



ENGAGE WITH CLIENTS.
PROMOTE YOUR BRAND.
EXHIBIT WITH RSNA.

RSNA® 2018
TOMORROW'S
RADIOLOGY TODAY



104TH SCIENTIFIC ASSEMBLY AND ANNUAL MEETING
McCORMICK PLACE, CHICAGO

EXHIBITS: NOVEMBER 25–29, 2018

RSNA.org/Engage

Who is RSNA?

We are...

- » A dynamic, international society of radiologists and other medical professionals with over 54,000 members from 146 countries.
- » Host to the RSNA Scientific Assembly and Annual Meeting, the specialty's leading forum featuring the world's largest medical equipment exhibition, with products and services from nearly 700 manufacturers, suppliers and developers of innovative medical information and technology.
- » Thought-leading publishers of two top peer-reviewed journals: *Radiology*, one of the top-cited journals in the field, and *RadioGraphics*, the only journal dedicated to continuing education in radiology.
- » Your partner in reaching a highly targeted demographic to make new connections, increase sales and build your brand.



54,000+
Total Membership

GLOBAL MEMBERSHIP

RSNA members represent
146 countries around the world





FROM IMAGING TO AI,
MACHINE LEARNING
AND MORE, NEW
TECHNOLOGIES—AND
NEW OPPORTUNITIES—
ARE AT THE RSNA
ANNUAL MEETING.

Why Exhibit at RSNA 2018?

Nearly 700 companies exhibited at RSNA 2017 to showcase the latest in imaging products and technology to current clients and future prospects—and over 70% of RSNA 2017 exhibitors have already signed up for RSNA 2018. *There's a reason why 79% of RSNA exhibitors return every year.*

Whether you're a well-known business with long-standing recognition or a newly-formed start-up with nothing but a prototype and a big idea, you need to be at RSNA 2018—because even if you're not, your competition will be.

Your competition will be at RSNA 2018. Shouldn't you be, too?

Over 70% of RSNA 2017 exhibitors have already contracted for RSNA 2018.

WHO ATTENDS THE RSNA ANNUAL MEETING?

RSNA 2018 provides an unparalleled opportunity to reach key decision makers in an incredibly lucrative market. If you can only attend one event this year, this is the one to choose.

Every subspecialty within the field of radiology will be represented at RSNA 2018—and a booth in the technical exhibit halls will allow you to reach them all.

46% of trade show attendees go to only one trade show a year*—and RSNA is one of the largest medical equipment shows, giving you the opportunity to reach 25,000 professional attendees in a matter of days.

**Source: Exhibit Surveys, Inc. Tradeshow Benchmarks 2015, www.exhibitsurveys.com/trends*

WHO EXHIBITS AT RSNA?

From leading manufacturers of medical imaging equipment to leading-edge technology developers, service providers and more, virtually every business related to the field of radiology is at RSNA. Categories include:

- » 3D printing
- » Artificial intelligence
- » Computed tomography equipment
- » Cybersecurity
- » Electronic health records
- » Healthcare financial services
- » Machine learning/deep learning
- » Mammography equipment
- » Medical publishers
- » Monitors/viewing systems
- » MRI equipment
- » Oncology equipment
- » PACS technology
- » Radiography equipment
- » Teleradiology technology
- » Therapeutic radiology equipment
- » Ultrasonography equipment
- » Virtual & augmented reality technology
- » X-ray equipment



25,000
Professional attendees

12 hours
Average each attendee spends in our exhibit halls

77%
Attendees have a role in purchasing

HIGH VALUE NICHE MARKETING

According to a 2016 study by CEIR, the Center for Exhibition Industry Research, 90% of exhibitors polled rank participation in an exhibition as a leading means to develop, expand and reinforce brand awareness. Not surprisingly, 76% of these exhibitors are now taking part in more exhibitions than in past years and 81% plan to increase the number of exhibitions they do in the future.

RSNA 2018: REMARKABLE ROI

Imagine bypassing the gatekeeper to get straight to the person you need to make a sale—that's the power of a technical exhibit at RSNA 2018.

Over the next year, you and your team would have to meet with over 500 medical professionals a week—or about 74 per day—to achieve the same access to these valuable contacts at RSNA 2018. What's more, attendees of the RSNA annual meeting not only want to talk to you, but the majority are also directly involved in purchasing decisions for their organizations.

