

RSNA 2018

ONLINE EXHIBITOR LISTING OPPORTUNITIES

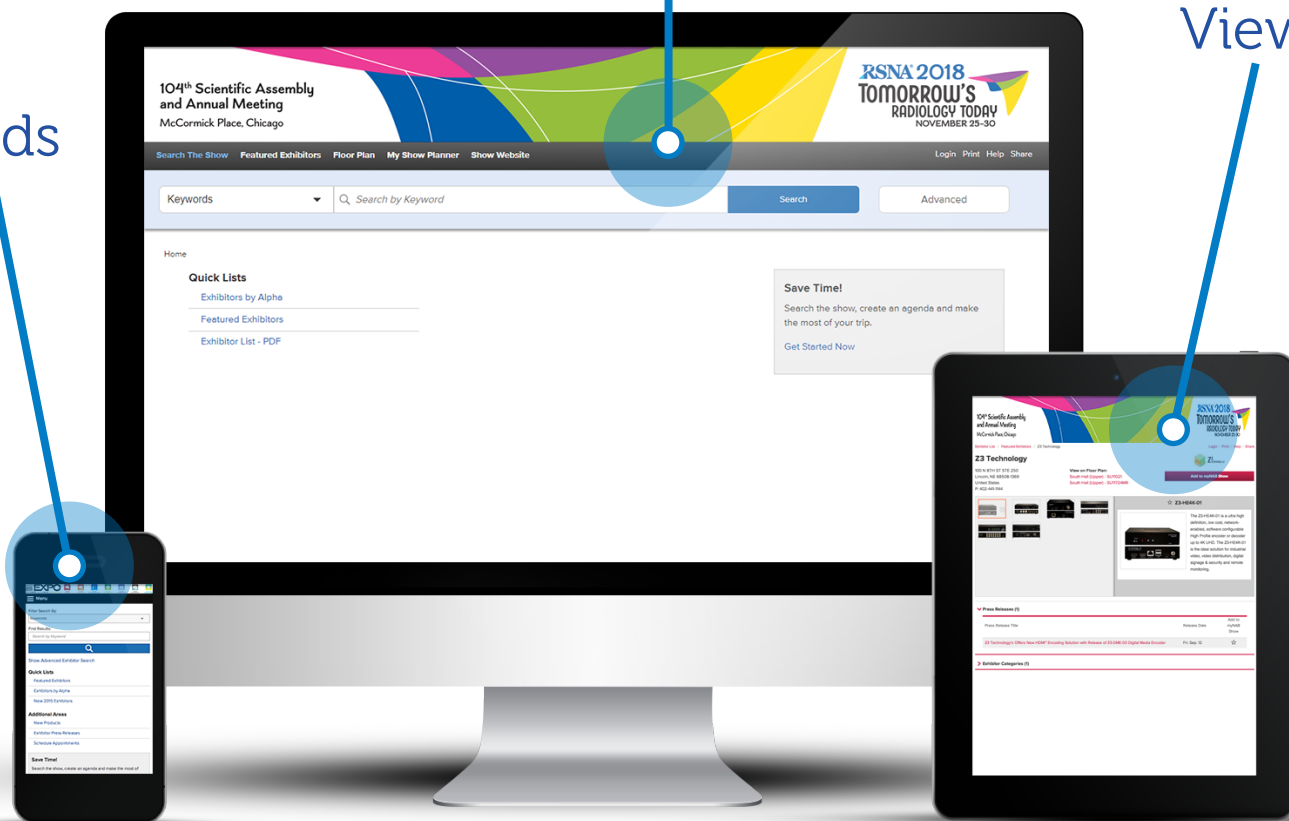


- ✓ ONLINE DIRECTORY
- ✓ INTERACTIVE FLOOR PLAN
- ✓ SHOW PLANNER

Leads

Visits

Listing Views



2018 Online Exhibitor Listing Opportunities

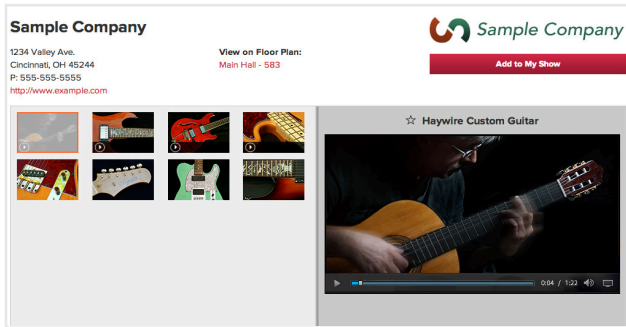
Get Noticed at RSNA 2018

The RSNA 2018 website houses the official exhibitor directory, floor plan, and show planner attendees use to find new products and services while planning their visit to the show. It is the only complete resource for exhibitor information that is updated in real time before, during, and after the show. Upgrade your listing to make sure attendees can find your company information and booth at the show.

