



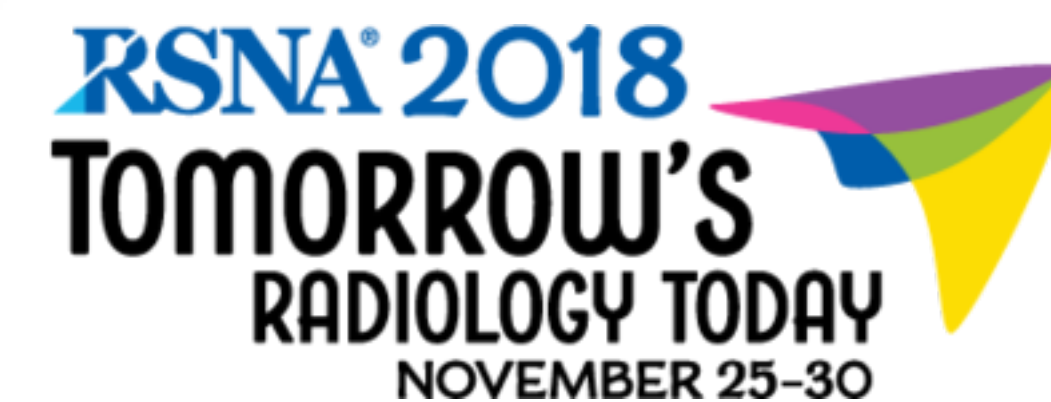
Online Exhibitor Listings for RSNA 2018

Exhibitor Webinar
July 2018

Liz Cox
Map Your Show

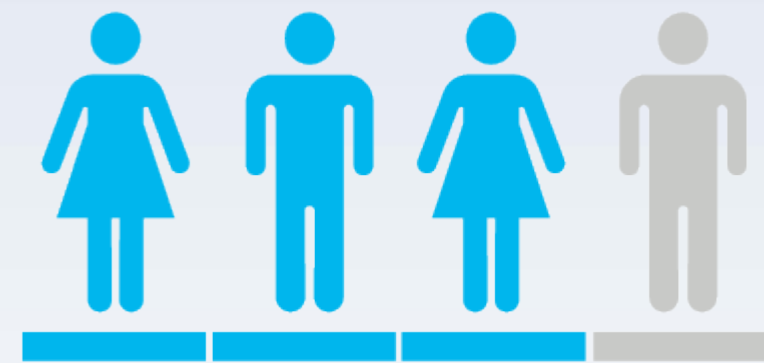
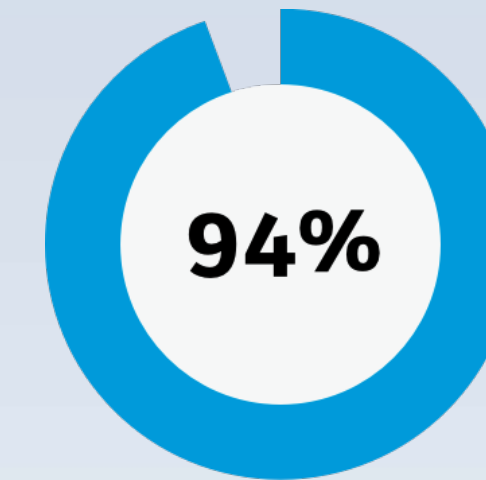
1. INTRODUCTION
2. HOW WILL ATTENDEES FIND ME?
3. BEST PRACTICES FOR EXHIBITORS
4. STANDING OUT
5. QUESTIONS/CONCLUSION

HOW ATTENDEES USE THE ONLINE TOOLS



ATTENDEE USAGE

“94% of attendees engage in pre-planning efforts.”
- Center for Exhibition Industry Research (CEIR)



