RSNA 2021 SPACE SELECTION WEBINAR

Webinar will begin at 10:00 AM CT
WELCOME

Steve Drew
Assistant Executive Director
AGENDA

• McCormick Place & City of Chicago Update
• RSNA 2021 Technical Exhibition Update
• Exhibitor Priority Point System
• Exhibit Space Selection Process
• Technical Exhibit Floor Plans & Rates
• How to reserve hotel rooms for RSNA 2021
• Sponsorship Opportunities
CHICAGO & RSNA UPDATE

John Jaworski, CEM
Director: Meetings & Exhibition Services
RSNA 2021 MEETING DATES

• Meeting Dates:
  – Sunday, November 28 – Thursday, December 2

• Technical Exhibits:
  – Sunday, November 28 – Wednesday, December 1
    • 10:00 am to 5:00 p.m.

• Target move-in begins:
  – North Hall B: Thursday, November 18 at 8:00 am CT
  – South Hall A: Friday, November 19 at 8:00 am CT
McCORMICK PLACE UPDATE

• Campus Improvements
  – South Building Restrooms
  – Repainting
  – Roadway Repairs
  – Exhaust fans and air filters
  – Upgraded LED lighting
McCORMICK PLACE UPDATE

• Venue Shield
  – Deep Clean
  – Keep it Clean
    • Procedures
    • Training & Safety
    • Additional Disinfectants
  – Global Biorisk Advisory Council (GBAC) verification
McCORMICK PLACE UPDATE

- Keep It Clean protocols
CITY OF CHICAGO UPDATE

https://healthymeetingschicago.com/
CITY OF CHICAGO UPDATE

COVID Chicago: Cubs, White Sox fans can return to Wrigley Field, Guaranteed Rate Field for Opening Day...
"As a diehard sports fan myself, I'm personally excited to have Chicago take its first, cautious steps toward safely reopening our beloved baseball ... 
6 days ago

Chicago's convention business could restart by mid-summer
Pritzker set to greenlight reopening city's convention business. If COVID-19 metrics hold up, trade shows will be able to proceed starting in mid- ... 
4 days ago

Chicago Auto Show executives pitch plan for a summer event
J.B. Pritzker's office didn't specifically address the auto show but said the ... convention center is discussing a safe reopening with government ... 
3 days ago
RULES AND REGULATIONS

• RSNA will follow recommendations issued by the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), and state and local health authorities.

• If any requirements are implemented to adhere to these guidelines which effect the RSNA 2021 Technical Exhibits Rules and Regulations, the appropriate regulation will be modified.

• Each exhibiting company will be notified in writing of the modified regulation.
RULES AND REGULATIONS

- **Inline Exhibit Guidelines**
  - For RSNA 2021, inline exhibits will include an 8’ backwall and 8’ side walls.

- **Peninsula Exhibit Guidelines**
  - For RSNA 2021, peninsula booth will include a 20’ wide backwall and 8’ high side walls.
  - Limited to 10’ x 20’ exhibit space
  - Must face in the direction of the hall entrance.
RULES AND REGULATIONS

• Exhibitor Registration/Badges
  – Four (4) complimentary badges are allotted for each 100 square feet of exhibit space
  – For RSNA 2021, an exhibitor badge only allows access to the Technical Exhibit Halls A & B.
  – Exhibitor personnel will be required to follow all state and local health requirement.
RULES AND REGULATIONS

• Booth Presentations
  – Direct presentation into the booth and not into the aisle.
  – Presentation should be located well within the island booth setback requirements.
  – Adequate space/seating must be provided within the booth to safely accommodate company personnel and visitors.
  – Review CDC guidelines on social distancing and cleaning, when applicable.
CANCELLATION & REDUCTION TERMS

- If space is canceled or reduced before June 30, 2021, RSNA will refund balance of monies on account, less 15% administrative fee.
- If space is canceled or reduced between June 30, 2021, and before July 30, 2021, 25% of the rental fee for the canceled or reduced space will be due to RSNA.
- If space is canceled or reduced between July 30, 2021, and September 15, 2021, 50% of the rental fee for the canceled or reduced space will be due to RSNA.
- If space is canceled or reduced after September 15, 2021, the exhibitor shall remain liable to RSNA for the total rental fee for the space canceled.

