

RSNA Machine Learning Showcase

Deadline: October 26, 2018

RSNA will feature a Machine Learning Showcase on the Technical Exhibits floor. Located in the North Hall, this area will have a unique look and feel and will be called out with special signage and carpeting on the show floor. It will be highlighted as a destination for attendees in select RSNA meeting materials, including pre-meeting eblasts, Pocket Guide and Technical Exhibits Guide.

Companies focused on Machine Learning and Artificial Intelligence products can participate in this dedicated area with various exhibiting, speaking and sponsorship opportunities.

Machine Learning Options		
Standard Kiosk	Deluxe Kiosk	Booth Space
(5) Smartwalls*	(6) Smartwalls*	Side and Backwall Drape
Company ID	Company ID	7"x44" ID Sign
42" locking cabinet†	42" powered locking pedestal with (1) stool†	
(2) Stools†	42" powered table† with (4) stools†	
32" monitor	42" monitor	
10 amp electrical drop	20 amp electrical drop	
Complimentary WiFi (hardline internet available for an additional fee)	Complimentary WiFi (hardline internet available for an additional fee)	Complimentary WiFi (hardline internet available for an additional fee)
5 badges	5 badges	5 badges per 100 sq. ft.
5 one-day guest badges	5 one-day guest badges	5 one-day guest badges
Standard Kiosk: \$5,000	Deluxe Kiosk: \$10,000	Booth: \$35.50/sq. ft. + \$500/corner
Satellite Kiosk**: \$3,750	Satellite Kiosk**: \$7,500	

* Branding options are available. Contact Freeman to review associated costs.

** Existing exhibiting companies can participate within the Machine Learning Pavilion with additional kiosk at a 25% discounted rate.

† Additional items can be rented at the expense of the exhibitor; the same model must be rented. Substitutions are not permitted.

Questions? Contact:

sales@rsna.org or 1-630-481-1046

Promotional Opportunities

Machine Learning Theater

Machine Learning Showcase participants can have exclusive time for your company to make a presentation to RSNA attendees. Companies will be able to highlight their solutions during a 20 minute appearance from the open air theater in the Machine Learning Showcase. Your pitch or demonstration will be broadcast and featured on a large screen. These presentations will be listed in the online program and the Machine Learning Subspecialty Brochure.

\$1,500 per presentation

Showcase Sponsorship

Sponsor the Machine Learning Showcase on the RSNA Technical Exhibits floor. As a sponsor, your company will be positioned as a leader in the field of radiology and Machine Learning and will gain high impact brand recognition opportunities.

For complete details, visit our website at RSNA.org/Promote or contact Lisa Lazzaretto at 1-630-571-7818 or llazzaretto@rsna.org.

RSNA Technical Exhibits

820 Jorie Blvd, Oak Brook, IL USA 60523
 Tel. 1-630-481-1046 | Email: sales@rsna.org
rsna.org/Exhibitors

RSNA 2018
TOMORROW'S
RADIOLOGY TODAY
 EXHIBITS: NOVEMBER 25-29

RSNA Machine Learning Showcase Application/Contract

Deadline: October 26, 2018

I. Contact Information (Please print or type)

First Time Exhibitor (Include company literature for committee review)

Website _____

Company Name _____

If company last exhibited under a different name, what was it? _____

Address _____

City _____

State/Province _____

ZIP/Postal Code _____

Country _____

Official Contact _____

Title _____

Telephone _____

Email Address _____

Secondary Contact _____

Title _____

Telephone _____

Email Address _____

II. Machine Learning Showcase

Standard

Exhibitor Kiosk
\$5,000

Standard

Satellite Kiosk
\$3,750

Deluxe

Exhibitor Kiosk
\$10,000

Deluxe

Satellite Kiosk
\$7,500

Booth

\$35.50/sq. ft. + \$500/corner

Booth Dimensions

_____ X _____

Number of Corners

(_____)

Booth Number

(1st choice)

(2nd choice)

Rental Fee

III. Payment Information

Bank Wire Companies may wire payment to:

JP Morgan Chase Bank, NA ABA Transit #: 071000013
 10 South Dearborn St. Swift Code: CHASUS33
 Chicago, IL 60603 USA Account Number: 4184254

All fees associated with the wire transfer are the responsibility of the exhibiting company (approximately \$20 per wire transfer).

Check By sending your check to us, you authorize RSNA to convert the check into an electronic funds transfer. Please be aware that your bank account may be debited as soon as the same day we receive your payment.

