

Onsite Exhibitor Resources

Welcome to RSNA 2021! We are looking forward to your participation. Beginning November 22, you can find the RSNA Exhibition Services staff at McCormick Place in our onsite Technical Exhibit office located in South Hall A, behind booth 4704. If you need to reach us between November 22 and December 1, please call 1-312-791-6630 or email us at exhibits@rsna.org.

We're here to help ensure you have a successful experience at our 107th annual meeting!

RSNA has contracted with a team of floor managers to oversee the installation, operation and dismantling of the Technical Exhibits. These floor managers are not affiliated with any union or contractor providing labor or services at the RSNA annual meeting.

South Building Floor Managers: Claude Adomaitis and Tom Duffy

North Building Floor Manager: Sharon Vojtek

Technical Exhibition hours

November 28–December 1 | 10 AM–5 PM

Technical Exhibit booth numbers

South Building, Hall A.....1000–5999

North Building, Hall B.....6000–8900

Exhibitor Services locations

South Building, Hall A (Beneath Café A1 and A2)

North Building, Hall B (Next to the Food Service, northwest corner of hall)

Representatives from all official RSNA contractors are on hand to assist you with all your exhibit needs, including:

- Freeman, General Contractor: Freight, rigging, furniture, customer cleaning, decorating
- Freeman AV: AV equipment rental
- Freeman Electric: Electrical service and labor
- Datisis: Computer equipment rental
- CDS: Lead management service
- Floral Exhibits: Plant/floral rental
- ETS (McCormick Place): Phone and internet installation
- Oscar & Associates: Photography and video services
- Rock it Cargo: International freight forwarder

Emergency procedures

For all emergencies—fire, police and medical—dial 1-312-791-6060 or 6060 from any house phone. After notifying emergency personnel, notify RSNA security at 1-312-808-2102 or 2102 from any house phone.

General tips for speaking to McCormick Place Convention Center Security:

- Remain calm and explain the nature of the emergency
- State your name
- State the phone number from which you are calling
- State your exact location—if you are inside any of the exhibit halls, provide the letter/number of the nearest column.
- Do not hang up until you are sure no further information is required, unless there is an immediate threat to your safety.
- If conditions are safe, wait for the arrival of emergency personnel and assist in directing them to the appropriate location.
- If you cannot leave an ill or injured person to call security, call out loudly, "Help, medical emergency (and your location)."

Onsite resources

Installation and dismantle information

To assist with a smooth installation, all booth set-up times will be based on the RSNA Target Assignment Schedule.

Target assignments are based on exhibit size and complexity, proximity to freight doors, impact on surrounding exhibitors and the overall movement of freight within the exhibit hall. Every effort is made to provide the maximum allowable time exhibit (20 feet by 20 feet or larger), they have been assigned a target move-in date between Thursday, November 18 and Wednesday, November 24.

General installation will take place Friday, November 26 to Saturday, November 27.

*All booths must be show-ready by 9 AM on Sunday, November 28.

<i>Installation hours</i>	
November 18	8 AM–4:30 PM (Targeted Move-In)
November 19	8 AM–4:30 PM (Targeted Move-In)
November 20	8 AM–4:30 PM (No freight deliveries)
November 21	Exhibit hall closed
November 22–24	8 AM–4:30 PM (Targeted Move-In)

November 25	Exhibit hall closed
November 26–27	8 AM–4:30 PM
November 28	6–8 AM
<i>Dismantle hours</i>	
December 1	5–10 PM
December 2	8 AM–4:30 PM
December 3	8 AM–4:30 PM
December 4	8 AM–4:30 PM (No freight loading)
December 5	Exhibit hall closed
December 6	8 AM–noon

Please review rule numbers five and six in the [RSNA Rules & Regulations](#) document regarding specific installation and dismantling requirements. If you have any questions onsite, contact your floor manager or the Technical Exhibit office.

