



ENGAGE
PROMOTE
PARTNER

RSNA.org/Promote



RSNA[®]
Radiological Society
of North America

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► ENGAGE

The platform you need to reach the right audience. RSNA lets you speak directly to radiologists, C-Level executives, health care consultants, IT personnel and other key decision makers you want to reach.

About RSNA 2

► PROMOTE

The power to tell your story. Whether you need a highly visible onsite promotional vehicle or a year-round opportunity, RSNA gives you strategic tools to increase your brand awareness and improve your bottom line.

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► PARTNER

The partner you want to do business with. Our Corporate Partners Program rewards your loyalty with opportunities to increase your visibility, earn Technical Exhibit Priority Points and maximize your ROI.

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ENGAGE

DEVELOP NEW BUSINESS AT RSNA 2022

If it happens in the world of medical imaging, it happens at RSNA first. This is the center of radiologic innovation, sales and thought leadership.

This once-a-year event has brought together an average of **24,500+ professional attendees** per year over the last five years. They're ready to buy. And they want to meet you.

You have direct access to medical imaging's decision makers, industry leaders and influencers representing every subspecialty in radiology. Plus, you'll have access to thousands of physicians and health care professionals from around the globe.

Your presence at RSNA positions your brand as an industry leader—and an RSNA sponsorship further solidifies that position in the minds of decision makers.

Sponsorships drive more traffic to your booth and provide more opportunities to meet potential clients who are ready to purchase. Reach maximum engagement as an RSNA 2022 sponsor.

DECISION MAKERS ARE HERE



24,500+

Professional Attendees.
*(average meeting
attendance 2016–2020)*



94%

Of attendees report
the quality of the
Technical Exhibits are
very good or excellent.



