RSNA 2023 Space Selection Process Overview

Webinar will begin at 10:00 AM CT
Webinar Agenda

• Welcome/Staff Introductions
• RSNA 2022 Update & Floor Plans
• Exhibitor Priority Point System
• RSNA 2023 Floor Plans & Space Selection Process
• Important dates and payment schedule
• How to reserve hotel rooms for RSNA 2023
• Sponsorship Opportunities
• Q&A
NEW Exhibition Staff Introductions

Lisa Lazzaretto
Director: Corporate Relations and Exhibition Services

Alleeshia Williams, CEM
Assistant Director: Exhibition Services

Adam Rospond
Assistant: Exhibition Services
Meeting Schedule

• Annual Meeting
  – Sunday, November 27 – Thursday, December 1

• Technical Exhibits
  – Sunday, November 27 – Wednesday, November 30
  – 10:00 am to 5:00 pm
RSNA 2022 – Update

• Professional Attendance

• Exhibit Figures as of Monday, October 24
  – 642 exhibitors
  – 365,800 sq. ft.
  – 113 first-time exhibitors
Insert Your Title Here

- Insert Text Here
2022 FLOOR PLAN
NEW for 2022

The first-ever RSNA Technical Exhibits Happy Hour: **Last Call at the Exhibit Hall**

Wednesday, November 30, 2:00 – 4:00 pm.

- Engage with RSNA attendees and
- Serve up some delicious small bites and beverages, including beer, wine, signature cocktails or other non-alcoholic beverages in your booth
Last Call at the Exhibit Hall cont’d

Special event menu in the Exhibitor Service Kit

All items served must be ordered through SAVOR, the exclusive caterer for McCormick Place.

To help drive traffic to all exhibitors, RSNA is offering prizes that will be raffled off to attendees who have their badge scanned by any exhibitor during the Happy Hour event.

Orders must be placed with SAVOR by **November 7** to be included any printed promotions.
VIRTUAL MEETING
Virtual Meeting

• Meeting Central opens on November 1
• Live Meeting: Sunday, November 27 through Thursday, December 1
• On-demand access through May 1, 2023
Virtual Meeting

Meeting Central

Exhibitor List
Health & Safety

• RSNA will not require COVID-19 vaccine validation for RSNA 2022.
• Testing for COVID-19 will be available at McCormick Place
• Specific information regarding masking policies will be communicated in early November

https://www.rsna.org/annual-meeting/faqs
Badge Pickup Options

2 Options Available:

1. Group Pickup
2. Individual Pickup
Badge Pickup

Group Pickup at McCormick Place

- Company's main contact selects onsite appointment to pick up ALL company exhibitor personnel badges

- Schedule pickup appointment by Friday, Nov 11 through registration dashboard
Badge Pickup

Individual Pickup at McCormick Place

– Each staff member picks up their own badge (need to show their ID)

Defaults to Individual Pickup, unless Group Pickup appointment scheduled
Badge Pickup Locations

Grand Concourse, Level 3
Thursday, November 17 – Wednesday, November 23
8AM – 4:30PM

South Building, Level 1, Room S100
Friday, November 25 – Saturday, November 26
8AM – 4:30PM
Sunday, November 27 – Wednesday, November 30
7AM – 5PM

Reg & badge pickup is NOT available in North Level 2
There will be no badge pickup on Sunday, 11/20 or Thursday, 11/24
RSNA 2023 – Meeting Schedule

McCormick Place, Chicago

- Annual Meeting
  - Sunday, November 26 – Thursday, November 30

- Technical Exhibits
  - Sunday, November 26 – Wednesday, November 29
  - 10:00 am to 5:00 pm
PRIORITY POINT SYSTEM
Exhibitor Priority Point System

- Recognizes companies who support RSNA through its various initiatives
- Reward companies who adhere to meeting policies
- Ability to select best available booth location
<table>
<thead>
<tr>
<th>Category</th>
<th>Points System</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Partners (including virtual)</td>
<td>+1 per $1,000</td>
</tr>
<tr>
<td>Ancillary Space</td>
<td>+1 per unit</td>
</tr>
<tr>
<td>Booth Size</td>
<td>+1 per 100 sq ft</td>
</tr>
<tr>
<td>Final Payment</td>
<td>+5 by July 1</td>
</tr>
<tr>
<td>Hotel Reservations</td>
<td>+5 by Dec 3, 2021</td>
</tr>
<tr>
<td></td>
<td>+5 by Oct 31, 2022</td>
</tr>
<tr>
<td>Historical</td>
<td>+4 per year</td>
</tr>
</tbody>
</table>

**Historical**  
*last 20 meetings (starting in 2003)*
RSNA 2023 – South Hall A

Highlights
- AI Showcase
- Anchor Location
- Café RSNA
- Educators Row
- First-Time Exhibitor Pavilion
- Innovation Theater
- Premium Inline
- Recruiters Row
RSNA 2023 – North Hall B

Highlights
- 3D Showcase
- Anchor Location
- Café RSNA
- Premium Inline
Space Selection Process