Early and late hall access procedures

If required, permission to work at 6 AM and/or extend work to midnight will be considered. Your floor manager or the Technical Exhibit office should be notified of your request by 2:30 PM. Crew size, times and booth location will be needed for security purposes.

Freight, drayage and ASUV

Freight receiving

Trucks can begin checking in at the marshalling yard two-hours prior to your target move-in assignment.

Your drivers will be directed to the McCormick Place Truck Marshalling Yard upon arrival. A dock location and number in line will be assigned to each shipment as it arrives, based on target assignment. Numbers are assigned on a first-come, first-served basis. Your shipment will be unloaded as dock space becomes available based on your driver's number in line.

Due to the large amount of freight being received, the time between arriving at the marshalling yard and unloading may be several hours (but is often much less).

- 7 AM targets will begin unloading by 11 AM
- 11 AM targets will begin unloading by 3 PM

Automobile and Small Utility Vehicles (ASUV) Policy

Exhibitors can load/unload materials from automobiles and small utility vehicles at designated McCormick Place docks using exhibitor-owned, non-motorized, non-hydraulic hand trucks and dollies.

This service will be available during **move-in** on Saturday, November 27 from 8 AM to noon and 12:30 to 4 PM. During **move-out** on Wednesday, December 1 this service will be available from 5 to 8:30 PM. Complete guidelines on this policy can be found in the [RSNA 2021 ASUV Policy](#).

Freight security

All freight deliveries (including cars and vans) will be checked at the marshalling yard and checked again before entering the McCormick Place complex. You can verify at the freight desk, located at the nearest Exhibitor Service Center, whether or not your shipment is in line.

Crates & cartons

Please be considerate of your neighboring exhibitors by limiting the amount of freight left in the aisles during setup.

If you must move your crates into the aisle to lay carpet, return the crates to your booth after the carpet is laid, until you are ready to have them removed. As you empty your crates, immediately label them with “empty” stickers so that they may be removed from the floor. “Empty” stickers can be obtained from the Freeman Services Area or any floor manager. We ask that all crates be removed from the exhibit floor by 6 PM on Saturday, November 27. If, at this time, you are still working from some crates, special arrangements must be made with your floor manager so the crates may remain in your exhibit space. No crates will be allowed in the aisles until after 6 PM.

At the close of the meeting, your crates will be returned to your booth as soon as possible, after all aisle carpet has been removed. This may take up to 6–8 hours.

When you have finished packing your exhibit for shipping, you must submit a complete, legible Material Handling Agreement (MHA) at the freight desk in the Exhibitor Services area. All invoices must be paid prior to receiving an MHA. Do not leave the MHA with your freight. If you have arranged for a specific carrier to handle your materials for outbound shipment, you must indicate the name of that carrier on the outbound MHA. If no specific carrier is indicated, the official drayage contractor (Freeman) will designate the most convenient carrier available. If your carrier does not show up, freight will be loaded at the contractor’s discretion.

Accessible storage area

Freeman may store your surplus of company literature or other items that may need to be accessed during the RSNA annual meeting in an accessible storage area. Please contact the Freeman Service Desk to make arrangements for storage and delivery of these materials.

Exhibitor Property Passes

Exhibitor Property Passes must be used when taking anything (except purses and briefcases) out of the exhibit hall during setup, meeting dates and tear down. Passes may be obtained from either security room or the Technical Exhibit office.

If you have any questions regarding your freight, please visit the Freeman Freight Desk or contact your floor manager for assistance.

RSNA green initiative and recycling

RSNA is committed to hosting one of the greenest and cleanest meetings in the industry. As a result, all exhibitors and Exhibitor Appointed Contractors (EACs) are strongly urged to work with our general contractor, Freeman, to remove waste and help with recycling efforts. The effectiveness of this recycling program relies upon maintaining separate streams for materials that can be reused and recycled.