Visibility + Content = **Lead Generation.**

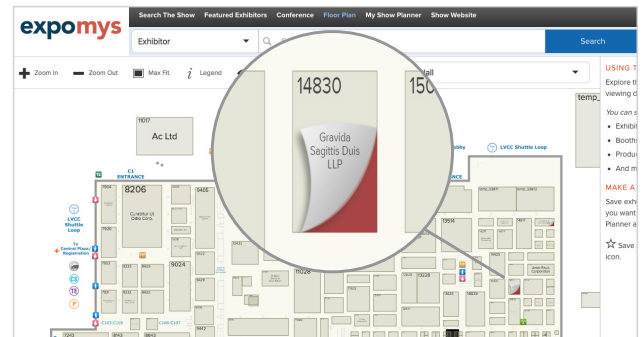
Upload Content

Choose between the complimentary basic listing and uploading your logo, product images, videos, and more.



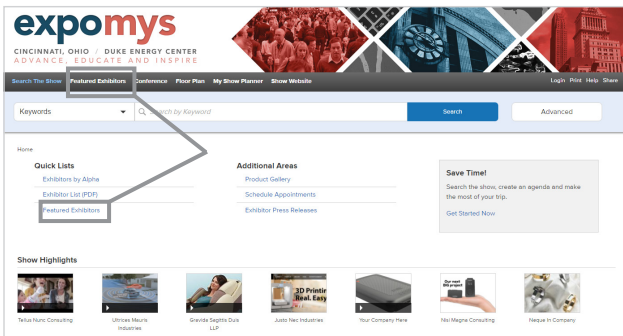
Make Your Booth Stand Out

Adding a bright red corner peel to your booth will make it easy for visitors to find you at the show.



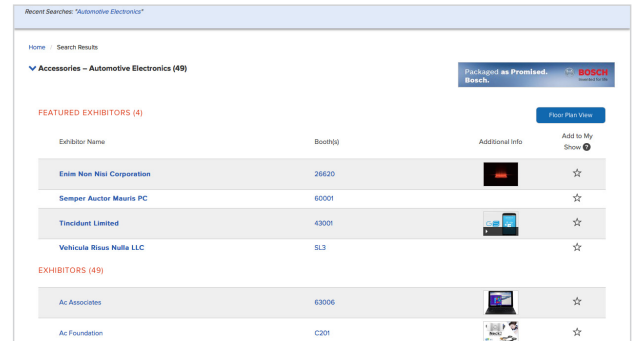
Be a Featured Exhibitor

A select number of exhibitors will be featured in an exclusive list on this year's event website.



Get Priority Placement

Like Google AdWords, when users search for your company's keywords or categories you can show up at the top of search results.

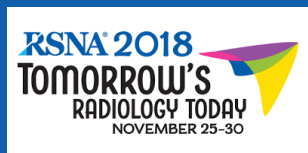


More Impressions

Upgrade your listing today and get more traffic on the online directory and floor plan.



To purchase, visit:
rsna2018.exh.mapyourshow.com



Listing Options

Each exhibitor at this year's RSNA 2018 receives a complimentary basic listing. Choose one of the enhanced listing options below in order to upload your logo, product images, videos, and more for attendees to get a preview of what you're bringing to this year's show.

Sample Company Add to My Show

1234 Valley Ave.
Cincinnati, OH 45244
P: (555) 555-5555
<http://www.example.com>

View on Floor Plan:
Main Hall - 583

ABOUT SAMPLE COMPANY

This area is for information about your company. It could include anything about your company history, awards won or even here your offices are located. This area is for information about your company. It could include anything about your company history, awards won or even here your offices are located.

▼ **Product Categories (4)**

- Instruments > Guitars
- Parts > Pickups
- Parts > Pickguards
- Parts > Tuning Keys

Basic Listing: Complimentary

- Address Information
- Company Description
- Product Categories
- Booth Number

ENHANCED LISTINGS

Premium Listing: \$600


Sample Company Sample Company

1234 Valley Ave.
Cincinnati, OH 45244
P: 555-555-5555
<http://www.example.com>

View on Floor Plan:
Main Hall - 583

Add to My Show

☆ **Haywire Custom Guitar**



Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo.

- Includes the Basic Listing
- Display of **Company Logo**
- **4 product images** with text descriptions
- Display of **Company Press Releases**
- Receive metrics on number of views your exhibitor listing page receives and **access contact information** for individuals that have elected to share their information with exhibitors

Premium Plus Listing: \$1,000


Sample Company Sample Company

1234 Valley Ave.
Cincinnati, OH 45244
P: 555-555-5555
<http://www.example.com>

View on Floor Plan:
Main Hall - 583

Add to My Show

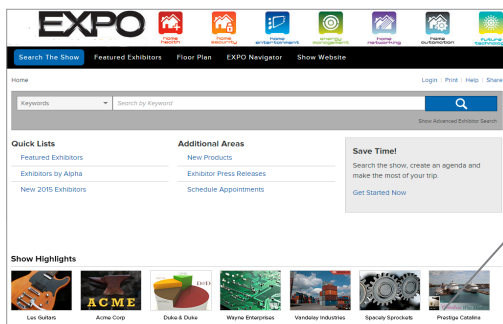
☆ **Haywire Custom Guitar**



- Includes the Premium Plus Listing
- **4 video panels** (for a total of 8 display panels)
- Online booth is highlighted with a corner peel
- **Priority placement** at the top of all online searches
- Inclusion in the **Featured Exhibitor List**

ADDITIONAL ENHANCEMENTS

*These opportunities include the Premium Plus Listing.