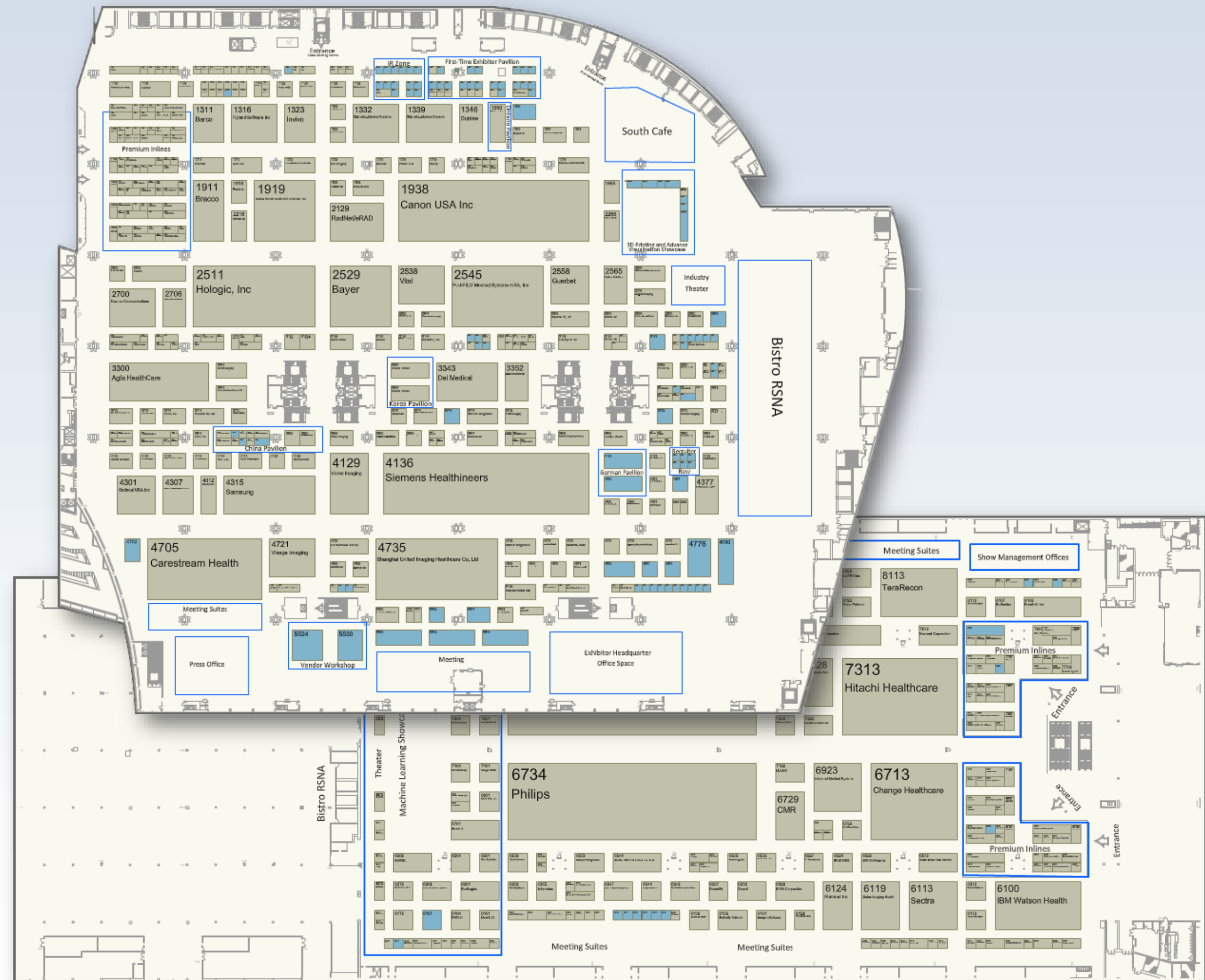
“3 out of 4 attendees have already decided which exhibitors they are going to see before they get to the show.”
- Center for Exhibition Industry Research (CEIR)