Exhibit installation days

- Break down and flatten all corrugated boxes and place them at the edge of your booth—NOT in the aisles.
- Place all metal banding and wood separate from other trash at the edge of your booth.
- Trim out all visqueen by 4 PM on Saturday, November 27.
- Break down corrugated cardboard containers and place them at the edge of your booth. Each garbage can be located by columns in the aisles and will be paired with a co-mingled recycling container.

Exhibit dismantle days

- Break down and flatten all corrugated boxes.
- Roll up any carpet and padding and leave at edge of booth. Do not throw in open dumpsters.
- Remove any double-faced carpet tape.
- Separate wood, carpet, padding and metal banding from other waste in your booth.

Labor services

Labor and/or service orders placed in advance should be confirmed at your contractor's service desk immediately upon your arrival at the exhibit hall. Only labor orders scheduled for 8 AM starts can be guaranteed. All other orders will be filled on an availability basis.

Onsite orders will be filled on a first-come, first-served basis. If you will need labor at 8 AM or before, your order must be placed by 2:30 PM the day before the work is required. If you require labor beyond 4:30 PM, arrangements must be made prior to 2:30 PM that day.

As in the past, RSNA will not allow Exhibitor Appointed Contractor (EAC) service desks in the lobby areas or in the no freight/fire safety aisles in Halls A & B. All EACs must confine operations to the booth space of their clients.

No service desks, storage areas or other work facilities can be staged anywhere else in the building, unless a written request has been approved by RSNA and the official contractor prior to move-in.

McCormick Place labor is now observing new straight time (ST), overtime (OT) and double time (DT) work windows.

This set of windows offer more flexibility on start times as well as a much higher likelihood of completing a larger percentage of work on ST. Actual hours and rates for ST, OT and DT vary by trade. For specific hours and rates, inquire at the Exhibitor Services area at McCormick Place

Be sure to read and sign all bills for labor prior to the close of the meeting. Make sure all bills are legible and understandable before leaving McCormick Place. In cases where there appears to be a discrepancy, do not voice your objections directly to the craft personnel. Bring any such work orders to the appropriate service desk and address your concerns with the contractor's supervisory staff.

McCormick Place and labor management request the cooperation of everyone to inform McCormick Place security of any attempts to intimidate, steal, bribe or solicit a gratuity. These practices are strictly forbidden.

Holiday schedule (Thanksgiving Day)

There is no set-up or freight for Thursday, November 25 (Thanksgiving Day). Exhibit halls will be closed.

Exhibitor Bill of Rights

Exhibitors may perform work in a booth of any size. You can work within your booth using your own ladders or hand tools, cordless tools, power tools and other tools designated by McCormick Place. In addition to the work already permitted for exhibitors to perform, you may also perform the following work within your booth:

- Setting up and dismantling exhibits
- Assembling and disassembling materials, machinery or equipment
- Installing all signs, graphics, props, other decorative items and exhibitor drapery, including the skirting of exhibitor tables
- Delivering, setting up, plugging in, interconnecting and operating the exhibitor's electrical equipment, computers, audio-visual devices and other equipment
- Skidding, positioning and re-skidding all exhibitor materials, machinery and equipment using non-motorized hand trucks and dollies
- An exhibitor and exhibitor employees are prohibited at any time from using scooters, forklift, pallet jacks, condors, scissor lifts, scaffolding, motorized dollies, or similar motorized or hydraulic equipment on McCormick Place premises. [Click here](#) to review the complete McCormick Place Exhibitor Bill of Rights.

Please call 1-312-791-7299 if you have any questions or need clarification regarding the Exhibitor Bill of Rights. Leave a detailed message including your name, company name, phone number and date and time of the call. Your call will be promptly returned between the hours of 7 AM and 6:30 PM.

Exhibitor safety guidelines

RSNA is firmly committed to the safety of their exhibitors/meeting contractors and will do everything possible to prevent workplace accidents and is committed to providing a safe working environment.

During RSNA 2021, floor managers who represent RSNA are encouraged to report any unsafe work practice or safety hazard encountered.

All accidents/incidents (no matter how slight) are to be immediately reported to their supervisor on duty. This includes all meeting contractors (official and exhibitor-appointed) or senior staff person of the exhibiting company.

