

Rules and Regulations

NEW RULES FOR 2012 ARE HIGHLIGHTED

The RSNA 2012 Rules and Regulations are a binding and integral part of the exhibitor's contract with RSNA. The policies and procedures may differ greatly from other meetings or tradeshows. We encourage you to read them in their entirety.

1. Agreement to the Rules and Regulations

The RSNA Exhibit Space Contract/Application Form must be signed by an official of the exhibiting company indicating that exhibitor rules and regulations have been read and agreed to before any space assignment will be made. Exhibitors will receive a copy of the signed contract and a confirmation letter.

2. Enforcement of the RSNA Rules and Regulations

RSNA Technical Exhibition rules and regulations serve to:

1. Protect the integrity of the exhibition.
2. Ensure compliance with laws, codes, ordinances and contracts with the exhibition facility.
3. Ensure all exhibitors are treated fairly.

3. Meeting Schedule

The 98th Scientific Assembly and Annual Meeting of the Radiological Society of North America, Inc., commence on Sunday, November 25, at 8:30 a.m. and adjourn on Friday, November 30, at 3:15 p.m. During that period, neither exhibitors nor their agents may conduct or sponsor any educational, marketing or media activities directed toward RSNA meeting professional registrants other than as part of the RSNA scientific program or as specifically authorized by RSNA. Exhibiting companies and organizations cannot offer CME credit to RSNA professional attendees within their exhibit space or at any satellite event conducted outside of the convention center during the RSNA meeting schedule.

4. Exhibit Hours

The Technical Exhibits will be open to meeting registrants and must be fully operational and staffed Sunday, November 25, through Wednesday, November 28, from 10:00 a.m. to 5:00 p.m., and on Thursday, November 29, from 10:00 a.m. to 2:00 p.m. Exhibitors are not permitted to dismantle their exhibits before 2:00 p.m. on November 29, Vendor Workshops are scheduled from Sunday, November 25, through Wednesday, November 28, from 10:00 a.m. to 5:00 p.m. and on Thursday, November 29, from 10:00 a.m. to 2:00 p.m.

5. Exhibit Installation

The exhibitor may not occupy exhibit space until all conditions as set forth in these rules and regulations are met. All power tools and equipment used in the installation of exhibits must be operated in compliance with safety guidelines, as prescribed by OSHA or other recognized authorities, for the protection of the operator and others working in the vicinity. Table and circular saws, lathes, grinders, sanders and other power equipment may not be set up and/or operated in aisles or unprotected areas. The use of motorized vehicles, including hydraulic lifts, is not permitted by exhibitors or exhibitor appointed contractors (EACs). All lifts and operators must be provided by the appropriate official service contractor.

All high work, including the installation and adjustment of all supplemental lighting, requiring cranes and hydraulic lifts, must be completed during the exhibitor's move-in schedule. No hi-lifts will be admitted on the exhibit floor after 4:30 p.m. on Saturday, November 24.

Target Move-in

Exhibitor freight will be received and installation begun according to the Target Move-in Assignments, which will be available in mid-September. Target assignments will be based on the location of exhibits on the exhibit floor, exhibit size and complexity, impact on surrounding exhibitors and proximity/access to freight doors. Targeted installation of technical exhibits will begin at 5:00 a.m. on Monday, November 19 and will continue through Wednesday, November 21.

General Move-in

No freight will be accepted for delivery on Thanksgiving Day (Thursday, November 22). General setup for all exhibitors will begin at 8:00 a.m. on Friday, November 23. No freight will be accepted at McCormick Place for these exhibits prior to 8:00 a.m. on Friday, November 23.

Final Exhibit Setup

If setup of any exhibit has not started by 1:00 p.m. on Saturday, November 24, RSNA may order the exhibit to be set up and the exhibitor billed for all charges incurred. RSNA will not be responsible for any damage incurred. All exhibits must be substantially completed by 6:00 p.m. on Saturday, November 24, and all aisles cleared of exhibit materials and crates. All components yet to be installed must be within the exhibitor's space.

Opening Day

All technical exhibits must be fully operational by 9:00 a.m. on Sunday, November 25. After this hour, no installation work will be allowed without special permission from RSNA. No installation will be allowed during the published hours of the RSNA Technical Exhibition.

6. Dismantling/Exhibit Removal

Each exhibitor will complete arrangements for removal of its material from McCormick Place in accordance with these rules, the instructions provided in the Exhibitor Service Kit and in the Closing Bulletin that will be issued on or about Wednesday, November 28.

Exhibitor Responsibilities

All technical exhibits, headquarters offices and vendor workshop spaces (Halls A, B and D) material must be packed and ready for outbound shipment by 4:30 p.m. on Monday, December 3. Any materials not called for at that time will be shipped at the exhibitor's expense by a carrier selected by the official drayage contractor. All space occupied by an exhibitor must be surrendered in the same condition as it was at the commencement of occupation. The exhibitor is responsible for removal of excess debris, bulk quantities of printed material, floor covering and any item other than that which can be easily removed by broom sweeping. Costs related to removal of same are the responsibility of the exhibitor.