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

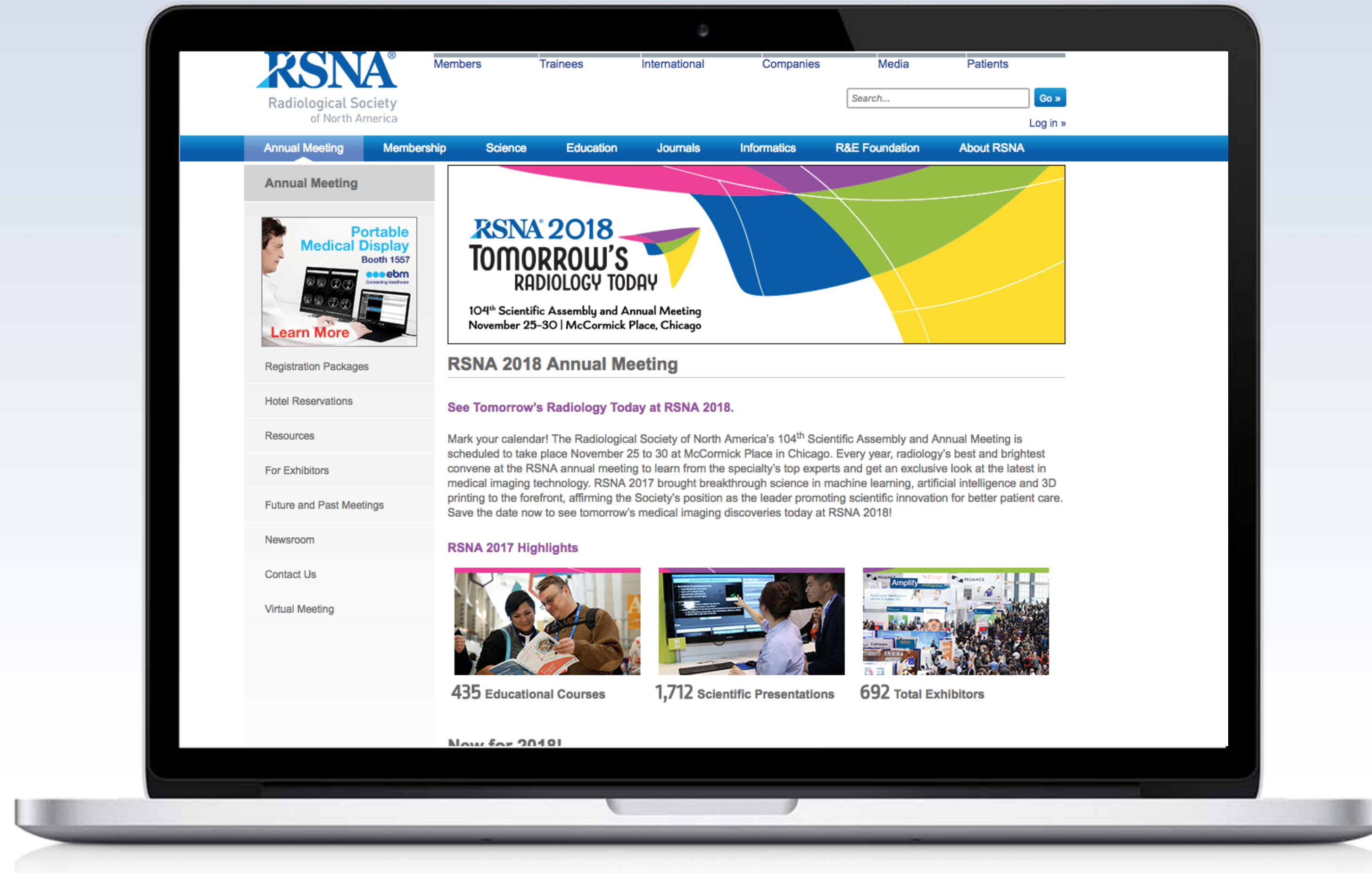
INCOMPLETE

RSNA 2018

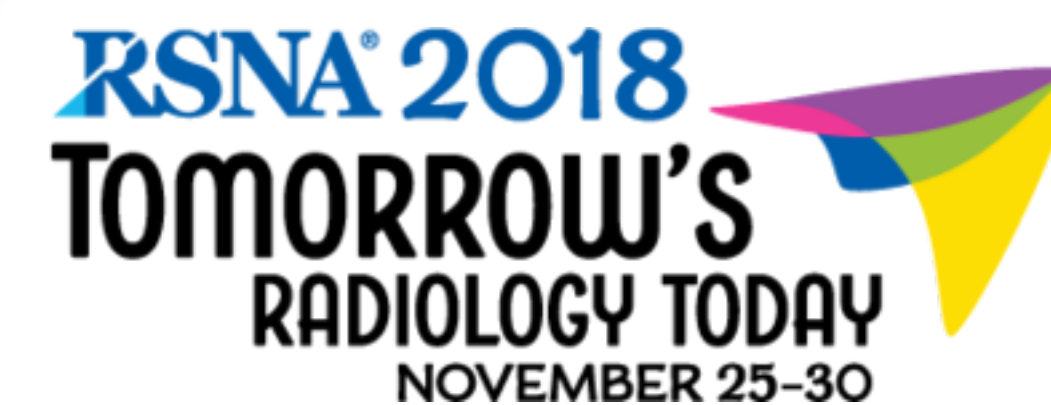
2 exhibit halls
600+ exhibitors
30+ product categories
400+ educational sessions



ATTENDEE USAGE



BEST PRACTICES FOR EXHIBITORS



EXHIBITOR SHOWROOMS

All exhibitors receive:

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

Success Continental Group

4403 Semper St.
Petacciato 58940

P: 1-655-909-0751

<http://www.mapyourshow.com>

Add to My Show

View on Floor Plan:
South Building - 7515

ABOUT SUCCESS CONTINENTAL GROUP

For all your digital needs - audio, video, we do it all. Personal computers and smartphones put the ability to access, modify, store and share digital media in the hands of billions of people. Many electronic devices, from digital cameras to drones have the ability to create, transmit and view digital media. Combined with the World Wide Web and the Internet, digital media has transformed 21st century society in a way that is frequently compared to the cultural, economic and social impact of the printing press.

▼ Product Categories (9)

- Audio
- Audio > Portable Audio Players
- Automotive Electronics > Accessories – Automotive Electronics
- Automotive Electronics > Automotive Electronics
- Connected Home > Energy Management
- Content Distribution
- Electronic Gaming > Accessories – Electronic Gaming
- Internet-Based Multimedia Services > Online/Internet
- Lifestyle Electronics > Lifestyle Electronics

