Online Exhibitor Listings for RSNA 2018
1. INTRODUCTION

2. HOW WILL ATTENDEES FIND ME?

3. BEST PRACTICES FOR EXHIBITORS

4. STANDING OUT

5. QUESTIONS/CONCLUSION
HOW ATTENDEES USE THE ONLINE TOOLS
“94% of attendees engage in pre-planning efforts.”
- Center for Exhibition Industry Research (CEIR)

“3 out of 4 attendees have already decided which exhibitors they are going to see before they get to the show.”
- Center for Exhibition Industry Research (CEIR)

“More than half of all exhibitors will not properly complete their standard listing.”
- MYS
RSNA 2018

2 exhibit halls
600+ exhibitors
30+ product categories
400+ educational sessions
BEST PRACTICES
FOR EXHIBITORS
All exhibitors receive:

- Company Name / Contact Info
- Company URL
- Social Media Links
- Link to Booth
- Product Categories
- Company Description
EXHIBITOR DASHBOARD

Logistics:
• Exhibitor Manual
• Badges & Housing
• Contact Name/Email/Phone

Marketing:
• Company Information
• Company Description
• Product Categories
• Access to Stats

Login Information Required:
service@mapyourshow.com
help@mapyourshow.com
SHARE!

- Email campaigns
- Social media
- Company website
- Blog posts
- Print ads
PREMIUM LISTING ($600)

Company Logo

Product Images

Press Releases

Access to Opt-In

Online Leads

powered by mts
PREMIUM PLUS LISTING ($1,000)

Video

Priority Placement

Featured Exhibitor Search

Corner Peel
LIMITED SPONSORSHIPS (Includes the PREMIUM PLUS LISTING)

- Home Page (+$5,000)
- Product Category (+$2,000)
- Exhibitor Highlights (+$500)
- Floor Plan – North Hall & South Hall Available (+$4,000)
- Home Page (+$5,000)
TAKEAWAYS / ACTION ITEMS

• Update your company description & categories
• Conduct your own keyword searches
• Share your presence at the show
• Upgrade?
If you’d like to view this webinar again, the recording will be posted at:

https://www.rsna.org/Exhibitor-Webinars/