7. Contractor Services

Official Contractors

RSNA will designate official service contractors to provide all services to the exhibitor other than supervision. The general contractor must also provide installation and dismantling services for Vendor Workshop and Headquarters Offices. Electrical, plumbing, cleaning, telephone, security, drayage, rigging and catering services must be provided by the official contractor. All services not ordered in advance must be procured through the Official Contractor's Exhibitor Service Desk at McCormick Place. The general contractor will have control of the dock and loading facilities and will receive direct and advance shipments and van loads, handle freight and provide all rigging labor and equipment. Full-time employees of an exhibiting company may delivery materials to McCormick Place via the self unloading/loading docks. Please see the RSNA ASUV Policy found inside the RSNA Exhibitor Service Kit for complete guidelines.

Exhibitor-Appointed Contractors (EAC)

Request to use an EAC

Exhibitors using contractors other than the official RSNA contractors for labor, supervision or any other service must submit an Exhibitor-Appointed Contractor Request on or before Friday, October 12. No requests, addenda or substitutions received after that deadline will be considered. Only requests from exhibitors (not EACs) will be considered.

EAC Terms and Conditions

A request will be approved only if it will not interfere with or prejudice the orderly setup, interim services or dismantling of the exhibition. Requests will not be approved if they are inconsistent with the commitments made and obligations assumed by RSNA in any contract with official service contractors or in its lease with McCormick Place. All EACs shall abide by the terms, conditions, rules and regulations set forth herein. EACs may not solicit exhibitors. Violation of any rule or regulation may, at the discretion of RSNA, result in the appointed contractor's removal from the exhibit floor.

8. Storage of Crates and Boxes

The City of Chicago Bureau of Fire Prevention Regulations prohibits the storage of cartons or other materials (regardless of construction) behind exhibits or anywhere on the exhibit floor. The official drayage contractor will handle and provide storage space for crates, boxes, skids, etc., during the exhibition and return properly marked materials at the completion of the meeting. Materials not in accordance with these regulations will be discarded.

9. Exhibit Design

The regulations listed herein are presented to create and maintain an open atmosphere on the exhibit floor. To this end, 100 percent occupancy of allowed exhibit space is discouraged. In designing exhibits, good judgment and consideration for neighboring exhibitors and attendees should be primary objectives.

If floor plans (where required) are not submitted or exhibit construction is determined to be in violation of exhibit design regulations, RSNA has the right to prohibit construction of the booth. Booths are subject to show site review and modification, where necessary, will be at the exhibitor's expense. Exhibits built in non-compliance of the RSNA regulations are subject to a fine up to \$50,000 USD.

A. General Requirements

All exhibits must conform to and enhance the professional, educational and instructional atmosphere of the meeting. Overstatement in the design is to be avoided. Exhibitors are required to provide floor coverings for all booths. Appropriate display components and furniture must be provided by the exhibitors at their expense. If location of columns, utilities or other architectural components of the facility are considerations in the construction of an exhibit, it is the responsibility of the exhibitor to physically inspect the facility to verify all dimensions and locations. Materials used in the exhibit hall must be flame retardant in accordance with the City of Chicago Fire Ordinances. Exhibitors shall possess a certificate of flame retardation for all display materials used in their exhibit. This certificate must be made available for inspection on demand by the City of Chicago. Electrical equipment and display components must conform to City of Chicago Electrical Code. Please refer to the McCormick Place Utility Service Guide for complete and detailed information.

Every effort has been made to ensure the accuracy of all information distributed by RSNA; however, up-

to-the minute information is not always available. With this in mind, RSNA, McCormick Place and their contractors or agents make no warranties as to the precise accuracy of floor plans issued in conjunction with or pertaining to the exposition.

Signage

Exhibitors are NOT allowed to hang any identification signs and exhibit elements from the ceilings of McCormick Place. All identification signs and exhibit elements must be completely floor supported. Exhibitors may use wires or cables from the ceiling to stabilize tall floor standing signage for structural safety only and must request approval and receive prior authorization from RSNA. Exhibits built in non-compliance of the RSNA regulations are subject to a fine up to \$50,000 USD.

Exhibitor identification in all RSNA publications and on all signs and booth graphics must be the company name submitted on the Application/Contract. Where product/brand names are used in the primary identification, product/brand names may not appear in type larger than that of the company name. Wholly owned subsidiaries of the exhibiting company may, however, be identified so long as the principal identification is the parent company name and logo.

Use of Lighting Truss Systems

Overhead lighting systems, attached to the facility steel structure, are permitted ONLY if the exhibit exceeds 999 square feet. Exhibitors wishing to hang lighting systems will be required to submit a Lighting Truss Diagram to RSNA along with the RSNA Freeform Booth Design Form before Friday, September 7. All requests must be reviewed and approved by RSNA. Exhibit elements are not to be attached to the lighting truss. Exhibits built in non compliance of the RSNA regulations are subject to a fine up to \$50,000 USD.

Lighting instruments, regardless of the type, must be positioned inside the perimeter boundaries of the purchased floor space. Projecting light beams or images outside the perimeter boundary of the booth (including external aisles) is prohibited. Special effects (spinning, rotating, pulsating) must not interfere with other exhibits or detract from the professional atmosphere of the exhibition.

