RSNA EXHIBITOR CHECKLIST

Set your company up for success, follow this easy exhibitor checklist.

6–12 Months Prior

☐ Define your budget. Include all expenses such as booth fees, booth services, shipping, travel expenses, marketing, etc.

☐ Follow Payments Schedule. Make a schedule of RSNA payment deadlines. If your booth is paid in full by July 1, 2017, you will earn 5 exhibitor priority points.

☐ Familiarize yourself with the RSNA website. Review upcoming important dates, exhibitor rules and regulations, plus other key meeting information.

☐ Review the RSNA Marketing Tips to ensure your success and maximize potential new sales.

3–6 Months Prior

☐ Determine Booth Contractors. Select your booth designer, builder, other booth suppliers, transportation companies, etc. A list of official RSNA contractors will be in the service kit beginning on July 18, 2017.

☐ Set your ROI. Develop measurable meeting objectives.

☐ Finalize Booth Design. Make sure designs are on schedule and ready for transport to RSNA 2017. Island, Peninsula and Mobile booths must submit their design for review by September 1, 2017.

☐ Develop Booth Activities. Consider various booth promotions such as raffles and giveaways. Set aside premium items for VIP customers. Create booth presentations, either video or live, in person.

☐ Finalize Staff Travel. Reserve hotel rooms at special meeting rates through the RSNA Housing System beginning June 14, 2017. Exhibitors who reserve their hotel rooms earn 10 exhibitor priority points for hotel rooms reserved by November 3, 2017. Book airfare using the RSNA meeting discount code with preferred carriers.

2 Months Prior

☐ Secure Catering. Order catered snacks and beverages for your booth, meeting suite or headquarter office space.

☐ Order Booth Services. Coordinate your booth furnishings, carpeting, electrical, internet and lead management requirements through the official contractors found in the exhibitor service kit.

☐ Register Staff. Order badges for your staff and distributors. Each exhibitor receives 5 complimentary badges per 100 sq. ft. Additional badges can be ordered for a fee.

☐ Submit RSNA Request Forms. Review all RSNA request forms found inside the RSNA Exhibitor Service Kit such as forms to conduct raffles, giveaways, press conferences, booth approval, etc.
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1 Month Prior
- Schedule Booth Labor. If you are unsure of your requirements, Freeman can assist with the various union jurisdictions at McCormick Place. Full-time exhibitor employees can also perform work within their exhibit.
- Register Your EAC. If you are not using one of the official RSNA exhibitor contractors, register your exhibitor-appointed contractor (EAC) with RSNA.
- Ship Materials. Set your target move-in assignment at McCormick Place and ship your booth materials directly to McCormick Place or Freeman’s Advance Warehouse.

Upon Arrival
- Check on Your Booth Shipment. Have your booth materials arrived at McCormick Place? If not, check-in with the Freeman Freight Desk.
- Set up Your Booth. Supervise labor setting up your booth or have full-time employees setup the exhibit. Display marketing materials for the meeting.
- Conduct a Pre-Show Staff Meeting. Meet with staff members working the booth to review your goals for RSNA 2017.

During RSNA
- Locate Exhibitor Welcome Packet. Helpful meeting information will be placed in your booth Sunday morning.
- Engage. Booth staff should be engaging with attendees, asking questions, demonstrating products and capturing leads.
- Reserve a booth for RSNA 2018. Select your exhibit location for next year’s meeting onsite.

After RSNA
- Follow Up with Leads. Promptly distribute leads to appropriate reps, have a pre-established lead follow-up plan (and tools for reps to use), make reps accountable and measure ROI.
- Host a De-Brief Meeting. Review what worked and what didn’t. Make adjustments for next year’s meeting.

For further assistance, please contact
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