Anchor Exhibitor Space Selection

- Top 4 exhibitors based on booth size at RSNA 2022
- Select from pre-selected Anchor Zones (A-E)
- Limited to two anchors per exhibit hall
- Selection is conducted on November 9 via conference call
- RSNA 2023 Anchors*:
  - GE Healthcare
  - Siemens Healthineers
  - Philips
  - FUJIFILM Healthcare Americas Corporation

* NOTE: Space selection order may change based on additional points being earned. The final space selection order will be released on November 7 for the Anchors and November 9 for all non-Anchors.
Space Selection Process

All other companies are designated as non-anchors
- Select exhibit space according to the priority point system
- Ten non-anchors exhibitors with the most priority points will select space November 14-16 via conference calls

Early Space Selection* (between November 14-16)

1. Bayer
2. Hologic, Inc
3. Canon USA, Inc
4. Bracco
5. Nuance Communications
6. DocPanel
7. Change Healthcare
8. Carestream Healthcare
9. Intelerad Medical Systems

*NOTE: Space selection order may change based on additional points being earned. The final space selection order will be released on November 7 for the Anchors and November 9 for all non-Anchors.
Space Selection Process

• On-site Space Selection Process
  – Remaining companies will select during RSNA 2022 via scheduled appointments
  – Sunday, November 27 – Wednesday, November 30
    • November 27, 2 pm to 5 pm
    • November 28 & 29, 9 am – 5 pm
    • November 30, 9 am – 2 pm
1. Check-in at Welcome Desk
2. Review the floor plan
3. Wait for your space selection
4. Make your booth selection
   • Contract for Space
   • Make Payment
5. Reserve Hotel Rooms

Located in North Building Hall B, behind booth 8300
2023 EXHIBIT SPACE RATES
RSNA 2023 Exhibit Space Rates

• Preferred Exhibitor Space Rate: $38.50 per square foot
• Premium Inline Space Rate: $41.50 per square foot
• First-Time Exhibitor Pavilion: $44.00 per square foot

Specialty Area Satellite Booth
• 25% discount on space rates and corner fees (when applicable)
• Satellite booth must be same size or smaller than your primary booth

Other fees:
• Corner(s) assigned: $650/each
• Second-Level surcharge: $19.25
• Contiguous Aisle Space surcharge: $19.25
RSNA 2023 Exhibit Space Rates

- Headquarter Office Space (minimum size 10x10)
  - $14.50 per square foot
    - $173.85 per meter (walls) & $218.10 per unit (doors) (billed by the general contractor)
- Meeting Suites (*unfurnished*)
  - Standard (13’x16’) - $8,250; $10,750 (non-exhibitor)
  - Deluxe (13’x23’) - $15,225; $19,775 (non-exhibitor)
- Online Exhibitor Listing Upgrades
  - Premium - $1,000
  - Premium Plus - $1,500
  - Virtual Exhibit Package - $3,000
  - Virtual Plus Exhibit Package - $5,500
Exhibit Space Payment Schedule

• Applications received at RSNA 2022 must be accompanied by a 25% deposit of the total rental fee in U.S. funds drawn on a U.S. Bank.

• By April 1, 2023, a second 25% payment installment is due for a total of 50% of the exhibit space rental fee.

• Balance is due by July 1, 2023.
Payment Options

• Wire transfer payment in advance of the meeting. Bring wire transfer confirmation onsite.

• Company Check drawn in U.S. funds drawn on a U.S. Bank paid onsite.

• Credit Cards paid onsite.
  – American Express, Diner’s Club, Discover, MasterCard and VISA are accepted
Payment

Need a Proforma Invoice to begin processing your deposit?

Email: exhibits@rsna.org

Include:
1. Anticipated booth size(s)
2. Number of corners
Cancellation or Reduction Terms

• December 31, 2022 is the last day for a full refund or credit issued for the amount of space that has been reduced.

• Between January 1, 2023 and March 31, 2023, 25% of the rental fee for the canceled space will be due to RSNA.

• Between April 1, 2023 and June 30, 2023, 50% of the rental fee for the canceled space will be due to RSNA.

• After June 30, 2023, the exhibitor shall remain liable to RSNA for the total rental fee for the space canceled.