Credit Card

Visa, MasterCard American Express
 Diners Club Discover

Amount Due (100%): \$ _____

Card Number _____

Exp Date _____

Name as it Appears on Card _____

X

Authorized Signature _____

IV. Agreement

Exhibitor agrees to abide by the Terms and Conditions and the 2018 Exhibitor Rules and Regulations which are made a part of this contract by reference and are fully incorporated herein. The undersigned is empowered to enter into contracts on behalf of the exhibiting company. This is not a binding contract until signed by RSNA.

X

Signature of Exhibitor Representative _____

Date _____

X

Radiological Society of North America _____

Date _____

Return your signed order form and payment to:

RSNA Technical Exhibits
 820 Jorie Blvd, Oak Brook, IL 60523-2251
 Secure Fax: 1-630-571-2198

Questions? Contact:

sales@rsna.org or
 1-630-481-1046

For RSNA Use Only

Date Received _____

VIA _____

Batch # _____

CO Number _____

Points _____

TEC: A T R _____ Date _____

RSNA Machine Learning Showcase Terms and Conditions

I. Application for Technical Exhibit Space

The application/contract must be signed by an authorized representative of your company and accompanied by a deposit of at least 25%. Additions, deletions or addenda to the original application must be made using the RSNA Technical Exhibit Space Change Form. No changes will be considered without an official written request. **INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED.**

II. Exhibit Eligibility

Medical devices and/or drugs which are subject to approval by the United States Food and Drug Administration or other government agency and which are to be exhibited at the RSNA meeting must be approved by the FDA or the appropriate agencies or authorities of the federal, state or local government. Devices not fully approved, or which qualify for an Investigational Device Exemption (i.e., PMA and/or 510(k) devices), must be identified as such to RSNA at the time of application. Likewise, medical devices and/or drugs to be exhibited which, under United States law, may be offered for sale outside the United States must be identified as such to RSNA at the time of application. Failure to disclose this information at the time of application may result in loss of exhibit space and forfeiture of all monies paid to RSNA. All products and services to be exhibited must be directly related to the teaching or practice of radiology and are subject to approval in its discretion by the RSNA Technical Exhibits Committee. Exhibitors participating for the first-time must submit current company or product literature. Exhibitors may display only those products and services which they regularly manufacture or distribute. Applications deemed ineligible by the RSNA Technical Exhibits Committee will be returned with exhibit space funds on deposit.

III. Exhibitor's Representatives

The application signatory or his/her designee shall be the official representative of the exhibitor, certify representatives and act on behalf of the exhibitor in all negotiations. Notification of violations of rules and regulations, which may result in immediate or future penalties to the exhibiting company, shall also be made in writing to the Chief Executive Officer.

IV. Exhibit Space Rental Rates

Space will be rented according to the categories listed below.

Standard Kiosk: \$5,000 / **Satellite Kiosk:** \$3,750

Deluxe Kiosk: \$10,000 / **Satellite Kiosk:** \$7,500

Booth Space: \$35.50/sq. ft. + \$500/corner

Preferred Exhibitor status is offered to exhibitors who continually support RSNA by repeating their attendance at the annual meeting and by complying with the Exhibitor Rules and Regulations. These companies are awarded Preferred Exhibitor status, as are all first-time exhibitors.

Standard Exhibitor Space Rate: \$53.25 per square foot, plus \$750 each corner.

Any company that has exhibited at any RSNA annual meeting in the last five years and has been found in violation of RSNA Exhibitor Rules and Regulations at the most recent RSNA meeting at which it exhibited will be charged the standard exhibit space rate. Written notification of violation(s) and exhibitor status will be sent to the official representative and Chief Executive Officer of the exhibiting company prior to the online posting of the Technical Exhibit Space Application/Contract for the next annual meeting.

V. Assignment of Exhibit Space

Exhibit space assignments will be conducted as outlined in the RSNA 2018 Booth Space Selection Process posted on the RSNA Website.

Point system, exhibitor status and exhibitor's preference or proximity to other exhibiting companies will be taken into consideration in determining booth location, subject to availability of space, booth design, configuration and services required such as water, drain and electricity. The preferences indicated are for guidance only and are not guaranteed.

RSNA reserves the right to rearrange the floor plan at any time. RSNA reserves the right to relocate exhibitors should it become necessary for causes beyond the control of RSNA or advisable in the best judgment of RSNA.

VI. Exhibit Space Payment Schedule

Technical Exhibit Space Applications/Contracts received during the on-site exhibit space selection process (November 27–November 29, 2017) must be accompanied by a 25% deposit of the total rental fee in U.S. funds drawn on a U.S. Bank. Exhibitors may also pay the entire amount at this time.

