

## RSNA 2024 Technical Exhibit Priority Point System

### **RSNA 2024 Booth Space Selection Guidelines**

The following guidelines outline the process that RSNA will use to conduct the exhibit space selection process for the RSNA 2024 Annual Meeting. First-round space selection will take place on-site at RSNA 2023.

A 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. RSNA 2023 contracted in-person and virtual exhibitors will have the opportunity to select their booth position for the RSNA 2024 Annual Meeting during RSNA 2023 between the dates of November 26-29 at McCormick Place.

The order of space selection will be determined by each exhibitor's cumulative number of points via the following criteria as of October 31, 2022:

- Four (4) historical points for each year of participation as an RSNA technical exhibitor at the last 20 annual meetings (since 2004).
- Two (2) early hotel reservation points for reserving RSNA 2023 hotel rooms through the RSNA hotel reservation system by Friday, December 2, 2022.
- Three (3) hotel reservation points for reserving RSNA 2023 hotel rooms through the RSNA hotel reservation system by October 31, 2023.
- Two (2) payment points for adhering to and completing each exhibits space payment installation on or before the published date.
  - ◆ Two (2) points earned for paying 25% deposit in full on or before January 1, 2023
  - ◆ Two (2) points earned for paying second 25% payment on or before April 1, 2023
  - ◆ Two (2) points earned for final payment made on or before July 1, 2023
  - ◆ Two (2) points earned for new exhibit contracts received with full payment after July 1, 2023
- One (1) Corporate Partners point for every \$1,000 spent on RSNA's Corporate Partners program initiatives, which include meeting sponsorships, virtual meeting opportunities, R&E Foundation donations, subscriptions, and more. (Includes payments and contracts with RSNA Corporate Relations Department made between November 1, 2022 to October 31, 2023.)
- One (1) booth size point for each 100 square feet of paid technical exhibit space at RSNA 2023.
- One (1) virtual exhibit point for the purchase of the virtual exhibit or virtual exhibit+ package by October 31, 2023.
- One (1) ancillary space point for each Headquarter Office and Meeting Suite rental at RSNA 2023.

Exhibitors will be ranked based on cumulative priority points earned using the above point system. Tie-breaker procedures will be enforced when multiple companies have earned the same number of priority points. 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 Partners 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.

### **Mergers**

When exhibitors have merged with, have been purchased by, or have purchased another company; provided that only one company continues to exhibit, the most favorable priority points earned by a single company, among all companies involved, will apply.

During subsequent years of participation, the most favorable historical points earned by a single company among all companies involved, will be the prevailing number of historical points considered for the merged company. RSNA Exhibition Services Department must be notified of any mergers no later than October 31, 2023, for consideration during the RSNA 2024 Exhibit Space Selection Process. After the merger/acquisition, if two or more companies continue to exhibit individually, Company Subsidiaries and Divisions guidelines will apply.

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## ***Company Subsidiaries and Divisions***

Subsidiaries and divisions of an exhibiting company participating with their own exhibit space would complete a separate Technical Exhibits Space Application/Contract, earn its own set of exhibitor priority points, and select space according to the Technical Exhibit Priority Point System. Exhibitor priority points cannot be combined or shared among companies within the same corporate family.

## ***Joint or Co-Marketing Ventures***

If two or more exhibiting companies wish to be located together in the Technical Exhibition, all involved companies must notify RSNA Exhibition Services in writing on company letterhead no later than October 31, 2023. Points of all companies wishing to be located together will be averaged to determine order of their collective exhibit space selection. Each exhibiting company would maintain their own company identity.

## ***Company Name Change***

If a company name changes since its most recent participation, please indicate the previous company name on the application to be properly awarded historical points. If a name change occurs after the space application process, please notify the RSNA Exhibition Services Department to update your record accordingly.

## ***Penalties***

The RSNA Technical Exhibitors Rules and Regulations serve to protect the integrity of the exhibition; ensure compliance with laws, codes, ordinances, and contracts with the exhibition facility and ensure all exhibitors are treated fairly. If an exhibitor fails to comply with these rules and regulations, the exhibitor may be penalized, including loss of points, charged a higher exhibit space rental rate, and/or assessed a penalty fee.

## **Questions**

If you have questions about the RSNA 2024 technical exhibit priority point system, please contact:

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