

RSNA 2024 Booth Space Selection Process & Guidelines

RSNA 2024 Space Selection Process

RSNA 2024 will be held on December 1–5, 2024 with the Technical Exhibits open on December 1–4, 2024.

Anchor Exhibitor Space Selection

Based on RSNA 2023, the four (4) exhibitors with the most square footage of exhibit space as of October 31, 2023, will be deemed Anchor Exhibitors for RSNA 2024. These companies will be ranked in order based on their priority points and will select from predetermined anchor zones (A–E) indicated on the preliminary floor plan. No more than two anchors can select the same exhibit hall; thus, two anchors will be in the North Hall and two in the South Hall. Anchors will select their RSNA 2024 booth space via scheduled conference calls beginning Wednesday, November 8, 2023. Anchor space selection appointments will be announced on November 6, 2023.

Non-Anchor Exhibitor Space Selection

RSNA exhibitors that are not designated as Anchor Exhibitors for RSNA 2024 will be able to select their booth location according to the RSNA Technical Exhibits Priority Point System. The Priority Point System has been developed to recognize a company's support of RSNA and reward exhibitors for upholding meeting policies during their previous exhibit participation.

View the 2024 Priority Points System: [RSNA.org/2024-Priority-Point-System](https://www.rsna.org/2024-Priority-Point-System).

The 10 exhibitors with the most priority points will have a conference call with RSNA during the week of November 13. The remaining exhibitors will be assigned a timeslot during RSNA 2023 and will select space on-site.

RSNA 2024 on-site space selection appointments are scheduled for Sunday, November 26–Wednesday, November 29, 2023.

Your space selection appointment time is emailed to your primary contact in early November and is printed on the front of your onsite Welcome Folder that is dropped in your booth on Sunday morning. It is also available in the Exhibitor Portal under the "Priority Points" tile: [RSNA.org/2023-Exhibitor-Login](https://www.rsna.org/2023-Exhibitor-Login). Please contact RSNA Exhibition Services at exhibits@rsna.org if you cannot locate your appointment time.

The RSNA 2024 Technical Exhibits Space Selection Office is in the front of North Hall B at Booth 8500, behind the 3D Printing & Mixed Reality Showcase. Look for the hanging banner that says, "Space Selection." View office location on the floor plan map:

[RSNA.org/Space-Selection-Office](https://www.rsna.org/Space-Selection-Office)

Looking to contact the Space Selection Office directly? Please call 1-312-808-2100 for on-site assistance. Please note the Space Selection Office is staffed Sunday, November 26 through Wednesday, November 29. Prior to or after these dates, please contact RSNA Exhibition Services at 1-630-571-7850 or by email at exhibits@rsna.org.

Onsite Space Selection Instructions:

- 1. Check-in at the Welcome Desk.** RSNA staff will greet you and share important information with you. We recommend arriving 15 minutes prior to your scheduled time.
- 2. Review Floor Plan.** Computers will be available for you to preview the live floor plan that shows up-to-date booth space availability to help you make your final selection. Speak with RSNA staff to review the options and learn about combining booths to create your optimal size space. View the RSNA 2024 floor plan here: [RSNA.org/2024-Floor-Plan](https://www.rsna.org/2024-Floor-Plan).
- 3. Wait for Your Space Selection Appointment Time.** Enjoy a complimentary beverage and wait for your company name to be called. To preserve the integrity of the Technical Exhibits Priority Points system, RSNA requires you to wait until your scheduled appointment time to make your selection. We appreciate your patience.
- 4. Make Your Booth Selection.** Once your company name has been called, you will meet with staff to make your final booth selection. Selection will take place via a live floor plan in consultation with RSNA staff. Feel free to add any needed Meeting Suites or Headquarter Space during this appointment time. Each company is allowed five minutes to make their selection.
- 5. Contract for Space.** Once you have selected your space and confirmed your contact information, your RSNA 2024 Technical Exhibits Space Application/Contract will be electronically generated. You will review and digitally sign the application/contract.
- 6. Make Payment.** After signing the application/contract, you can make your 25% deposit by company check, wire transfer or credit card. If needed, you may choose to be invoiced and payment will be due by December 31, 2023.

