

## RSNA Mobile Connect Exhibitor App Presentations

Today's technology functionality is becoming more essential with the rapidly growing population of mobile users worldwide. RSNA has a new opportunity for exhibitors to present and educate attendees in utilizing their company/organizations available mobile apps.

RSNA Mobile Connect is a new addition to the RSNA Services area where technology experts will be on hand in a casual, open environment to help physicians get the most out of their mobile device. Mobile Connect will consist of two areas including a platform for one-on-one assistance for supporting mobile device users and a presentation area highlighting a diversity of mobile topics.

Within the Mobile Connect presentation area, **exhibitors can conduct education presentations Sunday, November 25 through Thursday, November 29.**



### Mobile App Presentation Dates and Times

Exhibitor presentations will be available Sunday, November 25 through Thursday, November 29.

- Presentations are limited to 20-minutes in length with 10-minutes for Q&A.

Sunday	Monday-Thursday
10:30 AM	10:00 AM
12:15 PM	12:15 PM
3:30 PM	4:00 PM

- Time slots will be assigned by RSNA.
- Presentations are not ticketed.

### Mobile App Presentation Guidelines

1. Presentations should be Mobile Applications focused on educating attendees of the benefits and usefulness of their app to a Radiologist.
2. Presenters should be one or more internal staff of the Mobile App Participant Company.
3. Presentations cannot offer CME credit to those in attendance.

### Mobile Connect Location and Configuration

1. The RSNA Mobile Connect – Exhibitor App Presentations will be located in the RSNA Services Area (Lakeside Ballroom).
2. The area will have seating and accommodate up to (15) people.
3. Audiovisual setup includes 50" plasma, podium, lavalier microphone and VGA cable.

### Promotion by RSNA

RSNA will promote the Mobile Connect – Exhibitor App Presentations through:

1. RSNA Annual Meeting website
2. Onsite signage
3. Annual Meeting Print Publications
4. Electronic Communications

### Promotion by Exhibitor

1. Participants may distribute materials during the Participant's time slot.
2. All proposed giveaways for the Mobile Connect presentations must be reviewed and approved by RSNA through its RSNA Giveaway Request Form on or before October 19.

### Deadline

RSNA Mobile Connect – Exhibitor App Presentations is Friday, August 31. After this date, inclusion in publications is not guaranteed. Order forms may be considered after this date if time slots remain available. However, promotion may be limited.

All presentations conducted within RSNA Mobile Connect are free to registered RSNA 2012 exhibitors.

### Questions

If you have any questions regarding the RSNA Mobile Connect – Exhibitor App Presentations opportunity at RSNA 2012, please contact John Jaworski at 1-630-571-7855 or [jjaworski@rsna.org](mailto:jjaworski@rsna.org).

## RSNA Mobile Connect – Exhibitor Call for Presentations

### I. Contact Information (Please print or type)

COMPANY \_\_\_\_\_ BOOTH NUMBER \_\_\_\_\_

OFFICIAL CONTACT \_\_\_\_\_ TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_ ZIP/POSTAL CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL ADDRESS \_\_\_\_\_

ONSITE CONTACT \_\_\_\_\_ TELEPHONE (MOBILE) \_\_\_\_\_ EMAIL ADDRESS \_\_\_\_\_

### II. Session Information

SESSION TITLE \_\_\_\_\_

SPEAKER \_\_\_\_\_ TITLE \_\_\_\_\_

SPEAKER \_\_\_\_\_ TITLE \_\_\_\_\_

NAME OF APP \_\_\_\_\_ COST OF APP \_\_\_\_\_

DESCRIPTION (50 WORDS)

HOW WILL YOUR APP HELP A RADIOLOGIST IN THEIR PRACTICE?

### III. Preferred Time Slot Day/Time

DAY / 1ST CHOICE \_\_\_\_\_ TIME \_\_\_\_\_

DAY / 2ND CHOICE \_\_\_\_\_ TIME \_\_\_\_\_

DAY / 3RD CHOICE \_\_\_\_\_ TIME \_\_\_\_\_

### IV. Agreement

I have read, understand and agree to the RSNA Mobile Connect Terms and Conditions.

**Deadline:  
August 31, 2012**

Print Name \_\_\_\_\_

**X** \_\_\_\_\_  
Signature Required \_\_\_\_\_ Date \_\_\_\_\_

Return your signed order form to:

John Jaworski  
RSNA Technical Exhibits  
820 Jorie Blvd, Oak Brook, IL 60523-2251  
Fax: 1-630-590-7720  
Email: [jjaworski@rsna.org](mailto:jjaworski@rsna.org)

For RSNA Use Only – Please do not write in this area	
Date Received	____/____/____
Assignment:	_____
	Date _____ Time _____
<b>Approved by RSNA:</b>	
Signature of RSNA Contact	_____
	Date _____

## **RSNA Mobile Connect Terms and Conditions**

It is the exhibiting company's responsibility to distribute copies of this information to the appropriate company personnel and/or any agents, representatives or contractors involved in planning activities at the RSNA annual meeting. The exhibiting

company is responsible for the actions of their employees and/or agents and they will be expected to follow all rules and guidelines outlined.

---

### **I. Order Form**

The order form must be signed by an authorized representative of your company and completed form which includes requested time slot, presentation description and list of presenters. Any additions, deletions or addenda to the original order form must be made in writing and delivered to RSNA via certified registered delivery. No change will be considered without an official written request. **INCOMPLETE FORMS WILL NOT BE ACCEPTED.**

### **II. Eligibility**

Exhibitors with approved contracts for RSNA 2012 and in good standing with RSNA are eligible to secure a Mobile Connect time slot. Cancellation of technical exhibit space results in the immediate release of any assigned Mobile Connect time slot. Additional days may be available if all time slots on Sunday, Monday, Tuesday, Wednesday and Thursday are reserved.

### **III. Representatives**

The application signatory or his/her designee shall be the official representative of the exhibitor and will certify representatives and act on behalf of the exhibitors in all negotiations. Notification of violations of rules and regulations, which may result in immediate or future penalties to the exhibitor, shall also be made in writing to the chief executive officer. Exhibitors who choose to use a third-party organizer must submit a letter on company letterhead naming the third party as being authorized to handle planning responsibilities on the exhibitor's behalf. No direct requests from third-party organizers will be considered.

### **IV. Insurance & Liability**

The exhibitor shall protect, indemnify, hold harmless and defend RSNA, its officers, directors, agents and employees against all such claims, liabilities, losses, damages and expenses, including reasonable attorneys' fees and costs of litigation, provided the foregoing shall not apply to injury, loss or damage caused by or resulting from negligence of RSNA, its officers, directors, agents or employees.

### **V. Violations and Penalties**

Mobile Connect presentations found to be in violation of these guidelines shall be immediately discontinued. This agreement is in addition to the contract for exhibit space. All terms, conditions, rules and regulations contained therein remain in full force. The exhibitor waives any rights to claims of damages arising out of enforcement of these guidelines.

### **VI. Amendments**

All matters and questions not covered by the above guidelines are subject to the discretion of RSNA. These RSNA guidelines may be amended at any time by RSNA and all amendments shall be equally binding on all parties. In the event of any amendment or addition to these guidelines, written notice will be given by RSNA to such parties.