

# RSNA 2018 Booth Space Selection Guidelines

The following guidelines outline the process that RSNA will use to conduct the exhibit space selection process for the RSNA 2018 Annual Meeting. First-round space selection will take place on-site at RSNA 2017.

## Technical Exhibit Priority Point System

A priority point system has been developed to recognize a company's support of RSNA and reward exhibitors for upholding meeting policies during their previous exhibit participation. RSNA 2017 contracted exhibitors will have the opportunity to select their booth position for the RSNA 2018 Annual Meeting between the dates of November 27 and 29 at McCormick Place during RSNA 2017. The order of space selection will be determined by each exhibitor's cumulative number of points via the following criteria as of November 3, 2017:

- Four (4) historical points for each year of participation as an RSNA technical exhibitor since 1996.
- Ten (10) housing points for booking hotel rooms for at least 70% of badged exhibitor personnel (RG41) through the RSNA housing system for RSNA 2017 by November 3, 2017. Distributors are not included in this formula.
- Five (5) payment points for paying RSNA 2017 technical exhibit space rental fees in full by July 1, 2017.
- One (1) Corporate Partners point for every \$1,000 spent on RSNA's Corporate Partners program initiatives, which include meeting sponsorships, subscriptions, and more. (Includes payments and contracts for RSNA 2017, made between November 1, 2016 and October 31, 2017.)
- One (1) booth size point for each 100 square feet of paid technical exhibit space at RSNA 2017.
- One (1) ancillary space point for each Headquarter Office and Meeting Suite rental at RSNA 2017.

Exhibitors will be ranked based on cumulative priority points earned using the above point system. Tie-breaker procedures will be enforced when multiple companies have earned the same number of priority points. The tied companies' points will be analyzed in the following order until one organization clearly outranks the other(s). The sequence for analysis will be: (1) historical points, (2) housing points, (3) payment points, (4) Corporate Partners points, (5) booth size points, (6) ancillary space points, and (7) alphabetical order of contracted company name.

### **Mergers**

When exhibitors have merged with, have been purchased by, or have purchased another company; provided that only one company continues to exhibit, the most favorable priority points earned by a single company, among all companies involved, will apply. During subsequent years of participation, the most favorable historical points earned by a single company among all companies involved, will be the prevailing number of historical points considered for the merged company. For mergers/acquisitions occurring within the past twelve (12) months, RSNA will extend a one-time cross-reference listing in the online exhibitor listing and printed guides which will include the company name of the merged/acquired company with a reference to the new company name. RSNA Technical Exhibits Department must be notified of any mergers no later than Tuesday, October 31, 2017, for consideration during the RSNA 2018 Exhibit Space Selection Process. After the merger/acquisition, if two or more companies continue to exhibit individually, priority points earned by each individual company would remain in effect.

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

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

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

If a company has two or more corporate divisions or a Joint or Co-Marketing Venture with another RSNA exhibitor and wishes to be grouped together in contiguous space, all involved companies must notify RSNA Technical Exhibits Department in writing on company letterhead no later than Tuesday, October 31, 2017.

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

### ***Penalties***

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

## **RSNA 2017 Space Selection Process**

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

Based on RSNA 2017, the fourteen (14) exhibitors with the most square feet of exhibit space will be deemed Anchor Exhibitors for RSNA 2018 and will be eligible for advance space selection. Anchors will select their RSNA 2018 booth space via scheduled conference calls beginning Wednesday, November 8, 2017. Anchor space selection appointments will be announced on November 6, 2017.

Using the enhanced priority point system:

- The four (4) companies with the most square footage at RSNA 2017 will be ranked in order based on their priority points and will select from four predetermined anchor zones (A-D) indicated on the preliminary floor plan (available September 30, 2017).
- The remaining ten (10) Anchor Exhibitors will be ranked in order based on their priority points and will select from ten predetermined anchor zones (1-10) on the preliminary floor plan.

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

Companies that are non-eligible Anchor Exhibitors for RSNA 2018 will be able to select their space during the RSNA 2017 Annual Meeting, Monday, November 27 to Wednesday, November 29, 2017. RSNA will communicate the meeting time and location for the booth selection process in an email invitation on November 10, 2017.

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

Companies who cannot attend their pre-scheduled appointment are invited to request and submit a Proxy Form to RSNA no later than Sunday, November 26, 2017. Companies who miss their pre-scheduled appointment are invited to select their space on a first-come, first-served basis after 4:30 PM on the day of their appointment.

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

### ***Remaining Exhibit Space***

RSNA 2017 exhibitors who did not participate during the on-site booth selection process and new companies that sign up after November 29, 2017, will be assigned exhibit space on a first-come, first-served basis upon receipt of a signed Technical Exhibit Space Application/Contract and deposit.

## **Questions**

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

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