7. **Confirmation Email.** Upon making your payment, your booth will be reserved, and your order will be completed. An email confirmation with the subject line, "Welcome to RSNA 2024 – Next Steps" will be sent to your company's primary contact from service@mapyourshow.com (be sure to add this email address and exhibits@rsna.org to your safe sender list).
8. **Make 2024 Hotel Reservations.** Before leaving the Technical Exhibits Space Selection Office, reserve your hotel rooms in Chicago for RSNA 2024. Deposits and hotel occupant names will not be required until September 2024. Exhibitors who reserve their RSNA 2024 hotel rooms by Friday, December 1, 2023, will earn two (2) priority points towards RSNA 2025 Space Selection. More information about Exhibitor Hotel Terms and Conditions can be found at: [RSNA.org/2024-Hotel-Terms-Conditions](https://rsna.org/2024-Hotel-Terms-Conditions).

Please note that exact booth space locations will be determined at the discretion of RSNA to best manage exhibit hall traffic and logistics.

Companies who cannot attend their pre-scheduled appointment are invited to submit a [Proxy Form](#) to RSNA no later than 4-hours prior to their appointment. This form grants RSNA permission to select exhibit space on your behalf based on your predetermined preferences. Complete Proxy Form details will be shared with exhibitors within their booth selection appointment invitation email.

Companies who miss their pre-scheduled appointment can select their space on a first-come, first-served basis after 4:30 p.m. on the day of their appointment.

Space requests from Standard Exhibitors will not be assigned until all Preferred Exhibitors have been assigned space during the On-site Exhibit Space Selection Process.

Remaining Exhibit Space

RSNA 2023 exhibitors who did not participate during the on-site booth selection process and new companies can apply for exhibit space beginning January 9, 2024, and will be assigned exhibit space on a first-come, first-served basis upon receipt of a signed Technical Exhibits Space Application/Contract and deposit.

RSNA 2024 Technical Exhibits Space Rental Rates

Preferred Exhibitor Space Rate: \$39 per square foot, plus \$650 for each corner (if applicable)

Premium Inline Space Rate: \$42 per square foot, plus \$650 for each corner (if applicable)

Preferred Exhibitor status is offered to exhibitors who continually support RSNA by returning for each year of 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.

Premium Inline Spaces are the booths near the Grand Concourse entrances to the Technical Exhibits. These booths are indicated on the floor plan and will be assessed the premium inline space rental rate. This area is reserved for exhibitors with inline and peninsula booths.

Any company that has exhibited at any RSNA annual meeting in the last five (5) years and has been found in violation of RSNA Exhibitor Rules and Regulations at the most recent RSNA annual meeting at which it exhibited, will be charged the standard exhibit space rate which is 50% greater than the Preferred Exhibitor space rate.

Additional Surcharges:

- Aisle space between contiguous booths of the exhibitor will be assessed a Contiguous Aisle Space surcharge at \$19.50 per square foot for Preferred Exhibitors. All setback rules outlined in Rule 9 of the Exhibitor Rules and Regulations apply to this area: [RSNA.org/2024-Rules-Regulations](https://rsna.org/2024-Rules-Regulations)
- Booths with two-story exhibits will be assessed a Second Level Space surcharge of \$19.50 per square foot for Preferred Exhibitors on the total square footage of the second level.

Please review [RSNA.org/Exhibit-Spaces](https://rsna.org/Exhibit-Spaces), for a complete list of exhibiting options and rates.

View the RSNA 2024 floor plan here: [RSNA.org/2024-Floor-Plan](https://rsna.org/2024-Floor-Plan). Select space at RSNA 2024 that makes sense for you – inline, peninsula, island, or mobile booth. You can also choose to exhibit in special interest areas, with either your primary booth or a secondary booth (available for a 25% discount):

AI Showcase

Share your breakthroughs and innovations in AI & Machine Learning in our largest showcase. Located in South Hall A, the AI Showcase is an exciting centerpiece attracting thousands of attendees who want to be at the forefront of this rapidly

developing technology. Attendees look forward to connecting with companies offering the latest radiology AI software and products and seeing the possibilities of AI firsthand in the RSNA AI Theater.

Preferred Space Rate: \$39/sq. ft. + \$650/corner

3D Printing & Mixed Reality Showcase

Located in the North Hall, this showcase highlights the latest products in 3D printing equipment and software, as well as mixed reality products like augmented reality, holography, and virtual reality.

