-Time Exhibitors Employee may also perform the following work within their booth:
- Setting-up and dismantling exhibits
  - Assembling and disassembling equipment
  - Installing all signs/graphics
  - Delivering/setting-up electrical equipment, computers/AV devices
  - Skidding, positioning and re-skidding all exhibitor materials

- Exhibitors can load/unload materials at designated McCormick Place docks

62  **McCormick Place Update**

Exhibitor Employee

- Any person who has been employed by exhibitor as a full-time employee a minimum of 6 months before the show's opening date.

63  **McCormick Place Update**

RSNA Safety Program

- All accidents are preventable.
- Applies to all exhibitors and meeting contractors.
- Everyone participating at RSNA 2014 must be involved and committed to safety. It is a team effort!
- Floor Managers will help provide the safest possible workplace for exhibitors & meeting contractors and will monitor exhibit floor safety.

64  **New Programs**

- Meeting Suites at McCormick Place
  - Located in both exhibit halls
  - Includes:
    - 8' hardwalls with locking door
    - Carpeting with nightly cleaning
    - Conference table with chairs
    - Identifying signage
    - 5 amp electrical
  - Daily or weekly rental
  - Sizes are
    - 13'x13' - \$4,000/meeting; \$1,500/day
    - 20'x20' - \$8,000/meeting; \$3,000/day

65  **New Programs**

- Exhibitor Lunch & Learn
  - Conduct a non-CME presentation during the lunch hour on Monday, Tuesday or Wednesday within a RSNA meeting room at McCormick Place. Fee is \$15,000.
- *Technical Exhibits Focus*
  - Submit one product with photo and description for publication at no charge.
  - Incorporate your company's message within the section's front page article. New article Sunday – Thursday.

Questions? Contact Judy Kapicak at 1-630-571-7818 or [jkapicak@rsna.org](mailto:jkapicak@rsna.org)

66  **Exhibitor Education Center**

- Upcoming Webinars
  - September 9: Exhibitor Measurement Made Easy
  - Replays of past webinars
- Exhibitor Articles Series (How-to Tips)
- Frequently Asked Questions
- First-Time Exhibitor E3 Program
- Newsletter

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- 67  **RSNA Attendee Profile**
  - 91.5% respondents would recommend the Annual Meeting to colleagues
  - 46% planned to purchase equipment or services based on what they saw at RSNA 2013.
- 68  **RSNA Attendee Profile**
- 69  **RSNA Attendee Profile**
- 70  **RSNA Attendee Profile**
- 71  **RSNA Attendee Profile**
- 72  **We're here to help you!**
  - Online Exhibitor Resource Center
  - Many branding options through Advertising
  - Speaking opportunities
  - Marketing Tools to promote your participation
  - RSNA Staff & Contractors available to answer your questions
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- 73 
  - <sup>1</sup> Technical Exhibits Staff
  - <sup>2</sup> John Jaworski, CEM  
Director  
630-571-7855  
[jjaworski@rsna.org](mailto:jjaworski@rsna.org)  
  
Georgetta Piotrowski  
Assistant  
630-571-7850  
[gpiotrowski@rsna.org](mailto:gpiotrowski@rsna.org)
  - <sup>3</sup> Lauren Giagnorio  
Senior Manager  
630-571-7851  
[lgiagnorio@rsna.org](mailto:lgiagnorio@rsna.org)  
  
Michelle Scherer  
Assistant  
630-368-3760  
[mscherer@rsna.org](mailto:mscherer@rsna.org)
- 74  **Exhibit Space Breakdown**
  - Exhibit Hall
    - 283,700 - South Building, Hall A
    - 138,800 – North Building, Hall B
  - Booth Type



- 203 FreeForm
- 269 Inlines
- 15 Peninsula
- 3 Mobile Units
- 44 Publishers Row

75  **Space Assignments Process**

- Anchor Rotation
- RSNA Historical Point System
- Other factors that played a part were:
  - Competitor & Partner Proximity
  - Exhibit Hall Preference
  - Booth Size & Display Configurations
- All changes to the original application (i.e. company name, contact, space size, or cancellation) must be made in writing.

76  **RSNA 2014 Space Assignments**

- Booth numbers
  - South Building, Hall A - 1000-5999
  - North Building, Hall B - 6000-8599
- First-Round Floor Plan
- Mailed Today with confirmation, invoice and important meeting information
- Annual Meeting Website  
[www.rsna.org/Floor\\_Plan\\_and\\_Exhibitor\\_List.aspx](http://www.rsna.org/Floor_Plan_and_Exhibitor_List.aspx)
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