Request to Backout Overhead Lights

Overhead hall lights may be requested to be shut off to those exhibitors with freeform booths measuring 1,000 square feet or greater. Make your request by using the Freeform Booth Design Form found in the RSNA Exhibitor Service Kit. Lights may only be turned off when directly overhead and in the confines of your booth. No light will be turned off if located outside the confines of your booth or too close to an aisle. RSNA has the final decision on which building lights will remain operational. The exhibitor will be responsible for all costs associated with this request. To request a lighting grid showing the placement

and the number of lights located over your booth, an exhibiting company or appointed EAC can contact the official utility provider as listed in the RSNA Exhibitor Service Kit.

Exhibit Elements Not Permitted

Balloons, flashing lights and strobe lighting of any kind are prohibited. Any changes required in bringing an exhibit into compliance will be made at the exhibitor's expense. Exposed parts of any display must be finished so as not to be objectionable to other exhibitors or to RSNA.

B. Inline Exhibits (10' x 10' or multiples thereof) see diagram B

The minimum exhibit space is 10' x 10'. The back 5' of the basic exhibit may be occupied up to a height of 8' (see diagram "B"). The front 5' of the rented space may be occupied from the floor up to a height of 4'. Equipment may exceed the 4' height limit but may not be higher than 8' and must be placed so as not to block the view or impede the sight lines of adjacent exhibits. Live or video demonstrations must be confined to the back 5' of the rented space. RSNA shall, at its expense, provide basic furnishings such as side and backwall drape and a standard booth sign.

C. Peninsula Exhibits (10' x 20' or larger "end cap") see diagram C

Peninsula exhibits must conform to dimensions shown in diagram "C" contained in these rules. Only a 10' wide backwall can be built within a peninsula exhibit. No part of the backwall may exceed a height of 8' from the floor of the exhibit hall. Complete scale drawings of all peninsula booths must be submitted to RSNA for review and approval with the Peninsula Booth Approval Form by Friday, September 7. Exhibits built in noncompliance of the RSNA regulations are subject to a fine up to \$50,000 USD.

D. Freeform Exhibits (20' x 20' or larger "island") see diagram D

RSNA will consider freeform designs and their effect on surrounding exhibits as factors in assigning exhibit space. Regulations governing such exhibits are:

- All freeform exhibits should have access from all four sides. For an exhibit with limited access, the exhibit booth space assignment will be at the discretion of RSNA.
- Complete scale drawings, both concept and construction, indicating applicable setback, exhibit height, live demonstration areas and supplemental/backout lighting requests must be submitted to RSNA for basic approval with the Freeform Booth Approval Form by Friday, September 7. If floor plans are not submitted and construction is determined to be in violation of regulation, RSNA has the right to prohibit construction of the booth. Freeform booths are subject to show site review and modification where necessary, at the exhibitor's expense. Exhibits built in noncompliance with RSNA regulations are subject to a fine up to \$50,000 USD.

- Exhibit and/or display components exceeding 12' in height must be approved by a licensed structural engineer prior to installation. A copy of the engineer's certificate or stamped floor plans must be available for onsite inspection.
- The east-west dimensions of any freeform exhibit space must be 20', 50' or 80' wide. RSNA may consider exceptions based on exhibit design elements, location and impact on surrounding exhibits.
- No part of any freeform exhibit may exceed a height of 24' from the floor of the exhibit hall.
- The total cubic content of Area 1 (8' level to 24' level) may be occupied.
- Freeform exhibits of 400–1,400 square feet: Display components within Area 2 (from the floor to 8' in height) may not be closer than 1' to any external boundary of the exhibit space. Reception counters/information kiosks may not be closer than 2' from an aisle. Freeform exhibits of 1,500 square feet or more: Area 2 (from the floor to 8' in height) of the basic exhibit structure may not be closer than 3' to any external boundary of the exhibit space. Reception counters/information kiosks may not be closer than 4' from an aisle.
- Area 3 may not be occupied by any booth element.
- Theater presentations and/or product demonstrations must be set back from the aisle to allow for chairs and standing room within the booth to accommodate attendees.
- Bridging of aisles between contiguous exhibits may be considered by RSNA at the time of application. Bridge structures or signs approved by RSNA will be limited to a maximum vertical height of 4' and must be a minimum of 8' from the exhibit hall floor and may not exceed a height of 16'.
- Exhibitors are reminded that structures within the RSNA meeting are subject to public accommodation provisions under the Americans with Disabilities Act of 1991 (ADA). Exhibits that utilize second-level space shall provide appropriate accommodations in accordance with the ADA. Elevated floor structures placed within Area 3 of freeform exhibits must be ramped on all sides of the exhibit. Elevated floor structures within any freeform exhibit that are not ramped must be marked or lighted appropriately around the perimeter.

E. Mobile/Transportable Exhibits

Equipment exhibitors' mobile units must be positioned to allow ample room on all sides for stairs, ramps and general attendee traffic. Mobile van units must utilize a 15'-wide space, and trailers must utilize a minimum 20'-wide space. Location may be determined by proximity to drive-in freight doors to permit ease of move-in and move-out. Information indicating method of transport and unit function must accompany the application. Arrangements must be made in advance with the official drayage contractor for placement of mobile units on the exhibit floor. Variations from the agreed upon time/ date arranged for placement of exhibitors' units may result in the loss or relocation of exhibit space. Mobile units should have their fuel tank locked and sealed. Amount of fuel in tank should not be greater than 1/8 tank. Fueling or de-fueling of vehicles on the exhibit floor is prohibited. Batteries must be disconnected once the vehicle

is positioned. One key to the vehicle must remain in the booth at all times. Mobile trailer units must be in compliance with fire prevention codes according to the McCormick Place Rules and Regulations and the Americans with Disabilities Act.