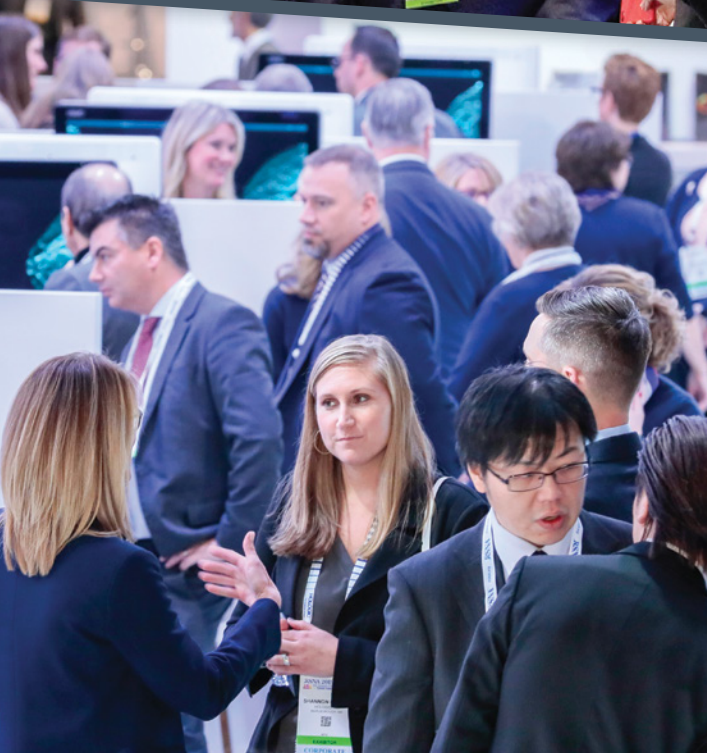
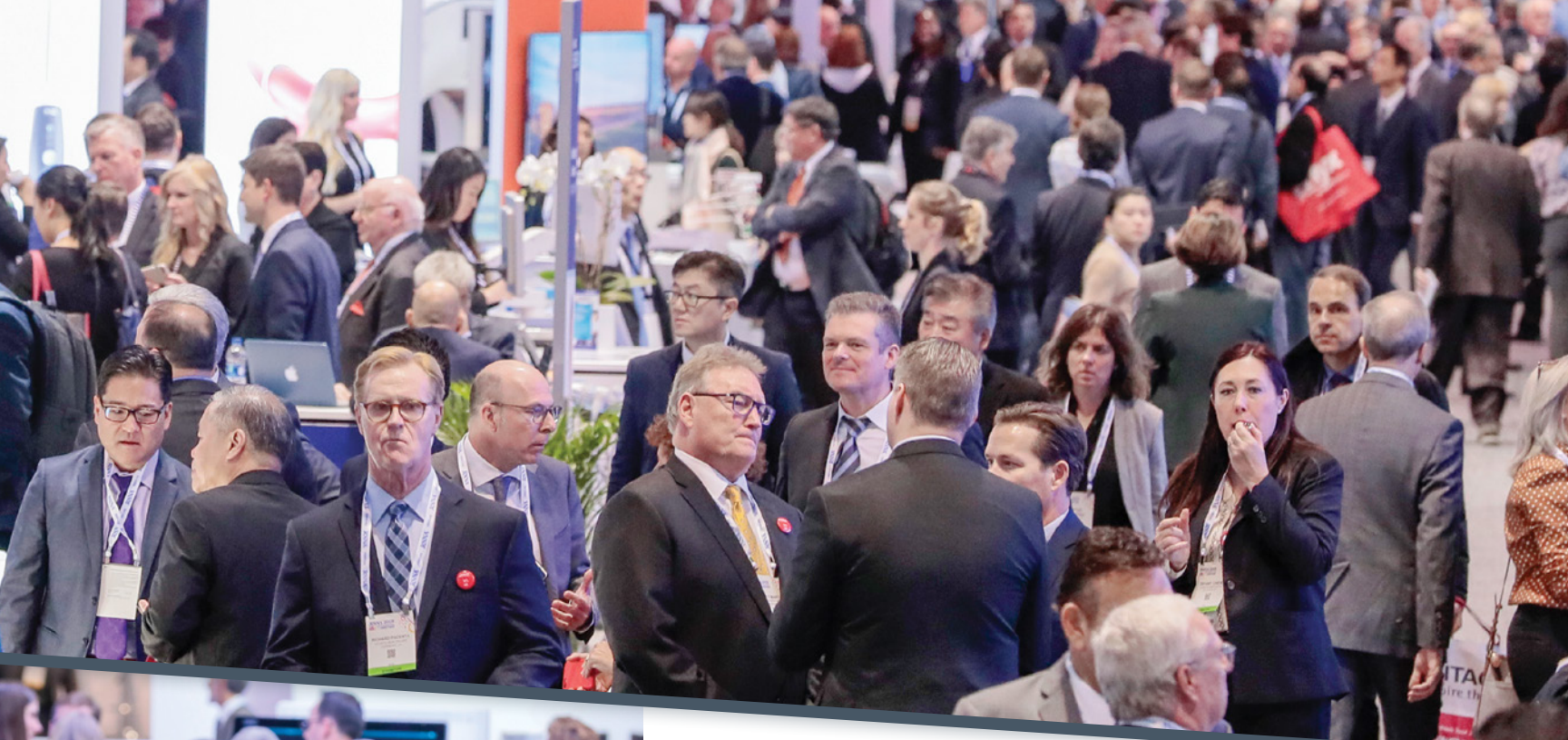
72%

Of attendees are
looking for new
products or vendors.



77%

Of attendees play
a role in purchasing.



ATTENDEES INCLUDE

- ▶ Radiologists across all subspecialties
- ▶ Health care system CEOs, CIOs and CFOs
- ▶ Radiology department heads
- ▶ Hospital directors and administrators
- ▶ Practice managers
- ▶ Biomedical and clinical engineers
- ▶ IT executives and managers
- ▶ Health care consultants
- ▶ Physicians and physicists
- ▶ Decision makers
- ▶ Influencers and industry leaders

TOP SUBSPECIALTIES

- ▶ Breast (imaging and interventional)
- ▶ Neuroradiology
- ▶ Musculoskeletal
- ▶ Gastrointestinal
- ▶ Chest Radiology
- ▶ Cardiac Radiology



PROMOTE

RSNA 2022 OPPORTUNITIES: PUT YOUR BRAND FRONT AND CENTER

Build name recognition. Drive traffic to your exhibit. Make more sales. RSNA 2022 sponsorship opportunities are designed to help you reach your goals.



► PRE-MEETING OPPORTUNITIES

Build interest in your brand with pre-show promotional opportunities that encourage attendees to visit your booth when attending RSNA 2022.

Attendee Registration Mailing List Rental

Reach prospects by mail before the show and attract them to your booth with your message or special offer for RSNA 2022.

\$0.15/name, \$75 order minimum

(Plus postage & shipping)

Attendee Acquisition E-Blasts

Get your company's message out to thousands of radiologists, hospital executives and leaders in imaging before they register for RSNA 2022. Reach this target audience of RSNA members and past attendees early by including your banner in e-blast communications leading up to the annual meeting. Only one sponsorship is available per e-blast, so your message will be front and center.