Those numbers mean remarkable support for your ROI—and when you also consider the important contacts you'll make for B2B networking, the value only increases.

*Medical industry sales are made at the RSNA annual meeting. At **\$35.50 per square foot**, exhibiting at RSNA 2018 isn't just cost-effective, it's the smartest business and marketing decision you'll make all year!*

STAKE YOUR CLAIM

Reserve your booth for RSNA 2018 now!

Increase brand recognition, generate new leads and strengthen relationships with key clients and purchasers. In a matter of days, RSNA 2018 gives you an unsurpassed opportunity to achieve more important face-to-face interactions than you might otherwise have all year.

Plus, because you'll have access to other dealers, distributors and equipment manufacturers as well, RSNA 2018 is an excellent value for networking and B2B sales.

ATTENDEES INCLUDE

- » Radiologists
- » Hospital Executives
- » C-Suite Executives
- » Physicians
- » IT Management
- » Practice Managers
- » Healthcare Consultants
- » Support Personnel

TOP SPECIALTIES

- » Diagnostic
- » Neuroradiology
- » Interventional
- » Breast
- » General
- » Musculoskeletal

Take the next
step. Book now
for RSNA 2018!

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





EXHIBIT SPACE THAT WORKS FOR YOU

The RSNA technical exhibits encompass more than 420,000 square feet in two halls at McCormick Place in Chicago. With multiple exhibiting options like inline and peninsula booths, island exhibits and featured areas, we'll help bring your brand to life.

RSNA also offers highly targeted options on the exhibit floor, including:

- » **First-Time Exhibitor Pavilion** Showcased within a highlighted destination in the South Hall, the First-Time Exhibitor Pavilion offers an efficient turnkey package to eliminate the guesswork when planning your first RSNA technical exhibit.
- » **Machine Learning Showcase** Feature your deep learning and artificial intelligence solutions! Located in the North Hall, the Machine Learning Showcase captures the energy of this breakthrough innovation and creates a convenient gathering point for attendees to not only learn more about this emerging area, but also network directly with companies on the forefront of this new technology. *Multiple exhibit, presentation and sponsorship opportunities available.*
- » **Start-up Showcase** Engage with radiology professionals, network with industry experts and present your innovative concepts, products or services to potential investors in the RSNA Start-up Showcase. An easy turnkey experience for emerging companies to reach early adopters and important decision makers, the Start-up Showcase will attract attendees looking for the latest in medical imaging.



EXHIBITING AT RSNA 2018 PUTS OUR SUBSTANTIAL MARKETING BUDGET TO WORK FOR YOU

Meeting guides, digital collateral, print materials, direct mail, advertising, e-blasts... RSNA expends an incredible amount of financial capital and human resources to promote the annual meeting.

Throughout the year, tens of thousands of hard copy marketing messages and hundreds of thousands of online impressions encourage attendance to the technical exhibit halls—and publications like the Technical Exhibits Guide and Meeting Central also include your company's information.

ESTABLISH BRAND RECOGNITION AND DRIVE TRAFFIC TO YOUR BOOTH

RSNA provides year-round promotional vehicles and special on-site sponsorship opportunities during the RSNA annual meeting. These opportunities will blanket the entire marketplace with your message, showcase your brand, produce leads and build interest in your products and services. The result? Increased sales that grow your bottom line.

- » Traffic generators
- » Corporate Symposiums
- » Lunch and Learns
- » RSNA 2018 print and digital options
- » High-impact signage
- » Attendee list rental

To learn more about sponsorship opportunities visit RSNA.org/Promote



Radiological Society
of North America

820 Jorie Boulevard, Suite 200
Oak Brook, Illinois 60523-2251 USA

IMPORTANT DATES

October 31, 2018

Exhibit Space Application Deadline

November 25–29, 2018

RSNA Technical Exhibits

Sunday–Wednesday | 10 AM–5 PM CT

Thursday | 10 AM–2 PM CT

TAKE THE NEXT STEP: BOOK NOW!

Secure your space at RSNA 2018 today!

Contact **1-630-481-1046** or sales@rsna.org
to apply now for RSNA 2018.

Visit [RSNA.org/Engage](https://rsna.org/Engage) to learn more.

Telephone: 1-630-571-2670

Toll Free: U.S. and Canada: 1-800-381-6660

Main Fax: 1-630-571-7837

RSNA[®] 2018
TOMORROW'S
RADIOLOGY TODAY