EXHIBITOR DASHBOARD

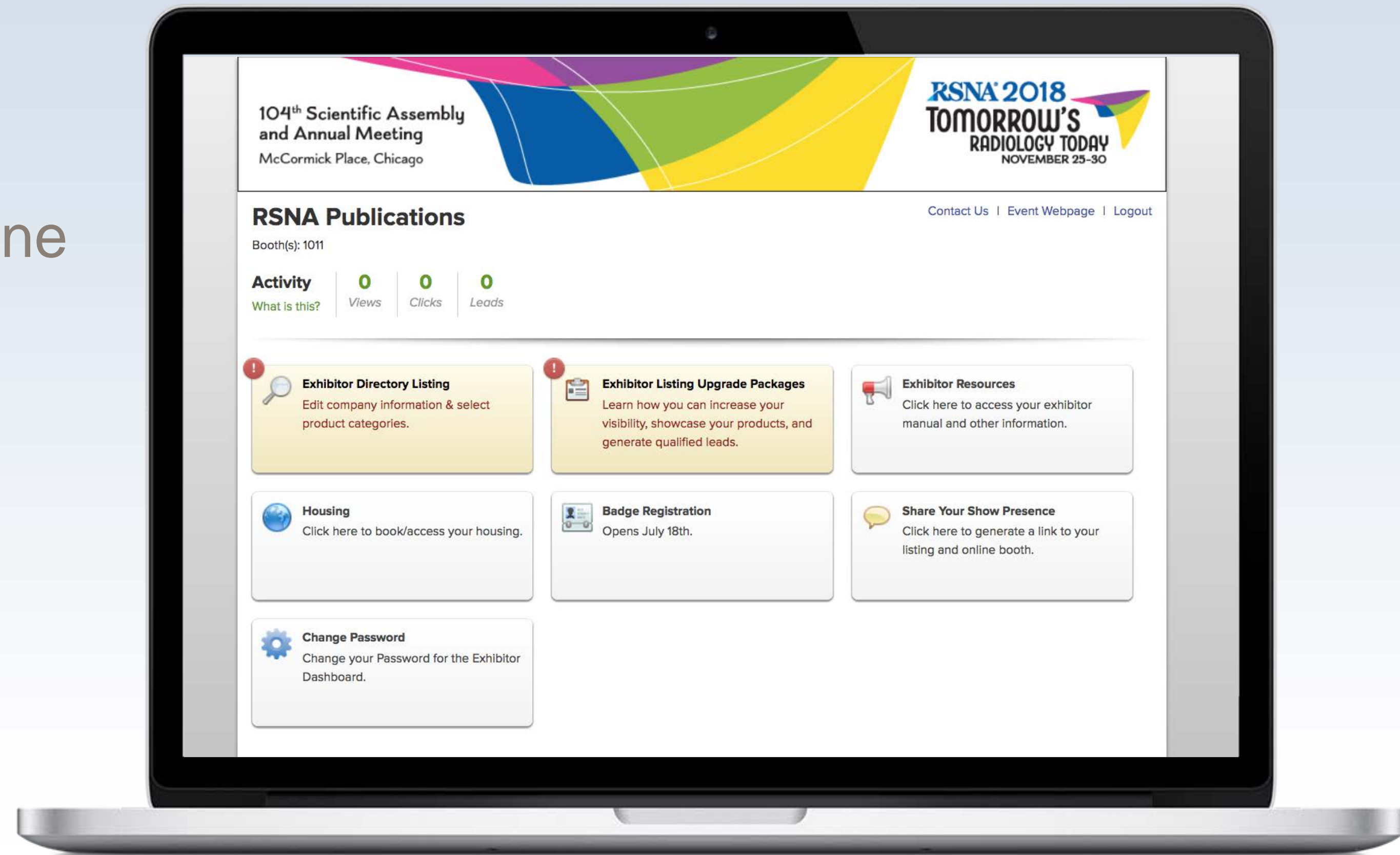
Logistics:

- 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



STANDING OUT



PREMIUM LISTING (\$600)



W I S E W E A R

Howard Database Ventures

195-276 Justo Avenue
 Sulzano, CO 9654ZF

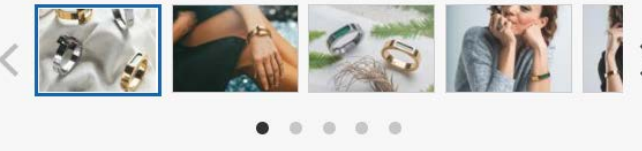
P: 1-498-243-1603

<http://www.mapyourshow.com>

[Add to My Show](#)

View on Floor Plan:
 South Building - 7552

Company Logo




☆ The Socialite Collection

We recently launched our first line of luxury smart jewelry called the Socialite Collection. Each bracelet is made of brass and plated in precious metals such as gold and palladium. Such brass material allows Socialite to be water-resistant, anti-microbial, hypoallergenic, and considerably more durable than most wearables currently offered in the market. Featured from top left to right, clockwise: the Calder (gold), the Duchess (palladium), the Duchess (gold), the Kingston (palladium), the Calder (palladium).

Each bracelet is equipped with advanced features such as activity tracking, mobile notifications, and distress messaging.

Product Images



Barnes Result Lp

P.O. Box 873, 468 Penatibus Ave
 BA44nyan, TN V5V 8W7


P: 1-581-554-5242

<https://www.mapyourshow.com>

[Add to My Show](#)

View on Floor Plan:
 South Building - 6077

☆ Experience the 3D printed lifestyle at the 3DS CES booth with Cubify 2.0



3D Printing. Real. Easy.

ABOUT BARNES RESULT LP

For all your digital needs - audio, video, we do it all. Personal computers and smartphones put the ability to access, modify, store and share digital media in the hands of billions of people. Many electronic devices, from digital cameras to drones have the ability to create, transmit and view digital media. Combined with the World Wide Web and the Internet, digital media has transformed 21st century society in a way that is frequently compared to the cultural, economic and social impact of the printing press.