Starting at \$5,000

Meeting Announcement E-Blasts

Thousands of registered attendees will see your company's banner in one of RSNA's pre-meeting e-newsletters featuring meeting highlights and activities. Two sponsorships available per e-blast.

Starting at \$4,000

Registration Confirmation E-Blasts

Include your banner on every registration email sent for an entire month. Every time an attendee registers or updates their registration, they'll receive a confirmation email with your message.

\$7,500/month

Registration Website Banners

Showcase your company with a banner on the RSNA registration website—the tool attendees must use to register for the meeting. Two positions available each month.

Starting at \$2,000/month

RSNA Pre-event Homepage Spotlight

Promote your presence at RSNA leading up to the meeting with a promotional video on the pre-event page. As attendees plan their meeting agenda and booth visits throughout November, your five-minute prerecorded video will be prominently featured on the pre-event page. You can provide a brief description, and attendees will click on a screenshot of your video to watch the recording on your website. This opportunity is limited to ten exhibitors, giving you a unique opportunity to tease your newest product or innovation and encourage booth appointments.

\$10,000

Sponsored E-Blasts

Send your customized HTML message to RSNA attendees via email before, during and after RSNA 2022 to increase your visibility at the meeting and stay top of mind.

Availability

- 13 pre-meeting e-blasts
- 5 meeting week e-blasts
- 10 post-meeting e-blasts

Starting at \$15,000 Targeting options available for an additional fee of \$2,500 (limit one per company)

► THOUGHT LEADERSHIP

Educate RSNA attendees and establish your company as a leader in the industry.

Corporate Symposium

Host your own Corporate Symposium for RSNA attendees onsite at McCormick Place during the annual meeting. Your educational program will be listed in the online meeting program and will be open to all attendees. Signage outside the classroom will provide additional recognition for your company and session. Corporate Symposiums are available Sunday, November 27 to Wednesday, November 30.

\$25,000 *Live streaming into the RSNA Meeting Platform to engage with remote attendees is available for an additional fee of \$3,000.*

Lunch & Learn

Host an informational, non-CME educational presentation or procedural instruction during the annual meeting. Companies can invite key prospects to attend and engage with new leads in a meaningful way. The sponsor must provide boxed lunches using the official annual meeting caterer. Three spaces are available each day Sunday, November 27 to Wednesday, November 30.

\$15,000 *Live streaming into the RSNA Meeting Platform to engage with remote attendees is available for an additional fee of \$3,000. (boxed lunches not included)*

Medical Education Grants

Support an educational track or individual course at RSNA 2022 with an unrestricted educational grant. Supporters are acknowledged in the meeting program and on signage outside the classroom.

Starting at \$12,500

AI Theater Presentation

Demo and highlight your product or service with a 15-minute presentation in this open-air theater. It's centrally located in the middle of the AI Showcase action, which uniquely positions you to better engage with audiences interested in AI. Limit one presentation per AI Showcase exhibitor.

\$3,500

Satellite Symposium

Host an off-site function, including an educational program, promotional presentation or procedural instruction, before or after RSNA 2022 hours.

\$5,000

Vendor Workshop

Give potential or current customers first-hand experience on your systems by offering user training and product instruction in a Vendor Workshop. This unique classroom space is located on the exhibit floor, so exhibitors can conduct sessions in a classroom setting near all the excitement.

Starting at \$30,000

Third-party CME Symposium

Third-party CME providers may host an educational session supported by an unrestricted educational grant from a company related to medical imaging during the week of the RSNA annual meeting. Third-party CME providers will work with RSNA to determine time, location and format for an in-person or virtual session. *Multiple rates and formats available. Inquire for more details.*

► VIRTUAL PRESENTATION OPPORTUNITIES

Virtual Industry Presentations and Events

Host your own 60-minute industry presentation or event to engage with RSNA attendees beyond the meeting. Whether you want to host a panel discussion, a happy hour, networking event, virtual hands-on experience or lecture, the possibilities are endless. All sessions must have a prerecorded video and can have up to six speakers join for a live onscreen Q&A.

\$15,000

Virtual Product Theater

RSNA exhibitors can launch a new product, highlight solutions or provide a demonstration in this 30-minute, non-CME virtual presentation held in the RSNA 2022 meeting platform. The presentation will include a prerecorded video followed by a live Q&A with up to two speakers. Your speakers can join the virtual session from any location with internet access from your overseas office to your exhibit at RSNA 2022. Attendees can see the full schedule of the Product Theater presentations taking place throughout the week in the agenda to plan their schedules.