10. Care of Exhibit Space

RSNA will provide aisle carpet cleaning service. The exhibitor must, at its expense, maintain and keep its exhibit clean and in good order in accordance with these Rules and Regulations and all other applicable rules and ordinances.

11. Headquarters Office Space

Headquarters office space may be used to fulfill the following functions: badge distribution, coat check, food service, lead processing and off-site booth services, such as message center, appointment scheduling, lead tracking and sales staff orientation. This area is restricted to exhibit personnel only; professional attendees are not permitted entry and the area should not be used in conjunction with any exhibit booth activities. All headquarters office labor, materials and services will remain under the control and supervision of the general contractor. EACs may be used in this area for internal setup only. Additional information regarding construction, labor and service costs is available through the general contractor. The official convention center caterer must supply all food service in the headquarters office.

12. Exhibit Hall Attendance/Exhibitor Registration

Exhibition hall attendance is limited to qualified exhibitors, professional registrants and spouses/family members. Exhibitor badges are produced by using only the company name submitted on the Application/Contract. The official RSNA badge must be worn at all times while in the exhibit hall. Do not deface badges by inserting company cards or applying novelty items. Defaced badges will be confiscated and the wearer escorted off the exhibit floor.

Badge Allotment:

Each exhibiting company is allotted five (5) complimentary badges for each 100 square feet of exhibit space purchased. A \$40 fee will be assessed for each badge produced over this complimentary allotment. No refunds will be issued for badges purchased but not used.

Registration Categories:

Exhibitor Personnel — Show Hour Access Only

- Employee of exhibitor: sales, marketing, executive, operations, etc.
- 8:00 am – 6:00 pm access during set-up, show days and tear-down.

Exhibitor Personnel – 24 Hour Access

- Technical support personnel or individuals requiring 24 hours access.
- For security reasons, please limit the number of representatives with 24 hour access.

Dates & Deadlines:

Online exhibitor registration opens Wednesday, June 13 at 10:00 am CST. A notification email will be sent to the official representative of each company. The advance exhibitor registration deadline in order for badges to be mailed in advance is Wednesday, October 31 at 5:00 PM CST. Online registration does not close and will remain open throughout the meeting.

Advance Badge Distribution:

If requested by October 31 at 5:00 PM CST, badges and holders can be shipped via express regular mail to the official representative prior to the meeting at no cost. Companies will have the opportunity to provide their own Federal Express, UPS or DHL account number at the point of registration to facilitate faster shipping with tracking. It is the exhibitor's responsibility to distribute badges and holders to the appropriate individuals. Select a meeting place outside of the exhibit halls to distribute badges as attendees will not be allowed in the halls unless they have a badge.

Onsite Badge Distribution:

Badges requested online after 5:00 PM CST on October 31 cannot be mailed and must be picked up onsite at exhibitor registration. All individual exhibitor staff picking up badges onsite will be required to show a business card with the exhibiting company name and a photo ID.

RSNA offers onsite exhibitor group badge pickup. Companies will have the opportunity to choose this distribution method at the point of registration. The official representative will be contacted prior to the meeting to schedule an appointment to pick up all company badges. It is then the exhibitor's responsibility to distribute badges and holders to the appropriate individuals. Prior to the group badge pick-up appointment, badges should already be entered into the system and reviewed for changes and/or edits.

Onsite Registration:

Individual exhibitor staff can register onsite for any remaining allocation of badges for no fee. If you have reached your allotment, a \$40 per badge fee will be assessed. All onsite exhibitor staff will be required to show a business card with the exhibiting company name and a photo ID.

One (1) badge reprint is allowed per exhibitor onsite, a \$40 per badge fee will be assessed for any additional reprints.

Guest Vouchers:

Each exhibiting company will receive an allotment of guest vouchers. Each guest voucher may be used in exchange for a one-day badge to visit the technical exhibits only (a \$300 value). Guest vouchers will be shipped to the official representative prior to the meeting. The formula used to distribute exhibitor guest vouchers is as follows.

Booth size 100–900 sq. ft: 5 guest vouchers

Booth size 1,000–3,900 sq. ft.: 10 guest vouchers

Booth size greater than 4,000 sq. ft.: 20 guest vouchers

Exhibitor Badge Access:

An exhibitor badge allows access to the three technical exhibit halls, the Lakeside Learning Center, and educational sessions if space permits after all ticketed professional registrants have entered. CME or CE credit is not tracked or awarded to those with exhibitor badges. Exhibitor personnel that wish to secure a seat in educational sessions and/or obtain CME/CE credit must register as a full conference professional attendee and pay the applicable registration fee.

Exhibitor representatives must remain in the rented space and are not admitted to the exhibit floor for the purpose of viewing other exhibits. Exhibitor personnel may not enter another exhibitor's booth space without obtaining permission. Be considerate of other participating companies. Exhibitor personnel are not permitted to enter an unstaffed booth of another exhibitor at any time. Exhibiting companies are responsible for monitoring their own space. Exhibitors are strictly prohibited from soliciting outside their booth.