▼ Press Releases (2)

Press Release Title	Release Date	Add to My Show
Mobile App Audio	Wed. Feb. 14	☆
Printed Products Audio Digital	Wed. Nov. 22	☆

Press Releases

Date	Contact	Company	Location	Sales Person	Rank
4/27/18	Benjamin Dunlap bdunlap@mapyourshow.com	MYS	Cincinnati, OH United States	Sales Person	Unranked ↓
4/12/18	Candice Adkins Thompson@Vent.com	Ramirez Result	no location	Sales Person	Unranked ↓
4/12/18	Deirdre Terrell Guarantee@Baker.com	Ruiz Facilities	no location	Sales Person	Unranked ↓
4/12/18	Michael Jordan Risk@Advantage.com	Black Costs	no location	Sales Person	Unranked ↓
4/12/18	Ruth Smith Campbell@Advertisement.com	Willis Decision	no location	Sales Person	Unranked ↓
4/12/18	Basil Dodson Diaz@Aftershock.com	Owens Success	no location	Sales Person	Unranked ↓
4/12/18	Eden Delaney Thompson@Vitrious.com	Collins Bacteria	no location	Sales Person	Unranked ↓
4/12/18	Odessa Richmond Wilson@Carve.com	Hunt Volume	no location	Sales Person	Unranked ↓

Access to Opt-In
 Online Leads

PREMIUM PLUS LISTING (\$1,000)

tush-a-roo
baby seat
by east-babies LLC

East Babies, LLC

PO Box 316
Breaux Bridge, LA 70517
United States of America
P: 337-332-5455
http://www.tusharoo.com

View on Floor Plan:
South Hall Level 2 - 3719

0:06 / 1:40

☆ The Tush-A-Roo Story...

Video

FEATURED EXHIBITORS (11) Floor Plan View

Exhibitor Name	Booth(s)	Additional Info	Add to My Show
7AM Enfant	2717		☆
Bumkins	849		☆
Doodle Pants	B4724		☆
Kaydee Baby	B1528		☆
Petit Bamboo	1224		☆
Rabbit Skins	B4931		☆
Rose Textiles	P105 , P106		☆
ro-sham-bo baby, inc.	B4830		☆

Priority Placement

Search The Show | **Featured Exhibitors** | Floor Plan | My Show Planner | Show Website | Login | Print | Help | Share

Keywords Search by Keyword

Recent Searches: "Feeding Products", "Banks", "Apparel"

Home

Quick Lists
 Exhibitors by Alpha
Featured Exhibitors

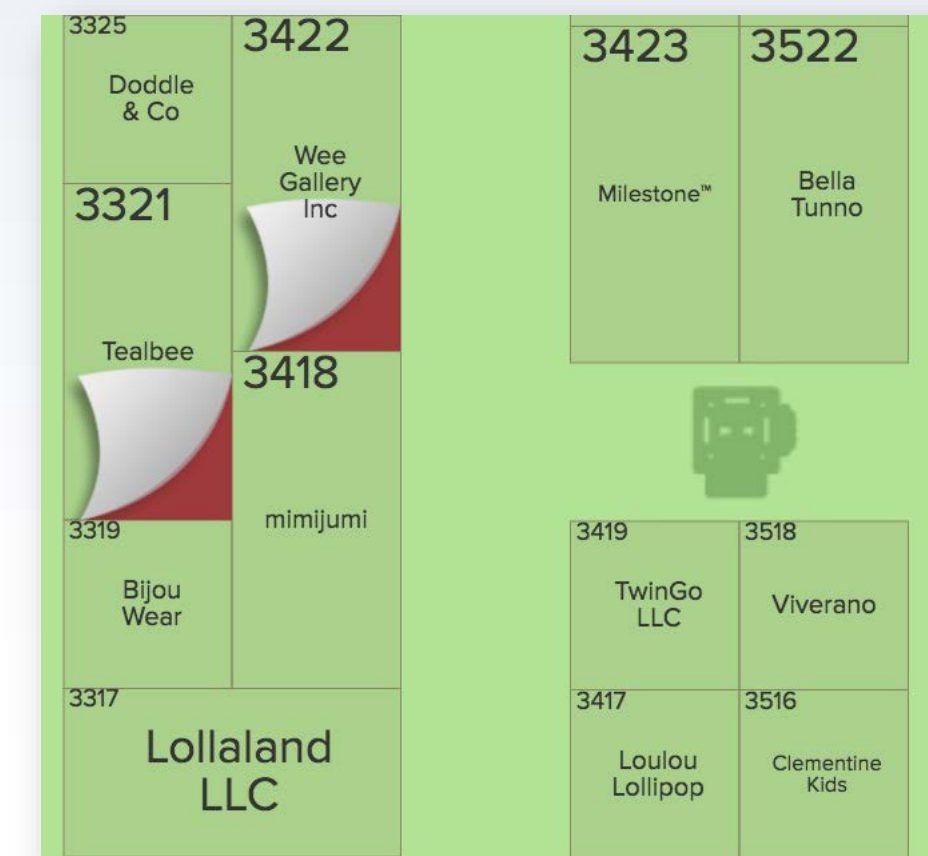
Additional Areas
 Product Gallery
 Exhibitor Press Releases

Save Time!
 Search the show, create an agenda and make the most of your trip.
 Get Started Now