\$7,500

► SIGNAGE

Drive attendees to your booth with highly visible signage throughout McCormick Place.

Banners

- Grand Concourse: **\$25,000**
- North Hall Lobby: Starting at **\$12,500**
- Outdoor: **\$25,000**
- Walkway: **\$11,000**

Billboards

- Grand Concourse: **\$7,500**
- Transportation Lobby: **\$5,000**

Table Decals

- North Hall: Starting at **\$7,500**

Pillars and Column Wraps

- Column Wraps: Starting at **\$6,000**
- Grand Concourse Pillars: **\$25,000**
- North Hall Lobby Pillars: **\$20,000**

Stairs/Escalators

- Escalator Runners: Starting at **\$10,000**
- Stair Graphics: **\$15,000**

► ATTENDEE RESOURCES

Get your brand noticed when your message appears in valuable attendee resources during RSNA 2022.

Daily Bulletin

RSNA's official newspaper provides meeting news, hot topics and new product and service information from exhibitors. Include your message in this daily resource. *Available Sunday, November 27 to Thursday, December 1.* Sizes: 1/8 page to 2-page spread

Starting at \$6,950 for five days

Wraparound band (available Sunday only): \$15,000

Daily Bulletin Technical Exhibits Focus Article

Prominently feature your company's story in the RSNA 2022 Daily Bulletin, the meeting's official daily newspaper. Thousands of attendees read the meeting newspaper each day, both in print and online. Daily Bulletin article sponsors can maximize their visibility with a quarter-page promotion beside their article for an extra fee.

\$10,000 (limit one article per exhibitor)

\$3,000 (quarter page promotion beside your article)

Meeting Guide

The must-have, go-to resource for all things annual meeting, the RSNA Meeting Guide is in attendees' hands all week long. With vital transportation information, dining locations, maps and more, copies are distributed throughout McCormick Place. Full pages and covers II, III and IV are available.

Starting at \$6,950



Meeting Guide Bookmark

Highlight your message on a bookmark for the meeting's highly sought-after planning resource inside the annual meeting pocket guide. Your message is reinforced every time an attendee uses the guide.

\$25,000

Technical Exhibits Guide

Make your brand stand out from the crowd. Copies of this guide are available at each entrance to the Technical Exhibit halls. Include your message in the best source for navigating the technical exhibits, including floor plans and booth numbers.

Starting at \$6,450

RSNA Journals Editors' Choice Digest

Place your company's message on one of only three high-profile positions in this new supplement. It will contain a selection of the latest and greatest articles from RSNA's journals including *RadioGraphics*, *Radiology*, *Radiology: Artificial Intelligence*, *Radiology: Cardiothoracic Imaging*, and *Radiology: Imaging Cancer*. These journals serve as the authoritative reference for the most current, clinically relevant and highest-quality research in radiology.

Starting at \$4,000

► EXHIBIT HALL SHOWCASES

Our exhibitor showcases and special interest areas offer your company the opportunity to highlight your solutions in targeted areas on the RSNA 2022 exhibit floor. All showcases include satellite exhibiting opportunities that allow you to reach a highly targeted audience in addition to your primary booth. You can also secure high-profile branding in some of these specialized areas.

AI Showcase

This central hub for all things AI and machine learning is one of the most popular destinations at the annual meeting. Position your brand as an AI leader with multiple exhibiting and sponsorship options designed to fit your needs.

Exhibiting Options

Exhibit space: \$37.50 per square foot, plus \$600 per assigned corner
(based on availability)

3D Printing & Mixed Reality Showcase

Exhibitors can showcase their 3D printing equipment and software, as well as mixed reality products like augmented reality, holography and virtual reality in this exciting space.

Exhibiting Options

Choose a booth that will allow your company to network with key prospects and demonstrate your products.

Exhibit space: \$37.50 per square foot, plus \$600 per assigned corner *(based on availability)*

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 to meet with potential candidates onsite at RSNA. And don't forget to post new jobs on RSNA's online job board platform—Career Connect.

Exhibit space: \$37.50 per square foot, plus \$600 per assigned corner *(based on availability)*

Satellite Location Discount

Exhibitors that purchase satellite booths or kiosks in any of the showcases or special interest areas—in addition to their primary booth space—will receive a 25% discount toward their secondary space. *Eligibility and exclusions apply.*





► TRAFFIC GENERATORS

Catch attendees' attention and drive additional traffic to your booth with these high-impact sponsorships.