Space reduction may result in booth relocation.
TERM AND TERMINATION

• In the event where RSNA 2021 is entirely or partially canceled or postponed:

• Before June 30, exhibitor’s sole and exclusive remedy shall be a refund by RSNA for balance of monies on account.

• After June 30, exhibitor’s sole and exclusive remedy shall be a refund by RSNA for balance of monies on account, less 15% administrative fee, paid by Exhibitor for the rental of exhibit space for RSNA 2021.
EXHIBITOR PRIORITY POINT SYSTEM

Sherry Gendel, CMP
Manager: Exhibition Services
PRIORITY POINT SYSTEM

- Adhere to meeting policies
- Support RSNA through its various initiatives
PRIORITY POINT SYSTEM

Select best available booth

Fits your company’s requirements
**PRIORITY POINT SYSTEM**

<table>
<thead>
<tr>
<th>Housing</th>
<th>Payment Directive</th>
<th>Virtual Exhibit</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ 5 by Dec 6, 2019</td>
<td>+ 5 rolled over</td>
<td>+ 1 per $1,000</td>
</tr>
<tr>
<td></td>
<td>+ 12 rolled over &amp; pay-in-full</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>Ancillary Space</th>
<th>Corporate Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ 1 per 100 sq ft</td>
<td>+ 1 per unit</td>
<td>+ 1 per $1,000</td>
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<table>
<thead>
<tr>
<th>Historical</th>
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<tbody>
<tr>
<td>+ 4 per year</td>
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</table>
POINT SYSTEM TIE-BREAKER

1. Historical points
2. Payment Directive points
3. Virtual Exhibit points
4. Corporate Partner points
5. Housing points
6. Booth size
7. Number of ancillary units
8. Alphabetical order of contracted company name
COMMUNICATION TIMELINE

• February 24: Priority Points Review
• March 8: Space Selection information on website
  – Space Selection Instructions, Floor Plans, Booth Types and Rates, Rules and Regulations, Important Dates and Sponsorship Kit
• March 8: Space Selection Appointments emailed
• Week of March 8: Calendar Invite from assigned sales rep
  – March 23 – 25: Anchor Exhibitor Space Selection
  – March 29 – April 9: Non-Anchor Exhibitor Space Selection
CALENDAR INVITE OPTIONS

• Accept
• Join the Zoom Call
  – Forward to colleagues, if desired

OR if you can't make your appointment
• Decline
• Submit Proxy Form to exhibits@rsna.org at least 4 hours prior to appointment

OR if you are unable to select space at this time
• Decline
  – Applications accepted through October 29
  – Virtual exhibit opportunities will be available
SPACE SELECTION PROCESS

Jorie Dydo, CEM
Sr. Manager: Exhibition Services
SPACE SELECTION TIMELINE

• Anchor Exhibitor Space Selection
  – Top12 exhibitors based on booth size at RSNA 2020
  – Select from pre-selected Anchor Zone
    • Top 4 – Zones A – D
    • Next 8 – Zones 1-9
  – Selection is conducted March 23-25 via conference call

• Exhibitor Space Selection
  – Remaining companies will select via conference calls
    March 29-April 9
SPACE SELECTION PROCESS

1. Accept meeting request for assigned date and time
2. Select booth on scheduled space selection day
3. Receive confirmation email
   a) Confirm your booth space
   b) Sign contract (this must be done in order to receive log in information)
4. Make your hotel reservation using the link in your welcome email
CANNOT MAKE YOUR APPOINTMENT

1. Download the proxy form attached to your meeting request.

2. Email the completed form to exhibits@rsna.org 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.
NOT READY TO COMMIT?

• If you are not ready to apply for RSNA 2021 during your scheduled conference call time, exhibit space applications will be available online at RSNA.org beginning April 19.

• Space assignments will be conducted on a first-come, first-served basis.