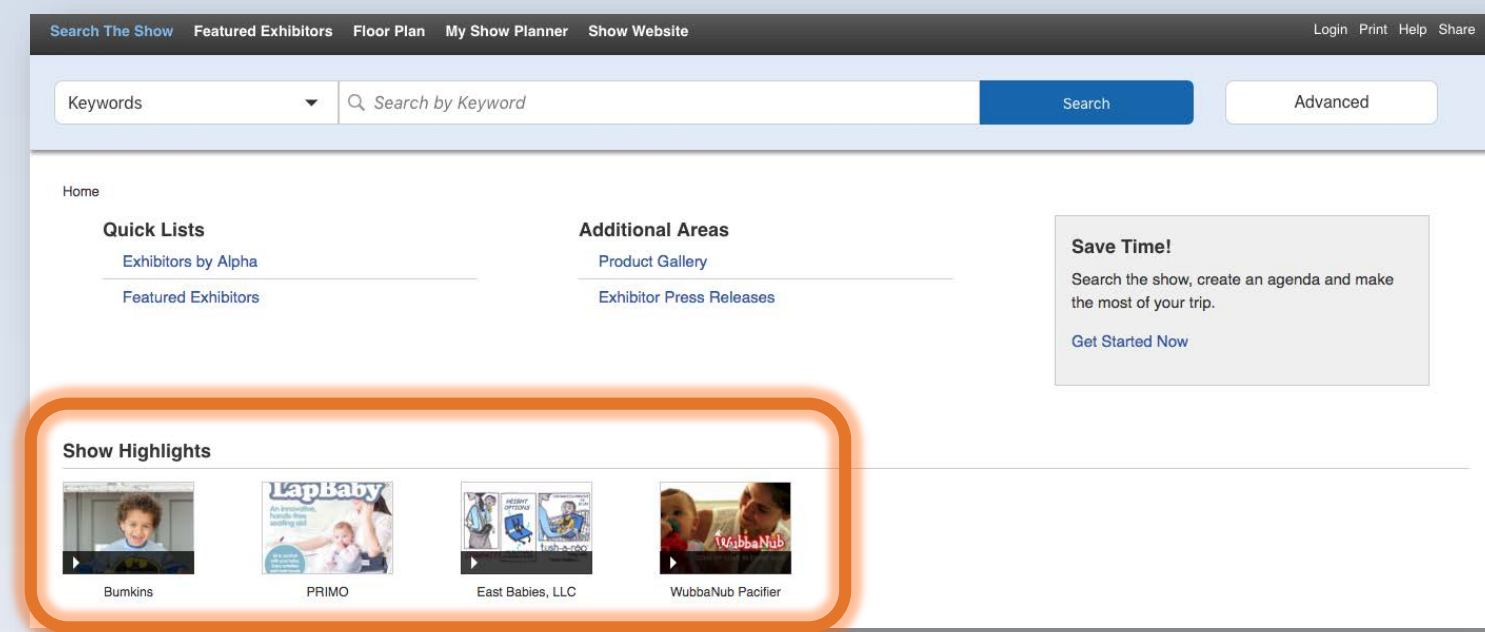
Show Highlights

WubbaNub Pacifier | East Babies, LLC | Bumkins | PRIMO

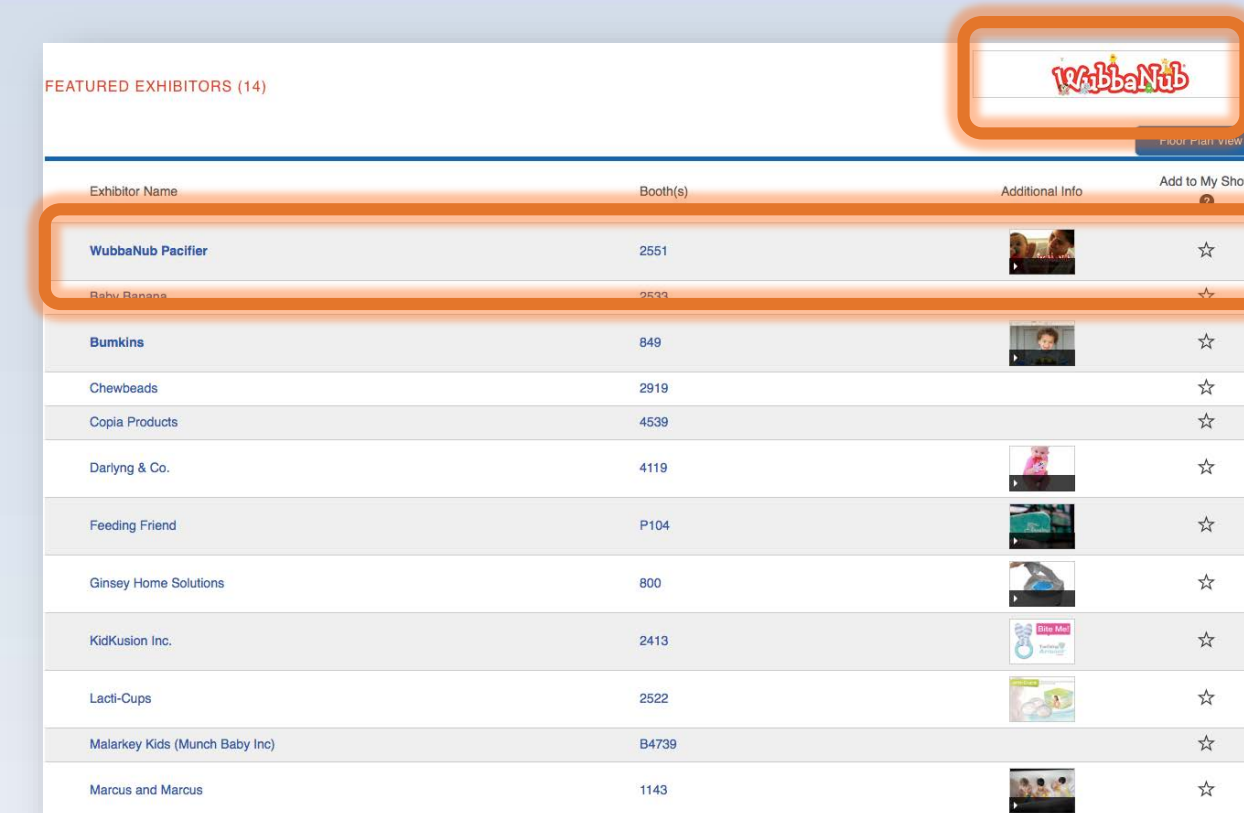
Featured Exhibitor Search



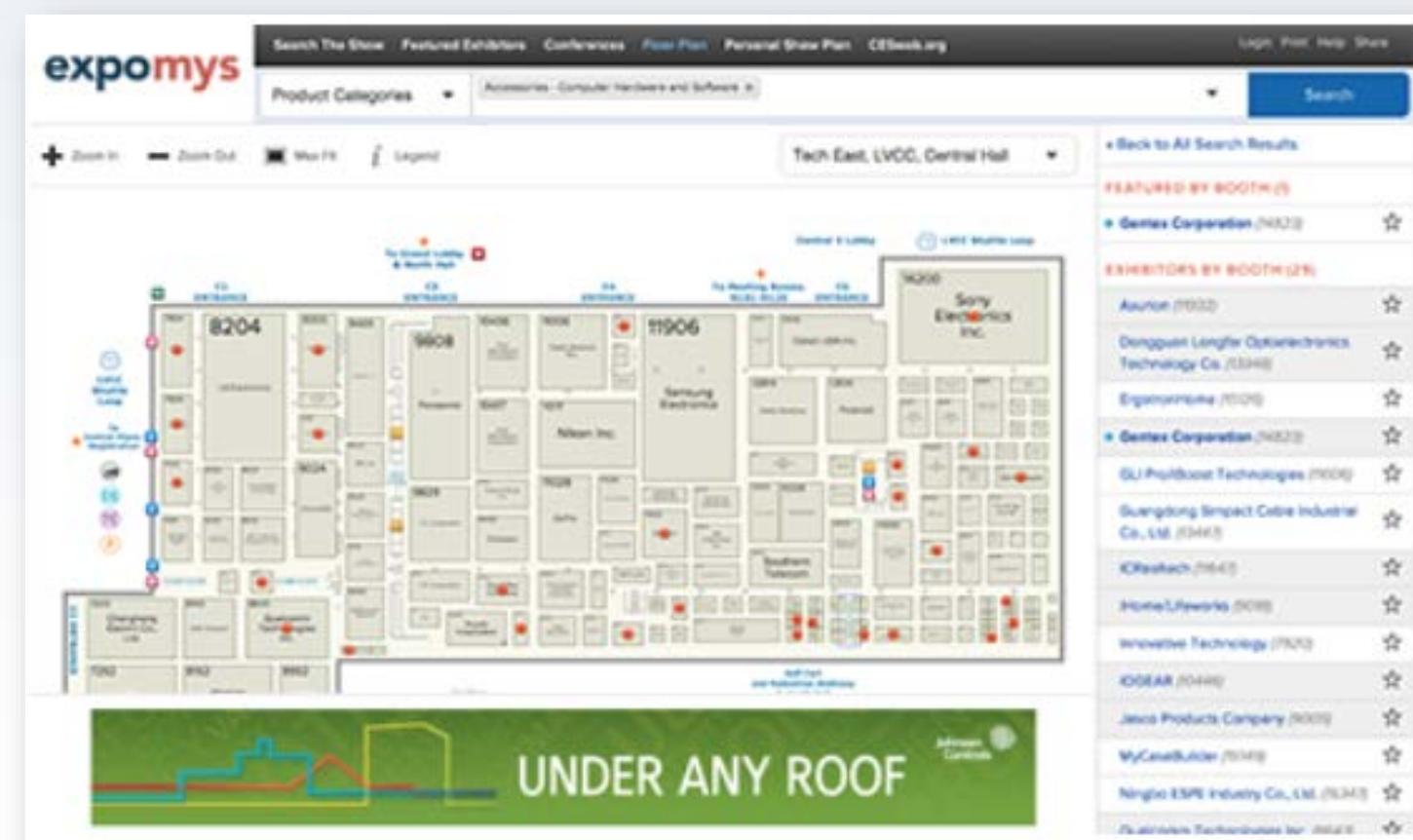
Corner Peel



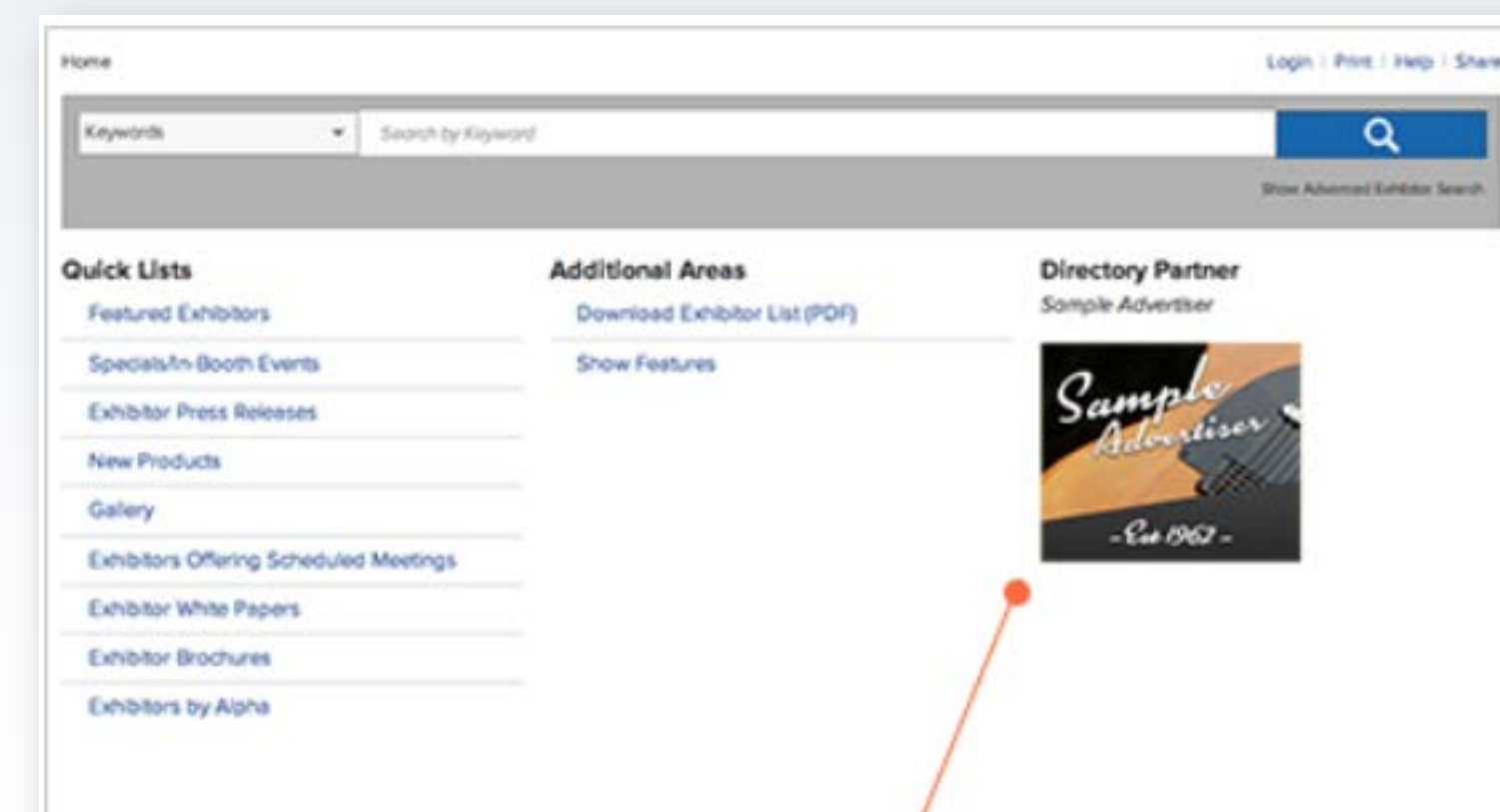