Space reduction may result in booth relocation.
HOTEL RESERVATIONS
NEW Housing Staff Introduction

Zandria Hardman, CMP
Assistant Director: Hotel, Registration, & Travel Services
630-571-7845
zhardman@rsna.org
After confirming your exhibit space, reserve your hotel rooms:

1. Space Selection Room from Sunday – Wednesday
2. Anytime online at RSNA.org/Exhibitor-Housing

RSNA will send an email to the primary contact with login information to reserve hotel rooms immediately following your contract approval.
Why Reserve Through RSNA

1. Negotiated discounted hotel room rates.
2. RSNA provides exceptional customer service.
3. Free transportation to/from McCormick Place.
4. Variable price on shoulder nights for extended stays.
5. Continue to earn your hotel loyalty points.
6. Support the RSNA annual meeting.
RSNA 2023 Hotel Reservations

Also…it’s easy as…

1. Login
2. Select Rooms
3. Receive Confirmation

Plus:
- Earn (2) priority points
- Dismiss housing poachers
- It’s done…one less thing to worry about later
Login - RSNA Exhibitor Portal

Login in your Exhibitor Portal and select Hotel Reservations to reserve your rooms.
Select Room

Easy Reservation Process
• Request number of rooms for three-peak nights
  – Sunday, Monday & Tuesday
• No guest names needed
  – Add names, dates & deposits by September 6
Select Hotel Room

• Select One Hotel Reservation System
  – 24 rooms or less on peak night (Create a Block)
  – 25 rooms or more on peak night (Request a Block)
RSNA 2023 Hotel Reservations

• Create a Block
  – 24 rooms or less on peak night
    • Select hotel rooms from live inventory
    • Credit card guarantee required (not a deposit)

Reminder: Earn two (2) bonus points by reserving your hotels by Friday, December 2.
RSNA 2023 Hotel Reservations

• Request a Block
  – 25 rooms or more on peak night
    • Share contact information, peak night room requirements, and up to 10 preferred hotels
  • Request received
    – By 4 PM CT on December 2 – 2023 exhibitor priority points total determines assignment order
    – After December 2 – date request is received determines assignment order
2023 SPONSORSHIP OPPORTUNITIES
RSNA 2023 Sponsorship Opportunities

• Earn 1 point for every $1,000 invested in RSNA sponsorships
• Annual Meeting Sponsorships
  – High impact branding, digital and onsite
  – Thought leadership presentations
• Year-Round Opportunities
  – Reach members digitally
  – New journal podcast sponsorship opportunities
• Regional Spotlight Courses
RSNA 2023 Sponsorship Opportunities

- All investments in sponsorship for the annual meeting and year-round count toward the RSNA Corporate Partner Program
- Recognition starts at $50,000 cumulative investment in sponsorship, donations to the R&E Foundation and journal subscriptions
- Learn more at www.RSNA.org/corporate-partners
Frequently Asked Questions
Have a question?
Please submit via the Q&A Box
Frequently Asked Question

Will I know my space selection appointment before the Annual Meeting?

- **November 7**: Anchor & Top 10 appointments emailed
  - *Anchor Booth Selection: November 9*
  - *Top 10 Non-anchor Booth Selection: November 14-16*
- **November 9**: Space Selection web page available
  - Space Selection Instructions, Floor Plans, Booth Types and Rates, Rules and Regulations, Important Dates and Sponsorship Kit
- **November 9**: Space Selection Appointments emailed
Will I get reminders or onsite updates about my space selection appointment?

• Onsite Space Selection: November 27 – 30
  – During RSNA 2022: Welcome Packet (Sunday)
  – During RSNA 2022: Appointment reminders (emailed the day prior)
  – During RSNA 2022: Missed Time Slot Notices
Frequently Asked Question

What if I miss my time slot?

You can come back to the Space Selection Room after the last appointment of the day (4:30-5:00 pm) to make your booth selection.
Frequently Asked Question

What if I can’t leave my booth?
What if I am exhibiting virtually?

1. Download a Proxy Space Selection Form from our website OR request one by emailing exhibits@rsna.org.
2. Return the form to exhibits@rsna.org with booth preferences at least 4 hours prior to your appointment.
3. At the time of your selection, RSNA will make your exhibit space selection based on your preferences provided.
What if I am not ready to commit to exhibiting at RSNA 2023?

If you are not ready to apply for RSNA 2023 during RSNA 2022, exhibit space application will be available online at RSNA.org in mid-January 2023.

Space assignments will be conducted on a first-come, first-served basis.
What if I have the same amount of priority points as another exhibitor?

The following tie-breaker system will be utilized:
1. Historical points
2. Housing points (reserving by December 3, 2021)
3. Housing points (reserving by October 31, 2022)
4. Payment points
5. Corporate Partners points
6. Booth size
7. Number of ancillary units
8. Alphabetical order of contracted company name
   - Z to A in odd years; A to Z in even years
Questions in the Q&A Box?
This concludes the webinar!

If you have any other questions, please contact the RSNA team!
RSNA Team

Exhibition Services
exhibits@rsna.org
1-630-571-7850

Jorie Dydo, CEM
Senior Manager: Exhibit Operations

Sherry Gendel, CMP
Manager: Exhibition Services

Adam Rospond
Assistant: Exhibition Services

Alleeshia Williams, CEM
Assistant Director: Exhibition Services

Lisa Lazzaretto
Director: Corporate Relations and Exhibition Services

Hotel Services
hotelservices@rsna.org
1-630-571-7847

Christina Weres, CMP
Senior Manager: Hotel Services

Zandria Hardman, CMP
Assistant Director: Hotel, Registration, & Travel Services
Thank You For Attending!

For more information, visit RSNA.org