5k Fun Run

Stand out as the exclusive sponsor of the RSNA R&E Foundation 5k Fun Run with pre-meeting recognition in the RSNA 2022 direct mailer, promotional meeting e-blasts, *RSNA News* magazine and *RSNA Insider* e-newsletter.

During the annual meeting, your logo will be included in the RSNA 2022 Meeting Guide, on race day signage, and on participant t-shirts in addition to coverage in the *Daily Bulletin* and post meeting inclusion in the *RSNA R&E Foundation Focus* newsletter.



\$25,000

AI Showcase Sponsor Package

Establish your company as a leader in AI and receive high-impact recognition as a sponsor. Your company will realize significant brand exposure at this very popular showcase and gain traction with prospects before, during and after RSNA. This offering is limited to three companies.

\$50,000

Aisle Signage

Include your branding and booth number on highly visible directional signage that helps attendees find their way around the exhibit halls. This great marketing opportunity puts your brand on the front and back of every aisle sign.

Both Halls: \$65,000

North Hall: \$30,000

South Hall: \$40,000

All-attendee Registration Confirmation E-Blast

Feature your digital banner in a final pre-meeting confirmation e-blast. This is a critical piece of communication for RSNA professional registrants and is sent to all pre-registered attendees. The e-blast includes a call to action instructing attendees how to print their badge at McCormick Place or where to login to the virtual platform. Every pre-registered attendee can see your company's banner in this e-mail multiple times.

\$20,000

Charging Stations

Promote your company with branding on the popular charging stations where meeting attendees charge their personal electronic devices. Grab their attention in high-impact locations throughout McCormick Place, including in the Grand Concourse lobby.

Starting at \$12,500/station

Grand Concourse Signage and Coat Check Service Package

RSNA's complimentary coat and bag attending service is bustling with activity each day of the meeting. Located in the Grand Concourse, Level 1, your company's message will be featured on highly visible signage to greet thousands of attendees near the entrance of McCormick Place, near the Grand Concourse and taxi line.

Additionally, your logo and booth number will be highlighted on the claim tickets that attendees will utilize throughout the meeting.

\$55,000

Coffee Cup Sleeves

Make your logo part of thousands of cups of house coffee served to attendees during the five days of the meeting. All coffee locations within McCormick Place (excluding Starbucks) will serve coffee with insulated sleeves featuring your logo and booth number.

\$20,000

Exhibit Hall Activation Area

Invite meeting attendees to an exclusive area hosted by your company located at the front of the exhibit halls. Create a custom space with furniture, signage or other unique activations. With limited locations available, this is a perfect opportunity to engage with meeting attendees in a unique, low-stress setting.

\$25,000 (*space only; furnishings not included*)

Meeting Bag

Exclusively sponsor the meeting bag provided free of charge to all attendees with your four-color message on one side and one gusset of the bag. The Meeting Bag is seen nearly everywhere at the annual meeting and beyond. This is the ultimate exposure!

\$55,000



► DIGITAL OPPORTUNITIES

Highlight your brand with a digital message in high-impact resources that attendees will use throughout RSNA 2022.

Daily Bulletin E-Blasts

Include your digital banner in one of five e-blasts sent daily to all attendees and members during the meeting. These e-blasts provide attendees with a sneak peek at the day's top story and a link to the full issue of the official RSNA 2022 newspaper. Three positions are available in each e-blast.

Starting at \$3,000

RSNA.org Website Banners

Position your banner on all pages of *RSNA.org* during the year or during the week of RSNA 2022. Attendees will see it before and during the event to build interest in your brand with estimated page views up to 7.5 million each November and December.

Starting at \$3,500

RSNA Right Now Daily E-Blast: Exhibitor Spotlight

Promote your exciting new solutions, upcoming presentation or a special offer exclusive to RSNA attendees in a daily RSNA e-blast sent to all professional registered attendees. The RSNA Right Now e-blast highlights the exciting happenings at RSNA 2022 each day. With an open rate of 40% among registered attendees, we know attendees look forward to this email every morning. The position includes your logo with a call to action and URL. Four positions are available each day.

\$5,000 per position



RSNA Meeting Homepage Banners

Prominently display your company's branding on the main meeting event page that all attendees go to when they visit the RSNA annual meeting site. Each banner position will rotate with up to four other sponsors, ensuring a significant number of impressions.

