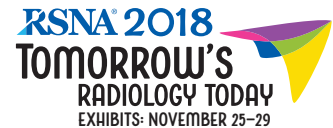


RSNA Technical Exhibits

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



RSNA Start-up Showcase

Deadline: October 31, 2018

Engage with radiology professionals, network with industry experts and present your products or services to potential investors—be a part of the RSNA Start-up Showcase!

As medical technology spurs new innovations, an increasing number of start-up companies in the healthcare sector are seeking investors, networking partners and increased sales. The Start-up Showcase offers an easy turn-key experience for emerging companies to reach early adopters and important decision makers. Plus, show floor signage and targeted marketing collateral, both before and during the annual meeting, will help drive attendee traffic to the Showcase.

To apply for the Start-up Showcase, complete the application by October 31, 2018. For more information, contact 1-630-481-1046 or sales@rsna.org.

Eligibility Requirements:

- Company must be incorporated for less than 5 years and have a tax ID
- Company must have less than 40 employees
- Company revenue must not exceed \$10M
- Company must not exceed \$20M in funding
- Product/service must be related to medical imaging and approved by the RSNA Technical Exhibits Committee. Any technology must be demonstrable as a prototype or software mock up. No paper concepts will be considered
- Product/service cannot be implemented in more than 10 institutions
- Resellers of existing products are not eligible
- Companies that previously exhibited with a booth at the RSNA annual meeting are not eligible
- Participation in the Start up Showcase is limited to two years. 2017 Start-up Showcase participants may be eligible to apply for a second year at the Year 2 rate
- Companies purchased or funded by a current or previous RSNA exhibitor are not eligible

RSNA will provide:

- White locking storage cabinet*
- 2 stools*
- 2M backwall (includes company ID, RSNA branding and an opportunity for company creative)
- 10 amp electrical
- Complimentary public WiFi; if you are relying on the internet to showcase your product or service we strongly recommend purchasing a wired internet connection through the RSNA net service
- 2 complimentary exhibitor badges (additional badges can be purchased)
- Company will be listed in the online exhibitor listing, Meeting App and Technical Exhibits Guide
- Company will earn 4 historical priority points toward future exhibit participation

Cost: Year 1: \$2,000 / Year 2: \$2,850

**Additional items can be rented at the expense of the exhibitor; the same model must be rented.*

Meeting Details and Guidelines:

- The Start-up Showcase will be located in the Technical Exhibits, South Hall, adjacent to the First-Time Exhibitor Pavilion
- **Exhibit Hours:**
 - Sunday, November 25–Wednesday, November 28, 2018*
10:00 AM to 5:00 PM
 - Thursday, November 29, 2018*
10:00 AM to 2:00 PM
- Kiosk must be staffed for the entire meeting.
- One company per applicant. Kiosk sharing is prohibited.

Deadline:

Application deadline is Wednesday, October 31, 2018 at 4:00 PM CT.

Product Categories:

- 3D Printing & Image Printing Systems
- Advanced Visualization/
Augmented Reality/Virtual Reality
- Angiography, Cardiac and Vascular
- Biopsy
- Bone Densitometry
- Business/Departmental Management
- Computed Tomography
- Consulting Services
- Contrast Agents/Pharmaceuticals
- Darkroom Equipment and Supplies
- Dental Imaging
- DICOM
- Educational Products and Services
- Electronic Health Records
- Enterprise Imaging
- Film-Screen Systems and Viewers
- Fluoroscopy
- Furniture
- Imaging Services
- Information Systems (RIS & HIS)
- Interventional Radiology
- Lithotripsy
- Machine Learning/
Computer-Aided Diagnosis Systems
- Mammography
- Monitors/Viewing Systems
- MRI
- Nuclear Medicine
- PACS
- PET
- Pre-Owned Equipment
- Quality Assurance/Safety Control
- Radiography
- Software/IT Services
- Therapeutic Radiology
- Ultrasound
- X-ray

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

RSNA Start-up Showcase Application

Deadline: October 31, 2018

I. Contact Information (Please print or type)

Official Contact	Telephone	Email Address	RSNA Member
Alternate Contact	Telephone	Email Address	RSNA Member
Company Name			
Address			
City	State/Province	ZIP/Postal Code	Country
Website			

II. Company Information

Are you affiliated with a university? If yes, which university(s)?

