RSNA 2018 Space Selection + Housing Webinar

- Exhibitor priority point system
- Live space selection process
- Important dates and payment schedule
- **New:** How to reserve hotel rooms for RSNA 2018

Webinar will begin at 1:00 PM CT

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Exhibit Space Selection Benefits

- Recognizes companies who support RSNA through its various initiatives
- Reward companies who adhere to meeting policies
- Ability to select best available booth location

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Priority Points System

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Points</th>
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<tbody>
<tr>
<td>Historical</td>
<td>+ 1 per year</td>
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<tr>
<td>Booth Size</td>
<td>+ 1 per 100 sq ft</td>
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<tr>
<td>Final Payment</td>
<td>+ 5 by July 1</td>
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<tr>
<td>Housing</td>
<td>+ 10 for 70%</td>
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<tr>
<td>Corporate Partners</td>
<td>+ 1 per $1,000</td>
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<td>New: Ancillary Space</td>
<td>+ 1 per unit</td>
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**Space Selection Schedule**

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<tr>
<th>SUN</th>
<th>MON</th>
<th>TUES</th>
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NON-ANCHORS

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**Communication Timeline**

- November 6: 2018 Space Selection webpage available
  - Space Selection Instruction, Floor Plans, Booth Types and Rates, Rules and Regulations, Important Dates and Sponsorship Kit
- November 6: Anchor Time slots emailed
  - November 8, 9, & 13: Anchor Booth Selection
- November 8: Non-Anchor Time slots emailed
  - November 27 – 29: Onsite Space Selection
  - During RSNA 2017: Email reminders (day prior)
  - During RSNA 2017: Welcome Packet (Sunday)
  - During RSNA 2017: Missed Time Slots Notices

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**RSNA 2018 Exhibit Space Rates**

- Preferred Exhibitor Space Rate: $35.50 per square foot, plus $500 for each corner
- Premium Inline Space Rate: $38.00 per square foot, plus $500 for each corner
- Machine Learning Showcase Kiosk:
  - Basic: $5,000
  - Deluxe: $10,000
- Contiguous Aisle Space surcharge: $17.75
- Second-Level surcharge: $17.75
Exhibit Space Payment Schedule

- Applications received at RSNA 2017 must be accompanied by a 25% deposit of the total rental fee in U.S. funds drawn on a U.S. Bank.
- By April 1, 2018, a second 25% payment installment is due for a total of 50% of the exhibit space rental fee.
- Balance is due by July 1, 2018.

Payment Options

- Wire transfer payment in advance of the meeting. Bring wire transfer confirmation onsite.
- Company Check drawn in U.S. funds drawn on a U.S. Bank paid onsite.
- Credit Cards paid onsite
  - American Express, Diner’s Club, Discover, MasterCard and VISA are accepted

Cancellation or Reduction Terms

- December 31, 2017 is the last day for a full refund or credit issued for the amount of space that has been reduced.
- Between January 1, 2017 and March 31, 2017, 25% of the rental fee for the canceled space will be due to RSNA.
- Between April 1, 2017 and June 30, 2017, 50% of the rental fee for the canceled space will be due to RSNA.
- After June 30, 2017, the exhibitor shall remain liable to RSNA for the total rental fee for the space cancelled.

Space reduction may result in booth relocation.
RSNA 2018 Space Selection Room
Located in North Building, Level 2, Room N227A
1. Check-in at Welcome Desk
2. Review the floor plan
3. Wait for your space selection number
4. Make your booth selection
5. Contract for Space
6. Make Payment
7. Reserve Hotel Rooms

RSNA 2018 Housing Process
Housing is as easy as...
1. Login
2. Select Rooms
3. Receive Confirmation

RSNA 2018 Housing Process
Why should you reserve your hotels before leaving RSNA 2017?
1. It's easy
2. Earn (5) priority points
3. Dismiss housing poaches
4. It's done…one less thing worry about later
RSNA 2018 Housing Process

What’s new in housing?
• Simpler reservation process
• Request number of rooms for three-peak nights
  – Sunday, Monday & Tuesday
• No guest names needed
  – Add names, dates & deposits by September 12

RSNA 2018 Housing Process

• Select One Hotel Reservation System
  – 24 rooms or less on peak night (Create a Block)
  • Select hotel rooms from live inventory
  • Credit card guarantee request (not a deposit)

RSNA 2018 Housing Process

• Select One Hotel Reservation System
  – 24 rooms or more on peak night (Request a Block)
  • Same process as 2016
  • Request received
    – By 4 PM CT on December 1 - priority points determine assignment order
    – After December 1 – date request is received determines assignment order
RSNA 2018 Housing Process

After confirming your exhibit space, reserve your hotel rooms at:

1. Space Selection Room on Monday – Wednesday
2. Any time online at [http://www.rsna.org/exhibitor-housing](http://www.rsna.org/exhibitor-housing)

Frequently Asked Question

What if I miss my time slot?

You can come back to the Space Selection Room after the last appointment of the day (4:30 p.m.). At that time, you will be able to make your booth selection.

Frequently Asked Question

What if I can't leave my booth?

1. Visit Technical Exhibits Office at McCormick Place and request RSNA 2018 Exhibit Space Application
2. Return the application to the Technical Exhibits Office with deposit and booth preferences at least 24-hours prior to your appointment.
3. At the time of your selection, RSNA will make your exhibit space selection based on your preferences provided.
**Frequently Asked Question**

What if I am not ready to commit to exhibiting at RSNA 2018?

If you are not ready to apply for RSNA 2018 during RSNA 2017, exhibit space application will be available online at RSNA.org/exhibitors beginning December 4. Space assignments will be conducted first-come, first-serve.

**Frequently Asked Questions**

What if I have the same amount of priority points as another exhibitor?

The following tie-breaker system will be utilized:
1. Historical points
2. Housing points
3. Payment points
4. Corporate Partners points
5. Booth size
6. Number of ancillary units
7. Alphabetical order of contracted company name.

**Frequently Asked Question**

What if one company owns two companies?

If each company exhibits individually, priority points are earned by each individual company which will be used during the space selection process.
Frequently Asked Question

What if two companies merge?

If only one company continues to exhibit, the most favorable priority points among all companies will be used. Notified RSNA Technical Exhibits Department of any mergers no later than Friday, November 3, 2017, for consideration during the RSNA 2018 Exhibit Space Selection Process.

Frequently Asked Question

What if we have multiple divisions or a co-marketing venture with another exhibitor and would like to exhibit side-by-side?

All involved companies must notify RSNA Technical Exhibits Department in writing on company letterhead no later than Friday, November 3, 2017. Points of all companies in the group will be averaged to determine order of space selection.

Other Questions?

Please submit via the Q&A Box

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