Utilities

Electrical installation

Electrical work during RSNA 2021 must be performed by one of Freeman Electrical's electricians.

However, exhibitors may deliver, set-up, plug-in, interconnect and operate their own electrical equipment, computers, audio-visual devices and other equipment. Freeman Electrical order forms can be found in the Exhibitor Service Kit under Official Booth Contractors.

Power and lights

During setup and dismantle, basic floor power and overhead lighting will be provided during standard move-in hours, 8 AM to 5 PM. For show days (November 27 to December 1), power and lights will be provided from 8 AM to 5 PM.

Extended power

Should you require power outside of the hours listed above during install/dismantle, extended power can be ordered for flat fee per day, in addition to the outlet price. Orders must be placed at the Freeman Electrical Desk in each building at the Exhibitor Service Center prior to 2 PM.

24-hour service

Should you require power at times other than the show hours listed above, special arrangements must be made prior to 2 PM on the day you will require 24-hour power. This service may be ordered for just one circuit or for the entire booth. Order only what you need, as 24-hour service will be billed at twice the unit price. You can place new orders or confirm your electrical orders at the Freeman Electrical Desk in each building at the Exhibitor Service Center.

Telephone service

McCormick Place Exhibitor and Technical Service (ETS) provides dial tone and telephone instruments at one flat rate on a rental basis.

You can place orders onsite at the ETS Desk in the Exhibitor Service Center. Advance order forms can be placed through the RSNA Exhibitor Service Kit under Official Booth Contractors.

Please note: You can reach any number within McCormick Place by dialing the last four digits of the number. However, calling from outside will require dialing the full number:

North Building, Hall B.....1-312-808-xxxx

South Building, Hall A.....1-312-791-xxxx

Internet services (RSNAnet)

Exhibitors who ordered Internet service in advance of move-in will find their connection at the location indicated on the submitted drop diagram.

All connections will be installed/activated by Friday, November 26. RSNAnet staff will test the cables at that time and tag them with the technical information specific to each company. New orders may be placed onsite at the RSNA Technical Exhibit office located in the South Hall near booth 4704.

Exhibitors are responsible for providing/renting the required equipment to complete their own network connection. Network hubs or routers can be rented through Datasis. If you require networking/fanning out of CAT 5 cables, you must place a labor order through McCormick Place Exhibitor & Technical Services. Please visit the Exhibitor Services Center to place an order.

Despite our best efforts, problems may occur with your connection. If you suspect that there may be a problem, please first determine if the source of the problem is inside the booth. If you have done this and still feel there is a problem, you should report the concern to the RSNAnet Help Desk at 1-312-949-3214.

Fire and Safety

Fire/safety inspections

Complete electrical and fire regulations have been included in the McCormick Place Guide found in the Official Booth Contractor section of the Exhibitor Service Kit. Inspectors from the City of Chicago Bureau of Fire Prevention will conduct inspections of exhibits during the installation period. These inspectors are completely independent of McCormick Place.

Electrical inspections

Electrical inspectors will verify that all wiring and electrical apparatuses are in compliance with the Chicago Electrical Code. If an inspector finds a violation, the apparatus will be marked with a red tag indicating the specific violation. Should a piece of equipment or display component be tagged, you must go to the Freeman Electrical Desk to arrange for electricians to correct the violation(s) indicated.

Compliance with the electrical inspector's recommendation(s) is required by law.

Fire inspections

It is advisable to review the fire regulations in your online Exhibitor Service Kit to verify that you are not in violation.

Fire inspectors will pay particular attention to exhibits:

- Containing large enclosures such as false ceilings, second decks, etc.
- Requiring extensive electrical service
- With storage areas and/or computer rooms
- With cartons stored behind booth drape (which are a violation of fire regulations and must be removed)
- Multi-level booths (which must have prior approval)

In cases where the enclosed area exceeds 1,000 square feet (93 square meters), a fire guard is required during exhibit hours. Should this occur, you will be advised by RSNA that such a recommendation has been made. RSNA will arrange for fire guards and will invoice the exhibitor after the meeting if arrangements have not been made by the exhibitor.