Are you coming from an accelerator, incubator or other type of group? If yes, what is the name of the company?

How many full-time employees do you have? Does your company have a board? If yes, how many members

III. Company Leadership

Provide names of key personnel involved with your company.

Chief Executive Officer

Chief Technical/Chief Science Officer

Chief Medical Officer

Director of Clinical Research

Medical Advisor(s):

IV. Company Finances

Is your company currently generating revenue? If yes, how much revenue was earned in 2017? How much funding have you received in total to date?

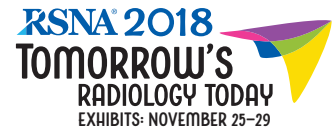
What is your current funding stage?

List the key investors that provide funding

Name	Amount (\$)	Date of funding (MM/DD/YYYY)
Name	Amount (\$)	Date of funding (MM/DD/YYYY)
Name	Amount (\$)	Date of funding (MM/DD/YYYY)

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V. Product Information

List the medical imaging product/service which you would display at RSNA 2018

Product Name

What product categories apply? (See page 1 for list of categories)

Product Description

Product Status

Have you achieved regulatory approval?

If yes, where?

Is your product currently in use in any healthcare practices?

How many?

Which institutions?

VI. RSNA Participation

What do you want to achieve by exhibiting within the Start-up Pavilion at RSNA 2018? (650 characters max.)

VII. 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

Start-up Showcase Kiosk: Year 1: \$2,000 Year 2: \$2,850

Card Number

Exp Date

Name as it Appears on Card

X

Authorized Signature

VIII. 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 Exhibition Services
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

SU:

A R

_____ Date

RSNA Start-up Showcase Terms and Conditions

I. Application for Start-up Showcase

The application/contract must be signed by an authorized representative of your company and accompanied by full payment. 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. Showcase Eligibility

All Start-up Showcase Applicants must be reviewed and approved by RSNA. The following are guidelines for acceptance:

- Company must be incorporated for less than 5 years and have a tax ID
- Company must have less than 40 employees
- Company revenue must not exceed \$10M
- Company must not exceed \$20M in funding
- Product/service must be related to medical imaging and approved by the RSNA Technical Exhibits Committee. Any technology must be demonstrable as a prototype or software mock up. No paper concepts will be considered
- Product/service cannot be implemented in more than 10 institutions
- Resellers of existing products are not eligible
- Companies that previously exhibited with a booth at the RSNA annual meeting are not eligible
- Participation in the Start-up Showcase is limited to two years. 2017 Start up Showcase participants may be eligible to apply for a second year at the Year 2 rate
- Companies purchased or funded by a current or previous RSNA exhibitor are not eligible

III. Company'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. Company's Rental Rates

Start-up Showcase kiosk will be rented at Year 1: \$2,000 USD / Year 2: \$2,850 USD.

Kiosk will include:

- 2M backwall with company identification
- White locking storage cabinet
- 2 Stools
- 10 amp electrical service
- Complimentary public WiFi; if you are relying on the internet to showcase your product or service we strongly recommend purchasing a wired internet connection through the RSNA net service
- 2 complimentary exhibitor badges
- Complimentary exhibitor listing

V. Assignment of Exhibit Space

Start-up Showcase assignments will be conducted at the discretion of RSNA.

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

Applications must be accompanied by full payment at the time of submitting application to RSNA. Payment must be drawn on a U.S. Bank.

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 after June 30, 2018, the exhibitor shall remain liable to RSNA for the total rental fee for the space canceled.
- Space not claimed and occupied prior to 1:00 PM 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.
- If Start-up Showcase Application is not accepted by RSNA, full refund will be issued to the applicant.
- RSNA reserves the right to cancel the Start-Up Showcase if at least ten qualified applicants are not received. If canceled, all applicants will be refunded.

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.