It is a violation to admit a person eligible for professional registration (radiologists, physicians, hospital support personnel, etc.) as exhibitor personnel. False certification of individuals as exhibitor representatives, misuse of exhibitor badges or any other method of assisting unauthorized persons to gain access to the exhibit floor will be cause for loss of priority points, a change of exhibiting status and/or payment of the registration fee for each violation.

Children under the age of 16 are not allowed on the exhibit floor at any time. The use of motorized vehicles, including Segways®, with the exception of RSNA-approved wheelchairs, is not permitted by exhibiting personnel or for attendee use in the exhibition halls during the RSNA annual meeting.

13. Security

Each exhibitor is responsible for safeguarding its goods, materials, equipment and exhibit at all times. Perimeter guard service will be provided by RSNA for the exhibition period, but neither the guard service nor RSNA will be responsible for loss of or damage to any property. All equipment, cartons and booth

materials may not be removed from the exhibit halls without completing a Property Pass. Passes may be obtained onsite from the security guard, floor manager or RSNA Exhibitor Help Desk.

14. Booth Activities

All activities of each exhibitor, its employees and/or agents during the RSNA annual meeting, which are directed toward RSNA meeting registrants, other than entertainment and social functions permitted under Rule 18, must be confined to the exhibitor's exhibit space. All booth activities must be professional and educational in nature and related to the field of radiology.

A. Device/Drug Products

Equipment for demonstrations must not pose a safety hazard. If the equipment has energy beams that are hazardous, such energy beams must be made non-operative before installation. All products exhibited must be presented and marketed in strict compliance with all federal, state and local laws pertaining to the labeling and marketing of medical devices and/or drugs.

Devices/drugs awaiting FDA approval (i.e., those qualifying for an Investigational Device Exemption), including but not limited to PMA and 510(k) devices, must be identified to RSNA as such at the time of application for exhibit space. Documentation of compliance with all applicable FDA guidelines relating to the marketing and promotion of investigational devices must be submitted to RSNA by Monday, October 8.

Devices/drugs presented for marketing outside the United States must be clearly and conspicuously labeled as such, so as not to cause confusion or possible misrepresentation. Failure to meet marketing and labeling standards will result in the removal of the device/drug in question from the exhibit hall or forfeiture of exhibit space.

B. Crowd Control

As a matter of safety and courtesy to others, all presentations, demonstrations and marketing/promotional activities, including meetings with customers and staff, must be confined to the exhibit space so as not to interfere with traffic flow in the aisles or encroach into neighboring exhibits. Adequate space/seating for presentations and demonstrations must be provided within the exhibitor's booth. RSNA reserves the right to have the exhibitor discontinue any activity or dismantle any display/demonstration feature that interferes with the normal traffic flow.

Exhibitors are required to allocate adequate exhibit space near these gathering zones to conveniently accommodate company personnel and visitors. Companies anticipating large crowd gatherings are responsible for keeping the aisles around their space clear. During show hours, Crowd Control/Security Guards will maintain appropriate use of aisles in both buildings. At its sole discretion, RSNA determines

exhibitor personnel excessive crowd violation. Written notices will be issued to companies in violation along with assessment of a \$50 fine (per incident).

Company personnel not cooperating and found in violation will be issued a Violation Notice. The primary exhibitor contact will be:

1. Provided a copy of the Violation Notice stating name of the individual, time and location of incident(s)
2. Issued an invoice for payment of fine(s)

C. Drawings and raffles

Drawings and raffles may be conducted according to the following guidelines: The selection process for drawings and raffles cannot take place on the exhibit floor during normal hours of operation. Winners do not have to be present to win. The total prize awarded must not exceed \$1,000 in retail value. RSNA reserves the right to prohibit booth activity that it deems not in keeping with the professional purpose of the exhibition.

Contests and games outside of drawings and raffles of any kind in conjunction with all exhibitor activities are prohibited. All drawings and raffles must be approved by RSNA in advance of the annual meeting.

Exhibiting companies that interact with physicians and other healthcare professionals during the RSNA annual meeting are asked to review the codes of ethics developed by MITA, NEMA, PhRMA, AdvaMed and the AMA. Ethical practices and industry conduct can differ among companies. It is the responsibility of each company to decide what types of activities are appropriate as they relate to sales and promotional events.

D. Food and Beverages

Exhibitors are prohibited from ordering food for their booth (with the exception of wrapped candy or mints). Beverages may be distributed from the exhibitor's booth by using the following guidelines:

1. Beverages may not be displayed as a promotion or to attract attendees.
2. Beverages may be distributed to an attendee only during the course of a meeting or conference within enclosed areas of the exhibitor's booth.
3. Beverages must be provided in generic cups or glasses supplied by the official convention center caterer.
4. Alcoholic beverages are strictly prohibited.

E. Giveaways

Handout materials are to be straightforward, professional and non-combative in nature. Small token gifts that are not worn or displayed and may be carried in the pocket, such as pens, pencils, luggage tags or pocket calendars, are acceptable and may be distributed from the exhibitor's booth without prior approval. Such token gifts must meet American Medical Association ethics guidelines and should not be of substantial value. A complete list of approved giveaways will be included in the RSNA Exhibitor Service Kit. It is the responsibility of the exhibitor to receive prior approval for any handout/novelty item that may be questionable in nature.