Preferred Space Rate: \$39/sq. ft. + \$650/corner

Educators Row

This special area in South Hall A is designated for publishers and educational institutions. RSNA is committed to supporting the next generation of radiologists by highlighting the educational pipelines they stem from and by putting a spotlight on radiology research. Inline and island booths can select Educators Row at the time of application.

Preferred Space Rate: \$39/sq. ft. + \$650/corner

Recruiters Row

RSNA is the gathering place for the top minds—and talent—in the radiology field. Recruiters Row is the perfect place for organizations like yours to meet them. This dedicated pavilion features a professional portrait studio for headshots plus our newly expanded Career Resource Center, featuring interview rooms available for rental, a fireside chat presentation area and resources related to RSNA's Career Connect job board.

Preferred Space Rate: \$39/sq. ft. + \$650/corner

Satellite Space: Exhibitors who purchase secondary space in one of the above pavilions will receive a 25% discount on the space rate and corner fee. The secondary booth must be the same size or smaller to receive the satellite space rate. Eligibility requirements may apply.

Technical Exhibits Space Payment Detail

Technical Exhibits Space Applications/Contracts received during the on-site Space Selection Process (November 26 to November 29, 2023) 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. Exhibit space will not be held or confirmed until the appropriate deposit is received. If you need a proforma invoice, contact RSNA Exhibition Services at exhibits@rsna.org to request it.

Payment Details:

- 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.
- RSNA accepts the following credit cards: American Express, Diners Club, Discover, MasterCard, and Visa.
- The RSNA tax identification number is 15-0539115.

Technical Exhibits Space Payment Schedule

Payments should be made following these guidelines:

- For applications/contracts submitted through March 31, 2024, 25% of the exhibit space rental fee is due immediately. By April 1, 2024, an additional 25% is due equaling 50% payment of the exhibit space total fee. The remaining balance is due by July 1, 2024.
- For applications/contracts submitted between April 1 and June 30, 2024, 50% of the exhibit space rental fee is due immediately. The remaining balance is due by July 1, 2024.
- For applications/contracts submitted after July 1, 2024, 100% of the exhibit space rental fee is due when submitting application.

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).

Cancellation or Reduction of Exhibit Space

Written notification of cancellation or reduction of exhibit space must be received by the RSNA Exhibition Services Department on or before the dates specified below and is subject to the following refund provisions as outlined in the Exhibit Space Payment Policy section of your contract.

- If space is canceled or reduced by December 31, 2023, 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, 2024, and March 31, 2024, 25% of the rental fee for the canceled space will be due to RSNA.
- If space is canceled or reduced between April 1, 2024, and June 30, 2024, 50% of the rental fee for the canceled space will be due to RSNA.
- If space is canceled or reduced after June 30, 2024, the exhibitor shall remain liable to RSNA for the total rental fee for the space canceled.

Refunds for reduced space will be remitted after RSNA 2024 has occurred and issued in the same form as payment was 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 30, 2024, 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.

Technical Exhibits Priority Point System

The order of RSNA 2024 space selection is determined by each exhibitor's cumulative number of points as of October 31, 2023. Tie-breaker procedures will be utilized when multiple companies have earned the same number of priority points.

View the Technical Exhibits Priority Point System here: [RSNA.org/2024-Priority-Point-System](https://rsna.org/2024-priority-point-system).

The tied companies' points will be analyzed in the following order until one organization clearly outranks the other(s). The sequence for analysis will be: (1) historical points, (2) early hotel reservations points, (3) hotel reservations, (4) payment points, (5) Corporate Partner points, (6) booth size points, (7) virtual exhibit points, (8) ancillary space points and (9) alphabetical order of contracted company name - Z-A in odd years and A-Z in even years.

You can see your priority point total and your appointment time in the Exhibitor Portal under the "Priority Points" tile: [RSNA.org/2023-Exhibitor-Login](https://rsna.org/2023-exhibitor-login). The primary contact for your booth has been emailed your login information.

Questions

If you have questions about the RSNA 2024 booth space selection process, please contact RSNA Exhibition Services at exhibits@rsna.org. You can reach us by phone at 1-630-571-7850 or from November 20-30 at our onsite number 1-312-791-6600.