• Deadline to apply for space is October 29
Highlights
• 3D Printing & Mixed Reality Showcase
• Headquarter Space
• Meeting Suites
SOUTH HALL A

Highlights
- AI Showcase
- Educators Row
- First-Time Exhibitor Pavilion
- Recruiters Row
- Headquarter Space
- Meeting Suites
RSNA 2021 EXHIBIT SPACE RATES

- Preferred Exhibitor Space Rate: $37.00 per sq/ft
- Premium Inline Space Rate: $40.00 per sq/ft
  - Corner(s): $600/each

- Rollover Preferred Exhibitor Space Rate: $36.50 per sq/ft
- Roll over Premium Inline Space Rate: $39.50 per sq/ft
  - Corner(s): $550/each

Other fees:
- Second-Level surcharge: $18.50
- Contiguous Aisle Space surcharge: $18.50
SATELLITE SPACE RATE PRICING

• Satellite Space Rate is a 25% discount on space rate, or corner fee.
• This discount is available to exhibitors who take a secondary booth within one of RSNA’s special interest areas or showcases.
• Secondary booths must be the same size or smaller to receive the satellite space rate. Eligibility requirements may apply.
• 2020 Rollover Satellite Rates will also apply
MEETING SUITES

13’ x 16’
Exhibitor $7,500
Non-Exhibitor $9,750

13’ x 23’
Exhibitor $14,000
Non-Exhibitor $18,500

Includes:

• 10’ walls with locking door
• Carpet
• 22”x28” identifying signage

New for 2021:
Meeting suites will be unfurnished
PAYMENT SCHEDULE

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

• By May 28, 2021, a second 25% payment installment is due for a total of 50% of the exhibit space rental fee.

• Balance is due by July 30, 2021.
NEED AN INVOICE PRIOR TO SPACE SELECTION?

Email: exhibits@rsna.org

Include:
1. Anticipated booth size
2. Number of corners
HOTEL RESERVATIONS

Christina Weres, CMP
Sr. Manager: Hotel Services
RSNA 2021 HOUSING OPENS
MONDAY, MARCH 29

Select your booth

Sign your contract

Look out for the email
WHY RESERVE WITH RSNA
It’s as easy as…

1. Login
2. Select Rooms
3. Receive Confirmation

Reserve by April 9 earn 5 priority points
Dismiss housing poachers
EXHIBITOR PORTAL - HOTEL LOGIN
GENERAL INFORMATION

Housing opens March 29

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
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<tbody>
<tr>
<td>28</td>
<td>29</td>
<td>30</td>
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Request rooms for three-peak nights of the meeting

A credit card guarantee is required
SELECT A HOTEL RESERVATION SYSTEM

24 rooms or less on peak night
Create a Block

25 rooms or more on peak night
Request a Block
HOTEL RESERVATION SYSTEM

Create a Block

- 24 rooms or less on peak night
- Select rooms from real-time hotel inventory
- Credit card guarantee required (not a deposit)
HOTEL RESERVATION SYSTEM

Request a Block

25 rooms or more on peak night

Complete the Request a Block online form

- Share contact information
- Identify 10 preferred hotels
- List peak night requirements
- Requests received by April 9 are sequentially processed according to 2020 exhibitor priority points
- Hotel assignments are emailed
HOUSING WRAP UP

March 29 – Exhibitor housing opens
April 9 – Reserve rooms to earn 5 priority points
October 6 – Rooming lists & hotel deposits are due
November 5 – Housing system closes

Additionally, 5 priority points can be earned by reserving hotel rooms for at least 70% of your badged exhibitor personnel through the housing system by November 5.

Housing information can be found on our website:
RSNA.org/Exhibitor-Housing
SPONSORSHIP + VIRTUAL OPPORTUNITIES
SPONSORSHIP OPPORTUNITIES

• Presentation and Thought Leadership Opportunities
• Digital
• Onsite Signage
• Onsite Attendee Resources
• Traffic Generators

To learn more visit RSNA.org/Promote
Contact: Lisa at llazzaretto@rsna.org or 630-571-7818
VIRTUAL MEETING

• Freeman Virtual Platform
• RSNA Livestreaming from McCormick Place
• Industry Presentations
• Sponsorship Opportunities
• Virtual Exhibits
• Networking

Details forthcoming…
OTHER QUESTIONS?
Please submit via the Q&A Box

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

Hotel Services
630-571-7847
housing@rsna.org