Photography and recording guidelines

Professional attendee

Exhibitors may not deny a reasonable request from an attendee to photograph or videotape an exhibit from the aisle.

Exhibitors

Registered exhibitor employees are allowed to photograph, and film/video record their own company's booth during exhibitor personnel access hours.

Exhibitors may request to use a third-party photographer or film/video crew for internal marketing purposes during published exhibit hours. Companies requesting a third-party contractor other than the designated official show contractor must complete and return the RSNA Booth Photography Request Form no later than 30-days prior to move-in of the RSNA annual meeting.

Request forms can be found in the Exhibitor Service Kit. Third-party contractors must adhere to the following guidelines:

- i. Photography and video recordings may occur only within the assigned exhibit booth of the requesting exhibitor. If requesting to record outside of the assigned exhibit booth, RSNA-appointed escorts are available for a fee, and paid for in advance by the individual exhibitor. Availability of official escorts is limited; escorts are assigned to exhibitors on a first-come, first-served basis.
- ii. All photographing, film/video recording activities must not interfere with setup, exhibition activities or teardown. Use of electrical lighting is prohibited.

- iii. Photography and video recording outside normal hours of operation are not permitted without prior approval of show management.
- iv. Register as an Exhibitor-Appointed Contractor and provide valid Certificates of Insurance (COIs) before receiving access to exhibit halls.

Refer to [RSNA Booth Photography/Videography Request Form](#) for complete guidelines.

Each exhibitor is responsible for controlling access to its booth(s) and may prevent non-qualified people (including exhibitor personnel) from gaining access to, photographing, and/or video recording contents of its exhibit or its presentations inside the boundaries of its rented space.

Contact an RSNA floor manager or the RSNA Exhibitor Help Center if you experience problems with another exhibitor videotaping your exhibit (if possible, photograph or video record the inappropriate activity for proof and ease of reference).

Registration: Health & Safety Checkpoint and badge pickup

Name badges are produced by using the company name submitted on the application/contract. The official RSNA badge must be worn at all times while at McCormick Place.

Each exhibiting company will receive five (5) complimentary badges for each 100 square feet of exhibit space purchased. There will be a \$50 fee assessed for each badge produced over the complimentary allotment. There are no refunds for badges purchased but not used.

Locations

All attendees, professional or exhibitor personnel that registered in advance can print badges at any of the two designated registration locations. [Vaccine validation](#) is required for all RSNA 2021 participants and is performed at our Health & Safety Checkpoint prior to badge pickup. New registrants can also complete their registration at these locations. A valid photo ID is required and business card including company name.

Hours of operation

Exhibitor Registration	Exhibit hours
<i>Lakeside Center East Building, Level 2, Hall E</i>	
Saturday, November 27–Thursday, December 2	7 AM – 5 PM
<i>South Building, Level 1 Room S100</i>	
Friday, November 26	8 AM–4:30 PM
Saturday, November 27–Thursday, December 2	7 AM–5 PM

It is a violation to admit a person eligible for general registration (radiologists, physicians, hospital support personnel, etc.) as exhibitor personnel. Violation of this rule will result in a priority point violation against the exhibiting company.

Badge reprint policy

In the event that you lose or forget your badges, a \$50 fee will apply for any additional badge reprints. This reprint fee applies to all registrants.

Exhibitor representatives must remain in your booth and are not admitted to the exhibit floor for the purpose of viewing other exhibits. Exhibitor personnel may not enter another exhibitor’s booth space without obtaining permission.