Payments should be made following these guidelines:

- **For applications/contracts submitted by March 31, 2018,** 25% of the exhibit space rental fee is due immediately. By April 1, 2018, an additional 25% is due for a total of 50% of the exhibit space cost. The remaining balance is due by July 1, 2018.
- **For applications/contracts submitted between April 1 and June 30, 2018,** 50% of the exhibit space rental fee is due immediately. The remaining balance is due by July 1, 2018.
- **For applications/contracts submitted after July 1, 2018,** 100% of the exhibit space rental fee is due immediately.

Checks should be made payable to Radiological Society of North America, Inc. By submitting your check, you authorize RSNA to convert the check into an electronic funds transfer. Please be aware that your account may be debited as soon as the same day your payment is received. The following credit card will be accepted, American Express, Diner's Club, Discover, MasterCard and Visa. The RSNA tax identification number is 15-0539115.

Exhibitors may wire transfer payment to:

JP Morgan Chase Bank, NA, 10 S. Dearborn St., Chicago, IL 60603 USA

ABA Transit Number: 071000013

Swift Code: CHASUS33

Account Number: 4184254

All fees associated with wire transfers are the responsibility of the exhibiting company (approx. \$20 per wire transfer).

VII. Cancellation/Refund of Exhibit Space Fees

Written notification of cancellation or reduction of exhibit space must be received by the RSNA Technical Exhibits Department on or before the dates specified below, and is subject to the following refund provisions as outlined in the Exhibit Space Payment policy.

- If space is canceled or reduced before December 31, 2017, a full refund will be made or credit issued for the amount of space that has been reduced.
- If space is canceled or reduced between January 1, 2018, and March 31, 2018, 25% of the rental fee for the canceled space will be due to RSNA.
- If space is canceled or reduced between April 1, 2018, and June 30, 2018, 50% of the rental fee for the canceled space will be due to RSNA.
- If space is canceled or reduced after June 30, 2018, the exhibitor shall remain liable to RSNA for the total rental fee for the space canceled.

Refunds for reduced space will not be remitted until after RSNA 2018 has occurred and issued in the same form as received. Wire transfer payments will be refunded via check in U.S. dollars. Space not claimed and occupied prior to 1:00 p.m. on Saturday, November 24, 2018, for which no special arrangements have been made with RSNA, may be resold or reassigned by RSNA without obligation on the part of RSNA to refund exhibit fees, and without obligation to assign the contracted exhibitor to another space.

VIII. Subletting of Space

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.

IX. Insurance and Liability

The exhibitor shall be fully responsible for any claims, liabilities, losses, damages or expenses relating to or arising from an injury to any person or any loss of or damage to property where such injury, loss or damage is incident to, arises out of, or is in any way connected with exhibitor's participation in the exhibition (except as otherwise provided in the Lease Agreement between RSNA and McCormick Place). It is the exhibitor's sole responsibility to obtain, at its own expense, any or all licenses and permits to comply with all federal, state and local laws and city of Chicago ordinances for any activities conducted in association with or as part of the RSNA annual meeting. The exhibitor shall protect, indemnify, hold harmless and defend RSNA, its officers, directors, agents and employees against all such claims, liabilities, losses, damages and expenses, including reasonable attorney's fees and costs of litigation; provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence of RSNA, its officers, directors, agents or employees.

Exhibitors must maintain general public liability insurance against claims for personal injury, death or property damage incident to, arising out of or in any way connected with the exhibitor's participation in the exhibition, in an amount of not less than \$2 million for personal injury, death or property damage in any one occurrence. Such insurance must include coverage of the indemnification obligations of the exhibitor under the Exhibitor Rules and Regulations must cover RSNA as an additional named insured. Each exhibitor is responsible for obtaining, for its protection and entirely at its expense, such property insurance for its exhibit and display materials as the exhibitor deems appropriate.

Any policy providing such property insurance must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against RSNA, its officers, directors, agents or employees. All agents or representatives performing services at McCormick Place directly for an exhibitor, other than the exhibitor's employees, must provide RSNA with original certificates of insurance at the same time a request for an exception under Rule 7 of the RSNA Exhibitor Rules and Regulations is made. In the event any part of the exhibit hall is destroyed or damaged so as to prevent RSNA from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in the event occupation of assigned space during any part or the whole of the exhibition period is prevented by strikes, acts of God, national emergency or other causes beyond the control of RSNA, the exhibitor will be charged for space during the period it was or could have been occupied by the exhibitor; and exhibitor hereby waives any claim against RSNA, its directors, officers, agents or employees for losses or damages which may arise in consequence of such inability to occupy assigned space, it's sold claim against RSNA being for a refund of rent paid for the period it was prevented from using the space.

X. Exhibitor Rules and Regulations

The exhibitor understands and agrees that the RSNA 2018 Exhibitor Rules and Regulations, posted on the RSNA Website, are an integral and binding part of this contract.