Exhibitor Highlights Sponsorship

- Showcase your image or video on the Directory Home Page. Live link directs attendees to your company's listing. Limited to the first 21 exhibitors.

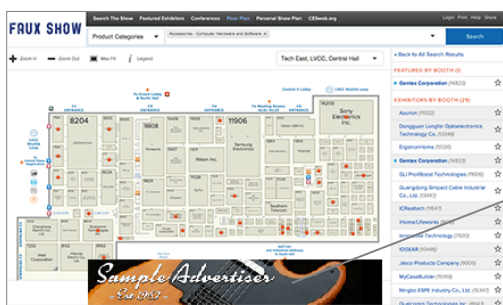
\$1,500



Product Category Sponsorship

- 320x50 pixel image (640x100 pixel or image required for upload). Guaranteed #1 listing in the category. Limit one sponsor per category. Acceptable file formats are JPG and PNG.

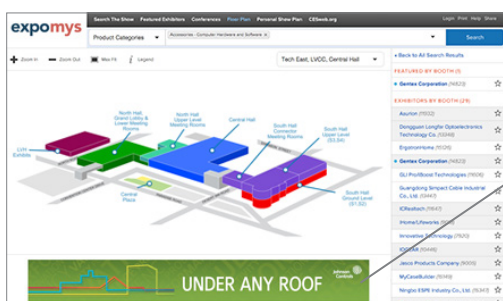
\$3,000



Floor Plan Sponsorship

- Sponsor the South Hall or North Hall Floor Plan and drive traffic to your exhibitor listing. Limit one sponsor per hall. 728x90 pixel banner ad on the online exhibit hall. (1456x180 pixel or image required for upload). Acceptable file formats are JPG and PNG.

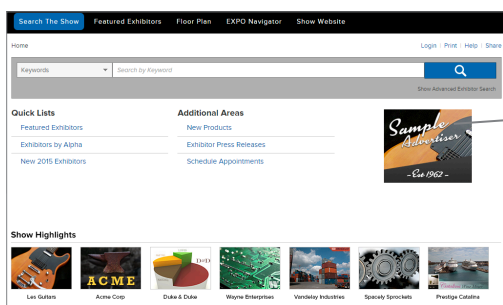
\$5,000



Executive Facility Overview Sponsorship

- 728x90 pixel banner ad on the online facility overview. (1456x180 pixel or image required for upload). Acceptable file formats are JPG and PNG.

\$5,000

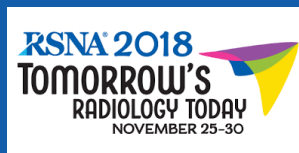


Executive Exhibitor Listing Home Page Banner

- 180x150 pixel image on the online directory home page. (360x300 pixel or image required for upload). Acceptable file formats are JPG and PNG.

\$6,000

To purchase, visit:
rsna2018.exh.mapyourshow.com



ORDER FORM for the official RSNA 2018 Product Category Sponsorship

Confirmation (including remittance information) will be sent upon receipt of Order Form.
All signed agreements will be considered firm, and no cancellations are accepted.

For Payment

For PCI Compliance reasons, credit card numbers may only be accepted by phone. Upon receipt of this order, our sales team will contact you directly for credit card specifics. Please indicate your card of choice: VISA MasterCard AMEX

Name _____

Company Name _____ Booth Number _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

This insertion order serves as your commitment to purchase an online-advertising sponsorship provided by Map Your Show (MYS) for RSNA 2018. Upon receipt of this signed contract, MYS will, if necessary, issue an invoice for these services and provide the opportunity to immediately activate your online advertising content. Once your package has been activated, your sponsorship CANNOT be canceled and you are due the amount indicated on this insertion order. The payment terms on all MYS invoices are Net 30 Days. If an invoice becomes past due to the point that it becomes necessary to pursue collection efforts, all active web-related content will be suspended and the gross invoice amount is due & payable.

Authorized Signature _____ Date _____

Online Packages & Sponsorships:

**This opportunity includes the Premium Plus listing upgrade.*

Product Category Sponsorship \$3,000

To purchase a Product Category Sponsorship, please add your desired product category to the "Notes" section below.

A list of product categories can be found here: [RSNA 2018 Product Categories](#).

Notes: _____



| | |
|-------------|--|
| ORDER TOTAL | |
|-------------|--|

Please send the completed form to Lindsey Hammond at lhammond@rsna.org.