Exhibitor Highlights (+\$500)



Product Category (+\$2,000)

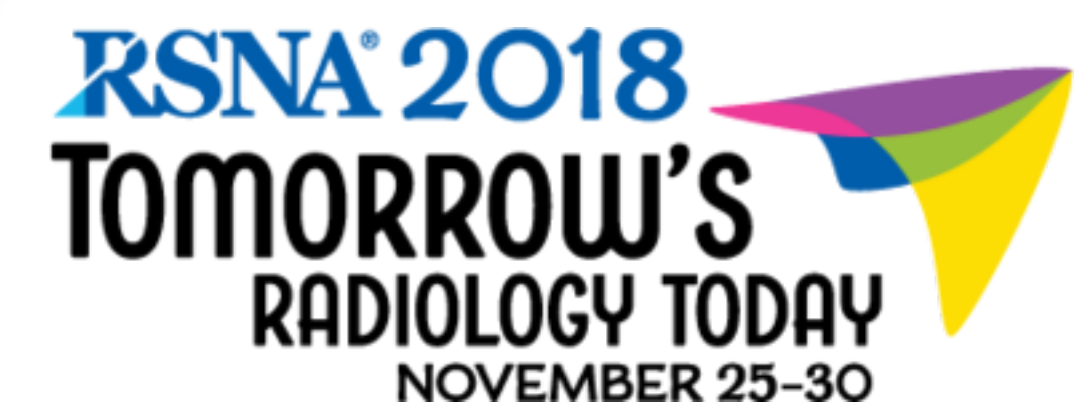


Floor Plan – North Hall & South Hall Available (+\$4,000)



Home Page (+\$5,000)

CONCLUSION



TAKEAWAYS / ACTION ITEMS

- Update your company description & categories
- Conduct your own keyword searches
- Share your presence at the show
- Upgrade?

Liz Cox | Map Your Show
ecox@mapyourshow.com
1-888-527-8823

If you'd like to view this webinar again, the recording will be posted at:

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

QUESTIONS?

