

107TH SCIENTIFIC ASSEMBLY AND ANNUAL MEETING

RSNA 2021 SPACE SELECTION WEBINAR

Webinar will begin at 10:00 AM CT

107TH SCIENTIFIC ASSEMBLY AND ANNUAL MEETING

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

107TH SCIENTIFIC ASSEMBLY AND ANNUAL MEETING

CHICAGO & RSNA UPDATE

John Jaworski, CEM

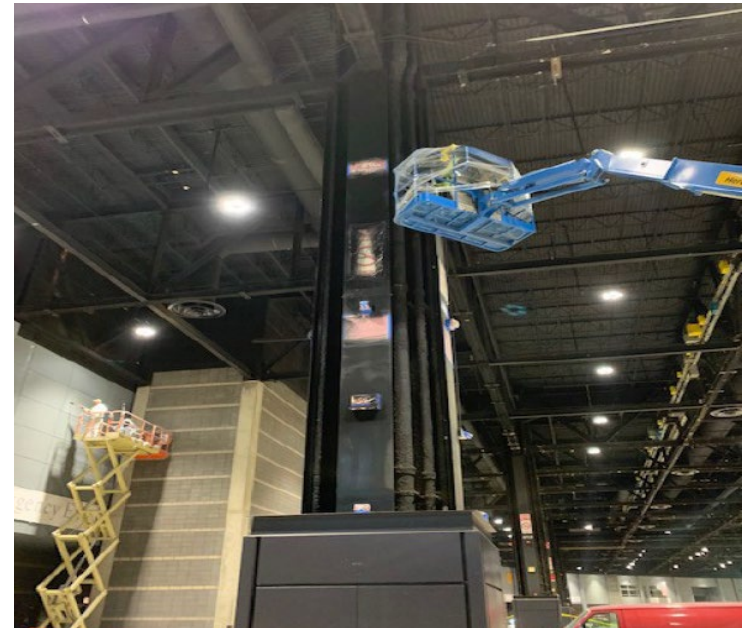
Director: Meetings & Exhibition
Services

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



**CLEAN
HIGH-TOUCH
SURFACES**



**PROVIDE
ACCOUNTABILITY**



**INSTILL
TRUST**



**STAFFING
AND EMPLOYEE
SAFETY**



**INDOOR AIR QUALITY &
MECHANICAL SYSTEMS**



RSNA® 2021
REDEFINING RADIOLOGY

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CITY OF CHICAGO UPDATE



<https://healthymeetingschicago.com/>

CITY OF CHICAGO UPDATE

WLS-TV

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



Crain's Chicago Business

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 Sun-Times

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.

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EXHIBITOR PRIORITY POINT SYSTEM

Sherry Gendel, CMP
Manager: Exhibition Services

PRIORITY POINT SYSTEM



Adhere to meeting policies

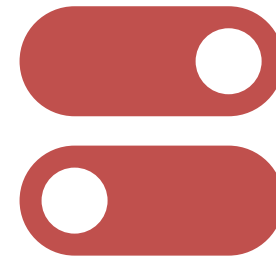


Support RSNA through its
various initiatives

PRIORITY POINT SYSTEM



Select best available booth

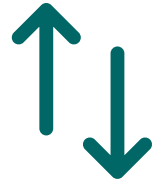


Fits your company's
requirements

PRIORITY POINT SYSTEM

| | | |
|---|---|--|
| Housing <i>+ 5 by Dec 6, 2019</i> | Payment Directive <i>+ 5 rolled over</i> <i>+ 12 rolled over & pay-in-full</i> | Virtual Exhibit <i>+ 1 per \$1,000</i> |
| Booth Size <i>+ 1 per 100 sq ft</i> | Ancillary Space <i>+ 1 per unit</i> | Corporate Partner <i>+ 1 per \$1,000</i> |
| Historical <i>+ 4 per year</i> | | |

POINT SYSTEM TIE-BREAKER



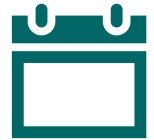
1. Historical points
2. Payment Directive points
3. Virtual Exhibit points
4. Corporate Partner points
5. Housing points
6. Booth size
7. Number of ancillary units
8. Alphabetical order of contracted company name

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
 - Top 12 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](https://www.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