Exhibiting companies that interact with physicians and other healthcare professionals during the RSNA annual meeting are asked to review the codes of ethics developed by MITA, NEMA, PhRMA, AdvaMed and the AMA. Ethical practices and industry conduct can differ among companies. It is the responsibility of each company to decide what types of activities are appropriate as they relate to sales and promotional events.

F. Imaging

Only ultrasonographic imaging on phantoms is allowed on the Technical Exhibit floor. Any other live imaging, diagnostic/therapeutic or health screening procedures are prohibited. Off-site transfer of images to exhibit space is permitted. It is the responsibility of the exhibitor to take precautions to eliminate patient identification.

G. Market Research

Exhibitors may conduct market research as a booth activity. Attempting to survey or gather data in other areas of the convention center is prohibited.

H. Presentations

Demonstrations, product literature and handout materials are to be straightforward, professional and non-combative in nature and must avoid the use of sideshow or theatrical gimmicks.

Activity and attire of models and demonstrators shall be consistent with the professional atmosphere of the RSNA meeting. The use of live animals, magicians, puppet shows, fortune tellers, dancers, celebrities or celebrity look-alikes, live performances of music, costumed characters, mimes, robots, balloons or other entertainment is prohibited.

Presentations should be directed into the booth and not into the aisle. Live presentation and product demonstration areas should be positioned well within the freeform setback requirements as outlined in Section 9D.

Demonstrations, lectures or presentations by RSNA members or by other physicians, physicists or other healthcare professionals, other than those who are full-time employees of the exhibitor, are prohibited.

Presentation of educational content during the RSNA annual meeting is prohibited unless specifically authorized by RSNA. In accordance with the guidelines of the Accreditation council for Continuing Medical Education, at no time and in any form are exhibitors allowed to offer CME credit.

If video is used to demonstrate equipment by simultaneously using a live model and videotape, a sign clearly indicating the simulation must be posted.

RSNA will not attempt to settle disputes between exhibitors over issues such as trademark violations, sign copy and copyright violation claims. Show management understands the sensitivity of these issues; however, RSNA is not a judge, jury, regulator or police officer, and its enforcement or protection options are limited.

It is the responsibility of the exhibitor to receive prior approval from RSNA for any product demonstration or presentation that may be questionable in nature. The RSNA Technical Exhibits Committee reserves the right to order objectionable presentations discontinued unless or until a mutually agreeable presentation may be developed. The exhibitor waives any rights or claims of damages arising out of enforcement of this rule.

I. Selling of Products/Services

Order taking and sales of exhibited products will be permitted at RSNA 2012. Purchased items taken out of the hall must be small enough to be easily hand-carried. Signs or advertising of product pricing will not be allowed. It is the responsibility of each exhibiting company that sells items on the show floor to contact the Illinois Department of Revenue regarding state sales tax collection. Please contact the Illinois Department of Revenue at 1-800-732-8866 at least six weeks before the meeting.

J. Sound

Sound must be at a level that does not disturb neighboring exhibits (80 decibels when measured by RSNA from any adjacent aisle) and presentations must be done in a manner that does not encourage congregation of attendees in aisles. Exhibitors using audio systems should direct the sound into their booth and not towards the aisle or neighboring exhibits. The exhibitor will be required to stop using a system if, in RSNA's opinion, the sound level or presentation is objectionable to attendees or adjacent exhibitors.

The following steps will be taken by RSNA to ensure that appropriate sound levels are followed:

1st Violation: The offending exhibitor will be notified (via the RSNA Technical Exhibition Violation Notice)

and instructed to comply with stated guidelines.

2nd Violation: The offending exhibitor will be issued a Second Violation Notice indicating non-compliance and instructed to reduce the volume immediately and will lose four Priority Points associated with next successive participation.

3rd Violation: Immediately following issue of Third Violation Notice, electrical sources will be terminated at exhibitor's expense for remainder of the day and eight History Priority Points will be deducted from the next successive participation. The exhibitor will assume full responsibility for any damage to their exhibit or demonstration resulting from failure to adhere to exhibition sound level requirements.

15. Photography

News Media

During exhibit hours, members of the media with RSNA press badges may photograph, videotape or mechanically record the exhibit floor for news reporting purposes only. News media must have advance consent of exhibitors before photographing or taping in their booths. All registered press sign an agreement to abide by these rules.

Professional Attendee

Exhibitors may not deny a reasonable request from an attendee to photograph or videotape an exhibit from the aisle. Media (i.e., local and national television networks) Members of the media may photograph, videotape or mechanically record the exhibit floor only when accompanied by an RSNA appointed escort.

Exhibitor

Exhibitors are allowed to photograph videotape or mechanically record their company's booth during regular floor access hours. This must be done without the use of electrical lighting.

Videotaping/photography is permitted after 5 p.m. Monday through Wednesday only and must be arranged 30 days in advance and approved by RSNA.

