

# RSNA MARKETING CHECKLIST

Your decision to exhibit at RSNA 2018 positions your company as a leader within the field of imaging. Follow this marketing checklist 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 available to help drive attendees to your booth.  
» [RSNA.org/Promote](http://RSNA.org/Promote)
- 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 2018.

## 3–6 Months Prior

- Complete (and upgrade) your online exhibitor listing (available in July).  
» [RSNA.org/Exhibitor-Service-Kit](http://RSNA.org/Exhibitor-Service-Kit)
- 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. (2018 Exhibitor Marketing and Promotional Tools are available in the Exhibitor Service 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 the RSNA annual meeting registration list and get your company's information in the hands of meeting registrants. (List Request Form available in the Exhibitor Service Kit)
- 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.
- Submit your product information and photo for a free announcement in the Technical Exhibits Focus section in *The Daily Bulletin*, the official daily newspaper of the annual meeting.

# RSNA MARKETING CHECKLIST

## 1 Month Prior

- Create a master calendar of confirmed appointments with contact information.
- Utilize social media outreach.    

## Upon Arrival

- Use social media and the #RSNA18 hashtag to promote your presence.
- Conduct a pre-show meeting to remind everyone of the show objectives, meeting logistics, best practice trade show sales behaviors and scheduled booth activities.

## During RSNA

- Continue to promote booth visits and product launches on social media using #RSNA18.
- Attend educational sessions to learn about the latest industry trends and developments.
- Use a Lead Management System to help track all conversations and customers with whom you speak.
- Network with other exhibitors.
- Reserve your booth for RSNA 2019 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 2018 with phone calls or emails.
- Send out personal “thank you” emails or letters recapping conversations and providing additional product info.
- Send a “sorry we missed you” email to customers you didn’t see at the meeting and mention your exhibit and any new product announcements.
- Engage with RSNA members throughout the year by taking advantage of our year-round promotional opportunities.

[»» RSNA.org/Promote](https://www.rsna.org/Promote)

For more information regarding on-site and year round promotional opportunities, please contact Lisa Lazzaretto at 1-630-571-7818 or [llazzaretto@rsna.org](mailto:llazzaretto@rsna.org) Jaclyn Kelly at 1-630-590-7793 or [jkelly@rsna.org](mailto:jkelly@rsna.org)



## PRE-SHOW MARKETING DRIVES LEADS

Did you know that, according to industry research, **82%** of companies report pre-show marketing tactics have been successful in increasing their booth traffic.

\*Source: 2017 Pre-show Marketing Survey, Exhibitor Magazine

CRTE299 RB