RSNA MARKETING TIPS

Your decision to exhibit at RSNA 2017 positions your company as a leader within the field of medical imaging. Now, use the marketing tips below to ensure your success and maximize potential new sales.

6–12 Months Prior

☐ Establish a list of measurable exhibiting goals.
☐ Learn about the promotional opportunities to help drive attendees to your booth.
☐ Hold internal meetings to review your tradeshow goals, discuss sales approaches and best practices, review new products/services and assign meeting roles.
☐ Review the RSNA Exhibitor Checklist to set your company up for success at RSNA 2017.

3–6 Months Prior

☐ Complete (and upgrade) your online exhibitor listing (available in July).
☐ Reach out to your current customers and prospects to set appointments at RSNA.
  ▪ Invite them with complimentary Technical Exhibits passes.
  ▪ Include booth number and RSNA logo in all communications (use free marketing tools found in the Exhibitor Sales Kit).
  ▪ Send exhibiting information with outgoing mail.
  ▪ Send an incentive email to visit your booth for a special offer.
  ▪ Promote new products/services being shown at meeting.
  ▪ Rent a Registration List to identify prospects and create a mailing campaign (available in July).
☐ Set your ROI. Develop measurable meeting objectives.
☐ Identify Giveaways and Raffle prizes. Consider various booth promotions that fit within your budget. Set aside premium items for VIP customers.
☐ Produce Booth Handouts. Create marketing collateral to support your products and services. Be meeting-specific with your marketing message.

2 Months Prior

☐ Review and finalize appointments by reaching out to prospects one final time.
☐ Create Booth Presentations. Consider video or in-person booth demonstrations.
☐ Create and submit a free TE Focus Announcement (due in October).
RSNA MARKETING TIPS

1 Month Prior
☐ Create a master calendar of confirmed appointments with contact information.
☐ Utilize Social Media outreach.

Upon Arrival
☐ Use social media and the #RSNA17 hashtag to promote your presence.
☐ Put your best foot forward with these best practice trade show sales behaviors.

During RSNA
☐ Continue to push booth visits and product launches on social media using #RSNA17.
☐ Attend educational sessions to learn about latest industry trends/developments.
☐ Use Lead Retrieval to help track all conversations and customers with whom you speak.
☐ Network with other exhibitors.
☐ Reserve your booth for RSNA 2018 by participating in the Onsite Space Selection process.

After RSNA
☐ Tie back into ROI and exhibiting goals and create an evaluation report.
☐ Follow up on ALL leads that you received from RSNA 2017 with phone calls or emails.
☐ Send out personal “thank you” emails or letters recapitulating conversations and providing additional product info.
☐ Send a “sorry we missed you” email to customers you didn’t see and mention your RSNA.

For more information regarding on-site and year round promotional opportunities, please contact
Jaclyn Kelly at 1-630-590-7793 or jkelly@rsna.org
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GET AHEAD OF YOUR COMPETITION
Did you know that, according to industry research, only 24% of exhibitors create clearly defined trade show objectives?*