Starting at \$7,500

Industry Presentation Landing Page Banners

Be one of the first companies that attendees see when they visit the Industry Presentation entry point during RSNA 2022. This landing page will point visitors toward the industry program and activities. Exhibitor listing will be featured on a separate page. Two positions and sizes are available. Each banner position will rotate with up to nine other sponsors.

Starting at \$1,500

Exhibitor Listing Upgrades

Reach your audience and get even more attention for your brand with an exhibitor listing upgrade.

Premium listing

Grab the attention of attendees before the meeting by enhancing your listing with your company logo, product images and company materials. Receive metrics on the number of views your exhibitor listing page receives.

\$1,000

Premium Plus listing

An upgraded Premium Plus listing lets you draw attention to your business with four video panels, priority placement at the top of all online searches and inclusion in the Featured Exhibitor List.

\$1,500 (includes the Premium listing)

ADDITIONAL ENHANCEMENTS

Exhibitor Highlights Sponsorship

Showcase your image or video on the main online listing homepage. The image will send attendees directly to your company's listing.

This sponsorship is limited to the first 21 exhibitors.

Product Category Sponsorship

Establish your company as a leader in a product category with this option. It guarantees that you will have the top listing in the category and places your custom banner at the top of the online category list.

Limit one sponsor per category.

Inquire for more details.

Floor Plan Sponsorship

Sponsor one of the RSNA 2022 online floor plans—and drive traffic to your exhibitor listing.

Limit of three sponsors per hall.

Facility Overview Sponsorship

Display your banner on the online facility overview of McCormick Place that shows all exhibit hall locations.

Limit of three sponsors.

Exhibitor Listing Homepage Banner

Display your message on the home screen of the online directory page.

This opportunity is open to five companies.

PROMOTE

REACH RSNA MEMBERS AND CUSTOMERS ALL YEAR LONG

RSNA members are comprised of 48,000+ individuals from around the world who are dedicated to shaping the future of radiology. Members include diagnostic and interventional radiologists, radiation oncologists, medical physicists, nuclear medicine physicians and radiologic scientists.

The Society publishes **five world-class journals**, setting the standard for scholarship and research that help members stay informed and up to date. From the educational content in *RadioGraphics* to the medical imaging advances in *Radiology*, *Radiology: Artificial Intelligence*, *Radiology: Cardiothoracic Imaging* and *Radiology: Imaging Cancer*, RSNA's premier journals keep our readers current on the latest developments in the field.

Through the Research & Education Foundation, RSNA provides millions of dollars in funding to young investigators to help build the future of the specialty.

Beyond that, RSNA also offers a diverse portfolio of year-round promotional opportunities for you to communicate with RSNA members. From global Spotlight Course sponsorships, presentations and exhibits to member newsletters, RSNA journals and website placements, RSNA's trusted, targeted channels let you engage with an audience you simply cannot find anywhere else.

Connect with RSNA members as they engage in these trusted radiology resources.

48,000+ Total
Members

Leading Radiology Subspecialties

- ▶ Neuroradiology
- ▶ Breast (imaging and interventional)
- ▶ Musculoskeletal
- ▶ Gastrointestinal

Global Membership

- ▶ RSNA members represent 145 countries around the world

► YEAR-ROUND RSNA SPONSORSHIP OPPORTUNITIES

Build awareness all year, drive sales and engage with top prospects beyond the annual meeting. RSNA offers you the ability to promote your brand in year-round print and digital communications. Opportunities in *RSNA News*, *Weekly*, *Insider*, *RF Buzz* and *RSNA.org* will keep your brand top-of-mind with the right audiences.



RSNA News

This publication offers up-to-date news about radiologic research, education and practice issues as well as RSNA programs, delivered to practicing members each month and archived online.

Circulation of 15,300.

Cover II and IV Starting at \$4,500

RSNA News Industry Focus Article

Work with an RSNA writer to craft a story that includes your company's message in a special Industry Focus article in *RSNA News*. Sent to 15,000+ practicing members, your story will be included among other must-read news.

\$10,000

Member E-Newsletter and Digital Opportunities

With regular distribution to an interested audience seeking the latest updates, RSNA's e-newsletters offer an affordable choice for sponsors.

RSNA Insider E-Newsletter

Newsletter includes member announcements and the latest medical news impacting the specialty. Reaches an average of 32,000+ RSNA member subscribers monthly.

\$3,000

RSNA Weekly E-Newsletter

Weekly newsletter includes current news related to radiology and clinical practice from a wide array of news sources, both domestic and international. Reaches an average of 32,000 RSNA members every Tuesday.