Exhibitors are allowed to have independent film crews videotape their booth between 8 a.m. and 5 p.m. Monday through Thursday of the annual meeting. Film crews must be accompanied by an RSNA-appointed escort. RSNA-appointed escorts are available for a fee and must be paid in advance or onsite by the individual exhibitor. These escorts are limited and are available on a first-come, first-served basis. Arrangements for such activities must be made 30 days in advance through the Technical Exhibits Department. Exhibitors will be asked to refrain from photographing, videotaping or mechanically recording if such activity interferes with setup, show activities or teardown.

Each exhibitor has control over the space it has rented and may prevent others (including exhibitors) from gaining access to, photographing, videotaping or otherwise mechanically recording its exhibit or presentations from within its rented space. Contact an RSNA floor manager or the RSNA Exhibitor Help Center if you experience problems with another exhibitor videotaping your exhibit (if possible, photograph or videotape the inappropriate activity for proof and ease of reference).

Penalties for Unauthorized Use of Cameras

1st Violation: Confiscation of film/digital disk, camera or both. Deduction of four Priority Points associated with next successive participation.

2nd Violation: Confiscation of film/digital disk, camera or both. Deduction of eight Priority Points associated with next successive participation and removal of individual taking unauthorized pictures from show floor.

16. Press Conferences

All press conferences and media events related to an exhibitor's participation at the RSNA meeting must be coordinated with the RSNA Newsroom staff. Press conferences by exhibitors on the exhibit floor are prohibited. No press conferences may be scheduled at hotels or other locations away from the meeting site during the annual meeting. To make press conference arrangements or for more information, call 1-630-368-3779.

17. Housing

Exhibitors may request sleeping rooms only for employees or agents of the exhibiting company. Exhibitors are prohibited from providing hotel sleeping rooms to customers or other individuals eligible for general registration.

All exhibitor housing (sleeping rooms and suites) must be requested through RSNA via the housing Web site or the RSNA Suite Request Form. Neither RSNA nor the hotels in the RSNA block will accept reservations directly by phone or letter. Rooms reserved by any method other than the official RSNA Housing Bureau or RSNA's official international travel agent, ESA Voyages, will be considered in violation of RSNA's Rules and Regulations and will jeopardize Preferred Exhibitor status. This regulation also applies to primary, subsidiary and affiliate companies (domestic and international) of the technical exhibiting company.

Distribution of any printed material, showing of equipment or product presentations to RSNA registrants or guests by exhibitors, other than in the exhibitor's assigned space, is prohibited. Advertising, signs, placards, and banners in the hotel are prohibited.

Cancellation of exhibitor space forfeits a company's ability to use the RSNA exhibitor housing system. The company will be responsible for all applicable cancellation fees.

18. Function Space/Non-RSNA Satellite Symposium

Exhibitor-sponsored meetings may be conducted in conjunction with the RSNA annual meeting under the following guidelines and with the approval of RSNA:

Entertainment/social events: Receptions or dinners, where there is no formal educational programming, held in hotels, restaurants, private clubs or other facilities, are limited to a predetermined guest list of not more than 1,000 radiologists, their guests and such other invitees as the exhibitor may wish.

(Employees/agents of the host company shall be considered over and above this number.) Cultural events, such as concerts, theater productions and museum events, are subject to the same limitation. These events may not conflict with the official RSNA program or exhibit hours. Product and/or equipment demonstrations are prohibited.

Focus groups: Meetings that target a specific group of attendees to obtain specific data must not exceed 50 persons and may not conflict with the official RSNA program or exhibit hours. Product and/or equipment demonstrations are prohibited.

Staff/company meetings: Attendance is limited to the staff of the exhibiting company only and should not include professional attendees. No date and time restrictions apply.

A non-RSNA Satellite Symposium: Strictly an educational function that includes a formal presentation or procedural instruction (medical societies and associations are not eligible to offer a satellite symposium). The symposium cannot offer CME credit to those in attendance. These events may not conflict with the official RSNA program or exhibit hours. Product and/or equipment demonstrations are prohibited. A NON-REFUNDABLE fee of \$3,500.00 will be charged per symposium.

Exhibitor functions and/or transportation to and from the event must be conducted during the following hours: Saturday, November 24, before 12:00 p.m. or after 5:00 p.m.; Sunday, November 25 before 8:00 a.m. or after 6:00 p.m.; Monday, November 26 – Thursday, November 29, before 8:00 a.m. or after 6:30 p.m.; and Friday, November 30, before 8:00 a.m. or after 3:15 p.m.

Cancellation of technical exhibit space results in the immediate release of any assigned function space.

Function Space and Non-RSNA Satellite Symposium Forms and Guidelines will be available in early-June.

19. Smoking

McCormick Place is a smoke-free facility. A smoke-free policy will be enforced and in effect during installation, meeting operation and dismantling hours. Outside designated smoking areas will be provided.

20. Marketing and Promotion

The list of RSNA exhibitors shall not be published, in whole or in part, other than in RSNA official publications and on RSNA official Web sites. Said list will not be released by RSNA for promotional purposes.

Exhibitors may request use of attendee data on a limited license basis from RSNA for promotions of their product and services to attendees. E-mail addresses, telephone and fax numbers of RSNA attendees **will not** be made available. Attendee data remain the property of RSNA. Use of same is limited to the specific use(s) and time period approved by RSNA. Unauthorized use, including but not limited to resale or unauthorized solicitation, may result in the loss of Preferred Exhibitor status.