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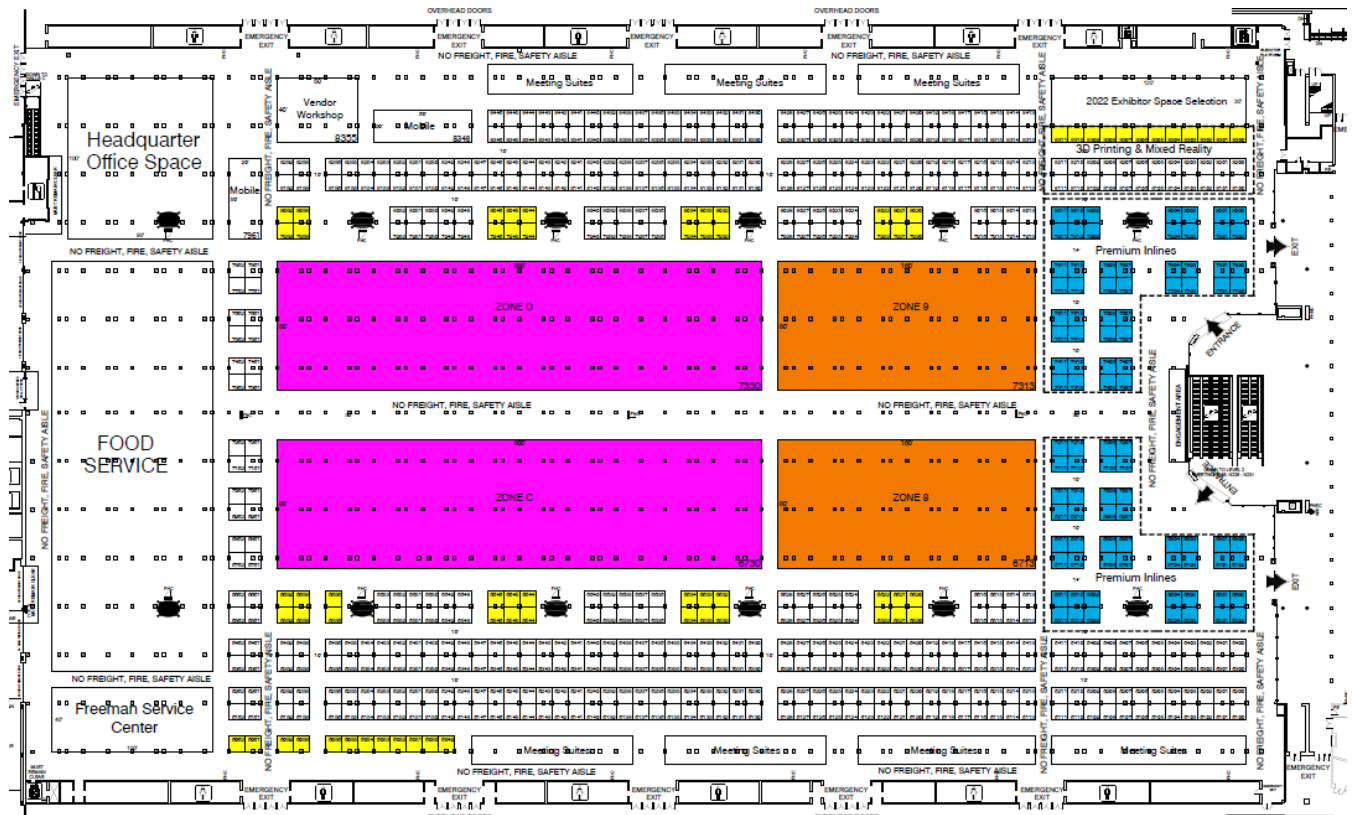
NORTH HALL B

KEY

- ANCHOR ZONES A-D
- ANCHOR ZONES 1-9
- INLINE ONLY
- PREMIUM INLINE ONLY

Highlights

- 3D Printing & Mixed Reality Showcase
- Headquarter Space
- Meeting Suites



RSNA 2021
REDEFINING RADIOLOGY

November 28 to December 2

McCormick Place, Chicago & Online

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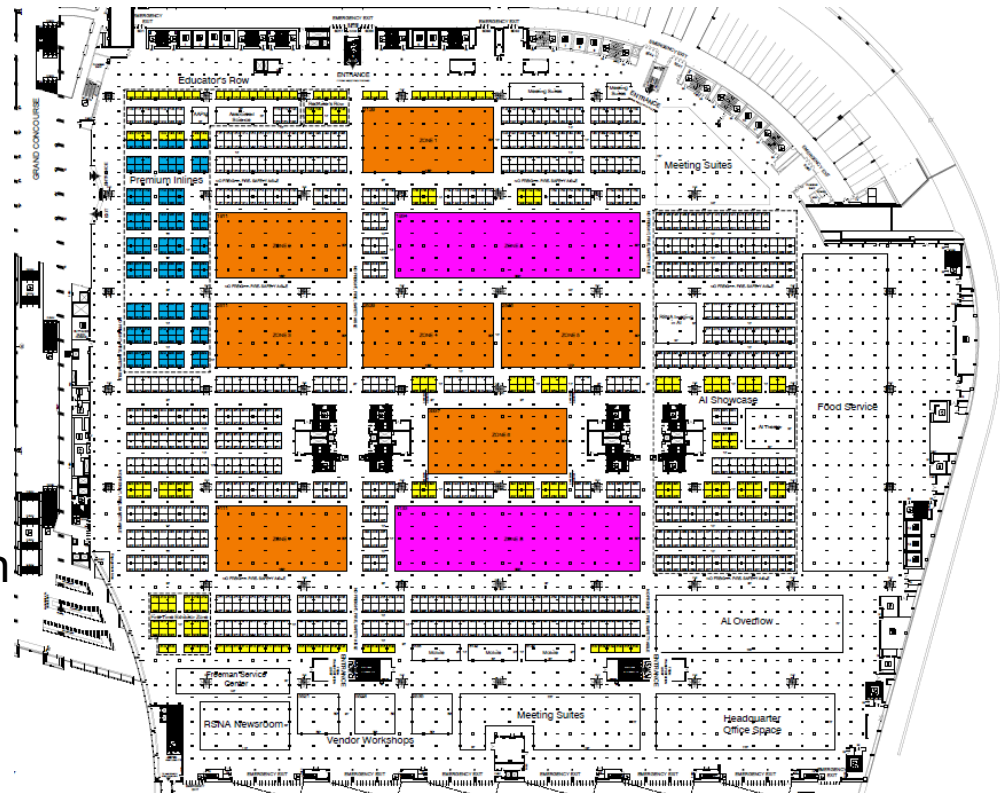
SOUTH HALL A