\$2,000

RF Buzz E-Newsletter

This newsletter includes radiology news, featured job postings and information about RSNA products and services. Reaches 12,000+ residents and fellows quarterly.

\$1,200



RSNA.org Banner

Make your brand highly visible to RSNA members and online readers. Position your banner on *RSNA.org* throughout the year. Average 3.25 million page views per month.

Starting at \$3,500

RSNA Medical 3D Printing in Practice

Chicago, Illinois | April 22-24, 2022

Promote your company at the RSNA Medical 3D Printing in Practice course, where attendees will learn about the latest in 3D printing. Access a targeted audience of technologists, engineers and leading group physicians across specialties who will attend lectures, abstract presentations and hands-on sessions.

Inquire for more details.



Educational Webinars

RSNA hosts a number of educational webinars throughout the year that drive significant engagement. Webinars draw in an average of 200 registrants and hundreds of views on RSNA's YouTube channel and in the RSNA Online Learning Center. Your company can support RSNA's high-quality webinars by hosting a webinar, sponsoring a webinar or promoting your brand in webinar follow-up communications.

Live Webinar: Industry Driven

Work with RSNA to host an educational webinar on a topic that is your company's expertise. In this new format, you can identify all speakers and the format of the webinar. You can offer case study reviews, provide hands on workshops or highlight customer demonstrations. Your company will submit a proposal to host an industry-driven webinar including topic, format, month/date preferences and platform requirements. Once approved, RSNA will work with you to run and promote the webinar. There are only three slots available per year.

\$15,000

Live Webinar: Co-Sponsor

Collaborate with RSNA to determine a webinar topic and speakers or co-sponsor a hot topic webinar identified by RSNA. This opportunity allows for collaboration, up to two expert speakers to join a panel discussion as thought leaders on behalf of your company and for the sponsor to receive impactful recognition benefits. There are only three slots available per year.

\$10,000

Live Webinar: Supporter

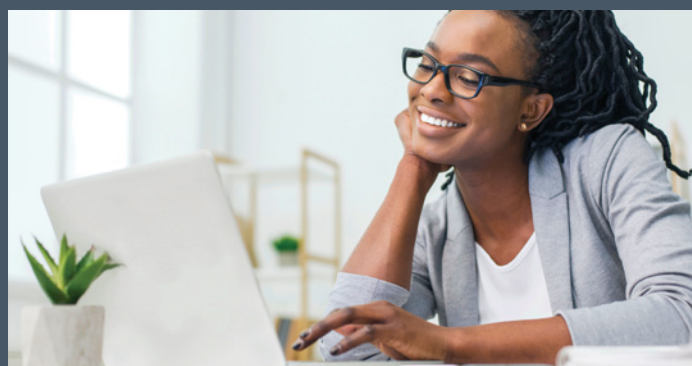
Live webinars with RSNA's expert faculty cover topics that are of high interest to RSNA's audience and are filled with essential information. In this option, companies can provide financial support for an RSNA-driven webinar and gain recognition in several RSNA promotions.

\$5,000

Live Webinar Follow-Up E-Blast

Work with RSNA to send your customized follow up message to all live webinar registrants that have registered for your sponsored webinar. RSNA will provide design templates, build the email, and deploy this to the engaged audience on your behalf on a mutually agreed upon date.

\$3,000





RSNA Journals™

Promote your brand to RSNA's journal subscribers with placements in these five world-class publications. Subscribers include radiologists, medical physicians, physicists and radiologic administrators, as well as teaching institutions, libraries and developers of radiologic equipment and technology.

Print promotional opportunities are available in *Radiology* and *RadioGraphics*. Digital promotional opportunities are available for all five journals.

Radiology

The authoritative reference for the most current, clinically relevant and highest-quality research in radiology. Published monthly with a circulation of 9,000.

Print opportunities starting at \$705

Digital opportunities starting at \$3,000

RadioGraphics

The only peer-reviewed journal devoted exclusively to continuing medical education in radiology and a top source for earning SA-CME credits. Published bi-monthly with a circulation of 11,000.

Print opportunities starting at \$705

Digital opportunities starting at \$3,000

Radiology: Artificial Intelligence

Highlights the emerging applications of machine learning and artificial intelligence in the field of imaging across multiple disciplines. Published bi-monthly and available exclusively online.

Digital opportunities starting at \$2,500

Radiology: Cardiothoracic Imaging

Features research advances and technical developments in medical imaging that drive cardiothoracic medicine. Published bi-monthly and available exclusively online.