Badge information

Badge holders are color coded:

Yellow	(Members) Member, Member-in-Training, Student Member, AAPM Member (Non-members) Physician, Resident/Trainee, Student, Invited Guest, Physicist, Radiology Support Personnel, Healthcare Facility/IT Management, Commercial Industry Personnel, Healthcare Consultant, Investor/Venture Capitalist, RSNA Guest
Red	Technical Exhibits Pass
White	Staff, Contractors, Press
Blue	Exhibitor

Security and Lost & Found

In an effort to enhance the experience of each exhibiting company, please review the following security precautions to protect your property before, during and after the meeting.

RSNA will provide perimeter security of the exhibit floor during setup, meeting and move out. It is each individual exhibitor’s responsibility to safeguard items of a compact or valuable nature. Security guards are available for hire. Booth guards can be ordered at the security office in either exhibit hall located near booths 1000 and the Grand North Building Concourse Lobby.

Any precautions that you take are in your best interest. RSNA, Freeman and McCormick Place are not responsible for any loss or damage of merchandise. Nor are they responsible for personal injury to any exhibitor, respective employees, representatives or agents at any time.

Prior to the meeting

Never ship electronic equipment in the manufacturer’s carton. Either place the carton inside a larger crate or have a special container built. Do not list the contents on the outside of your crates. Number and manifest each crate prior to shipment.

Arrange for insurance to protect your exhibit and product against damage or loss from the time it leaves your premises until it returns. In most cases, a rider can be added to your present policies for a nominal cost.

During setup and move-out

Freight shipments are the responsibility of the exhibitor. If someone from your company cannot oversee the exhibit until it is loaded onto outbound carriers, items of a desirable nature should be brought to the security room. Arrangements for pickup can be made through Freeman or the security supervisor.

Keep in mind that items of a compact or valuable nature should never be left unattended. A security room is available free of charge for exhibitors to store these items overnight. This service is available from the beginning of move-in to the end of move-out.

Complete an accurate bill of lading for your shipper.

During the meeting

Exhibitors and their representatives must wear their official identification badges at all times while on the exhibit floor and in meeting rooms. These badges are issued for your protection and identification.

Badges must not be loaned or given to other individuals.

No one will be admitted to the show floor without the proper credentials. It is the responsibility of the exhibitor to obtain badges for each person working in the booth.

Overnight storage room

North Building..... Level 3, Grand Concourse Lobby
South Building.....Level 3, near booth 1000

To assist exhibitors in securing sensitive booth materials, RSNA and RSNA Security provides an overnight storage room in the security office in each hall to exhibitors at no charge.

This room is intended for overnight storage of valuable items such as small electronics (laptop computers, monitors, etc.) and proto-type merchandise. This service is available during all days of move-in, move-out and meeting dates. Exhibitor must be able to hand-carry the item each night and pick-up the next morning.

At the close of the exhibition, this service is again available for exhibitors' product and "pallet loads" of highly sensitive merchandise. While there would be a charge for the contractor to transport such pallets to the storage room, such cost would certainly be offset by the security provided.

Lost & Found

Grand Concourse Lobby
1-312-808-2004

Lost articles may be picked up in the Grand Concourse RSNA security office in the lobby.

First aid (non-emergencies)

Fully equipped first-aid stations are staffed by licensed medical professionals and located throughout McCormick Place:

- North and South Buildings, Level 2.5 Grand Concourse (west of the Business Center)
- Lakeside Center East, Level 1 (behind telephone bank)

Newsroom

South Building, Level 1, S105
1-312-791-6610

<i>Hours of operation</i>	
November 27	3–5 PM
November 28–December 1	8 AM–6 PM
December 2	8 AM–2 PM

RSNA will designate an area for the display of exhibitor news materials within the RSNA Newsroom. Exhibitor representatives are to check in at the newsroom’s main registration desk and leave materials with the receptionist. Exhibitors are encouraged to periodically check with the receptionist to determine the supply of news materials remaining.

Exhibitors must retrieve leftover materials from the newsroom by 1 PM on Thursday, December 2 or they will be discarded.

RSNA press releases

Information about RSNA 2021 presented to the news media will be featured in the media section of RSNA.org/Media.aspx.