New for 2012: Exhibitors may call attendee attention to specific components of the RSNA meeting program only through communications in their booth space and/or communications distributed directly from exhibiting company to attendee. No RSNA communication vehicles—emails, professional bags, Daily Bulletin, media wall, etc—may be used for component-specific promotions by exhibitors.

Distribution of any printed material, showing of equipment or product presentations to RSNA registrants or guests by exhibitors, other than in the exhibitor's assigned space, is prohibited. Exhibitors may not engage in any type of marketing activities at hotels during the RSNA meeting schedule. **In accordance with the guidelines of the Accreditation Council for Continuing Medical Education, at no time are exhibitors allowed to offer CME credit in conjunction with content delivered at the RSNA annual meeting.**

RSNA strongly discourages exhibiting companies from displaying banners, billboards, other signage or promotional activities in the public domain, other than official RSNA promotional opportunities, within 30 miles of the RSNA annual meeting official venue and hotels.

21. Violations and Penalties

Violations such as, but not limited to, late payments, unauthorized giveaways and misuse of exhibitor badges, may result in the loss of priority points toward next year's meeting. Multiple violations may result in additional point loss or status change. RSNA may, at its discretion, deem an exhibitor ineligible for the Preferred Exhibitor space rate for the following year for violations of current RSNA Exhibitor Rules and Regulations. The exhibitor can reestablish eligibility by remaining in compliance with all RSNA Exhibitor Rules and Regulations the following year.

Substantial violation of any of these RSNA Exhibitor Rules and Regulations by the exhibitor or its employees or agents may, at the option of RSNA, result in forfeit of the exhibitor's right to occupy exhibit space, and such exhibitor shall forfeit to RSNA all monies paid or due. Upon evidence of substantial violation, RSNA may take possession of the space occupied by the exhibitor and remove all persons and

goods. The exhibitor shall pay all expenses and damages that RSNA may incur through the enforcement of this rule.

22. Procedures for Identifying and Managing Violations

All facets of the exhibition are managed by the RSNA Technical Exhibits Department according to policy established by the RSNA Board of Directors and Technical Exhibits Committee. Floor managers are hired to assist with supervision of the exhibition, including routinely monitoring the exhibit hall during installation, exhibition and dismantle for possible violations.

1. Identification of a rule violation results in written communication to exhibitor representatives explaining the nature of the violation. The written notice explains the timing/process for correcting the violation: (a) immediately, if violation poses a safety hazard, (b) by 6 p.m. the evening before official opening, when the violation occurs during installation, or (c) before opening of the next exhibition day, if the violation occurs during an official day of exhibition.

2. Written notice will identify specific time for re-inspection of specified violation. If the violation has not been corrected by that time, a second notice will be issued and priority points for subsequent meeting of participation are forfeited and exhibitor is subject to a fine up to \$50,000 USD.

3. Further failure to correct the violation will result in loss of Preferred Exhibitor status for subsequent meeting of participation. (The Standard Exhibitor space rate is 50 percent higher than the Preferred Status rate). Written notification of violation(s) and change of exhibitor status will be sent to the official representative and chief executive officer of the exhibiting company before distribution of the subsequent prospectus. Exhibitors must fully comply with rules and regulations at a subsequent exhibition to qualify for future reinstatement of Preferred Status.

4. In any case involving a willful or grossly negligent violation or a violation causing or threatening a significant safety hazard or disruption of the exhibition, the RSNA Technical Exhibits Department may, in addition to penalties described in paragraphs 2 and 3, impose on an expedited basis the additional penalties described in Section 21.

5. Exhibitors should contact RSNA Technical Exhibits Services with questions concerning procedures for identifying and managing violations of the RSNA Technical Exhibition Rules and Regulations.

23. RSNA Logo Use

The name Radiological Society of North America and the letters "RSNA" are registered trademarks of the Radiological Society of North America, Inc. Use of the aforementioned in conjunction with advertisements, promotional materials, endorsements, statements, contests and/or awards of any kind is prohibited. Violators may be subject to such civil and criminal penalties as provided by federal and state laws.

The RSNA annual meeting logo is also a registered trademark of the Radiological Society of North America, Inc. However, RSNA will grant permission to exhibitors and advertisers to use the annual meeting logo in an appropriate manner in conjunction with their advertisements and other materials promoting that exhibitor's or advertiser's participation at the RSNA annual meeting. Samples of the proposed use of the RSNA annual meeting logo should be submitted for approval to the RSNA Marketing & Member Communications Department by e-mail at marketing@rsna.org, by fax at 1-630-571-7837 or by mail at RSNA, 820 Jorie Blvd, Oak Brook, IL 60523.

24. Amendments/General Supervision

All exhibit matters and questions not covered by these RSNA Exhibitor Rules and Regulations are subject to the decision of RSNA. These RSNA 2012 Rules and Regulations 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 Rules and Regulations, written notice will be given by RSNA to such exhibitors as may be affected.

The abbreviation "RSNA" used in the Rules and Regulations shall mean Radiological Society of North America, Inc., a not-for-profit corporation, and, as the context may require, its directors, officers, agents and/or employees duly acting for RSNA in the management of the exhibition.