Digital opportunities starting at \$2,500

Radiology: Imaging Cancer

The best clinical and translational cancer imaging studies across organ systems and modalities. Published bi-monthly and available exclusively online.

Digital opportunities starting at \$2,500



RSNA SPOTLIGHT COURSE

RSNA's Spotlight Courses connect our audience to the education, tools and resources they need to advance the field of radiology. They also provide a winning platform for brands to connect with engaged and interested prospects. Courses include opportunities for education and networking to help connect your company with a targeted, engaged audience. For domestic and international opportunities, RSNA provides many promotional options to help your brand stay top of mind before, during and after these events.

Planning is underway for the 2022 Spotlight Courses. Taught by leading experts in the field, these courses will target radiologists in the U.S., Europe, and Latin America. Visit [RSNA.org/Spotlight](https://www.rsna.org/Spotlight) for updates.



Thought Leadership

Position your company as leader in your field and showcase your expertise during workshops, Lunch & Learns, industry presentations and other presentation opportunities.



Exhibits

Captivate engaged and interested audiences with a demo of your product, service or solution. Identify leads and convert prospects in a dedicated space.



Break and Reception Sponsorships

Capture the attention of attendees while they're on break from sessions or during a dedicated networking reception.



E-Blasts

Garner attention for your brand before the event with this digital promotional opportunity. Our e-blast promotions will help your company reach your key audience with targeted distribution.

Inquire for more details.

PARTNER



► CORPORATE PARTNERS PROGRAM

RSNA values the industry partners that help keep radiology at the forefront of science and technology. To show our appreciation, RSNA established the Corporate Partners Program, which honors partners at the annual meeting and throughout the year with benefits like logo recognition and acknowledgment in RSNA's prominent publications and resources.

Participation in any of these opportunities applies toward recognition in RSNA's Corporate Partners Program, which begins when spending totals \$50,000 or more:

- Meeting Sponsorships
- Thought Leadership
- R&E Foundation Support
- Print and Digital Opportunities
- Spotlight Courses
- Educational Webinars
- Journal Subscriptions



► CORPORATE PARTNERS RECOGNITION LEVELS

GOLD (\$200,000)

- First right of refusal on new sponsorship opportunities prior to public release
- Recognition in *RSNA News* (2 times per year)
- Recognition in *RSNA Insider* (1 time per year)
- Company logo in RSNA Corporate Partners promotion in RSNA print journals (2 times per year)
- Company logo on [RSNA.org/about/thank-you](https://www.rsna.org/about/thank-you)
- Company logo in annual meeting–related media
- Company logo on Corporate Partners meeting signage
- Corporate Partners ribbons for name badge(s) during annual meeting
- License to use RSNA Corporate Partner logo
- 1 Technical Exhibits Priority Point per \$1,000 spent

SILVER (\$100,000)

- Recognition in *RSNA Insider* (1 time per year)
- Company name in RSNA Corporate Partners promotion in RSNA print journals (2 times per year)
- Company logo on [RSNA.org/about/thank-you](https://www.rsna.org/about/thank-you)
- Company logo in annual meeting–related media
- Company logo on Corporate Partners meeting signage
- Corporate Partners ribbons for name badge(s) during annual meeting
- License to use RSNA Corporate Partner logo
- 1 Technical Exhibits Priority Point per \$1,000 spent

BRONZE (\$50,000)

- Company name in RSNA Corporate Partners promotion in RSNA print journals (2 times per year)
- Company logo on [RSNA.org/about/thank-you](https://www.rsna.org/about/thank-you)
- Company logo in annual meeting–related media
- Company name on Corporate Partners meeting signage
- Corporate Partners ribbons for name badge(s) during annual meeting
- 1 Technical Exhibits Priority Point per \$1,000 spent



Earn Technical Exhibits Priority Points

Participation in any of the opportunities listed in this Corporate Sponsorship Kit also earns one (1) Technical Exhibits priority point for every \$1,000 spent. RSNA's Technical Exhibits Priority Point system recognizes a company's support of RSNA and rewards exhibitors for upholding meeting policies. The order of space selection is determined by an exhibitor's cumulative number of points. Visit [RSNA.org/Exhibitor-Resources](https://www.rsna.org/Exhibitor-Resources) for complete details.

Payments and contracts for RSNA 2022 must be received between November 1, 2021, and October 31, 2022, to receive Technical Exhibits priority points for RSNA 2023 and to receive recognition as a 2021–2022 Corporate Partner (November 1, 2022, to October 31, 2023).

RSNA Thanks Our 2021–2022 Corporate Partners

GOLD



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