KEY

- ANCHOR ZONES A-D
- ANCHOR ZONES 1-9
- INLINE ONLY
- PREMIUM INLINE ONLY

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:

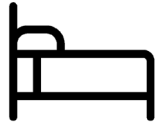
1. Anticipated booth size
2. Number of corners

HOTEL RESERVATIONS

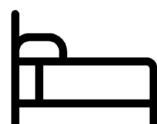
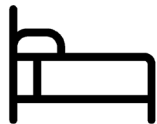
Christina Weres, CMP
Sr. Manager: Hotel Services

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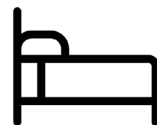
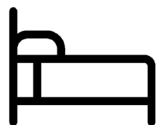
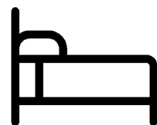
RSNA 2021 HOUSING OPENS MONDAY, MARCH 29



Select your booth



Sign your contract



Look out for the email



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WHY RESERVE WITH RSNA



**Hotel Health
and Safety
Information**

[View Info](#)



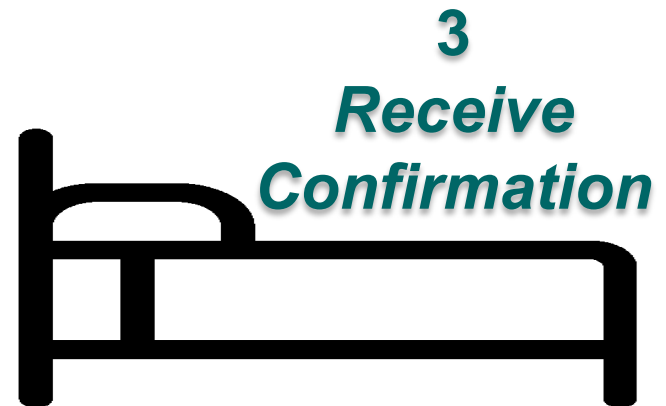
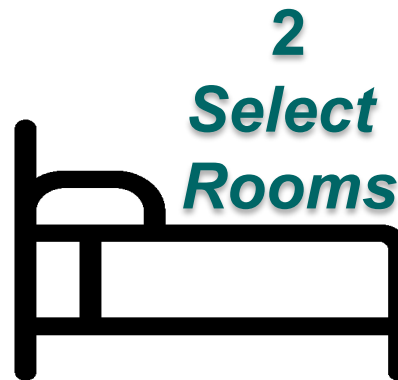
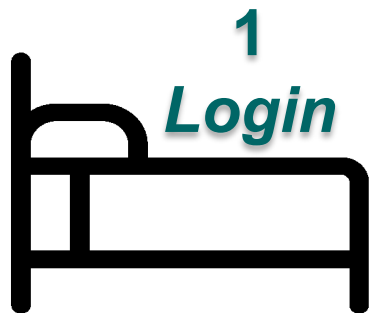
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RSNA 2021 HOUSING PROCESS

It's as easy as...



Reserve by April 9 earn 5 priority points

Dismiss housing poachers

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EXHIBITOR PORTAL - HOTEL LOGIN

Visage Imaging [Contact Us](#) | [Event Webpage](#) | [Logout](#)

Booths: 0 0 0

Activity
What is this? [Views](#) [Clicks](#) [Leads](#)

Exhibitor Profile
Edit company information & select product categories.

Hotel Reservation Registration
Coming Soon!

Freeman Exhibitor Service Kit
Coming Soon!

Purchase Additional Items
-Exhibitor Meeting Suites
-Headquarter Space
-Online Directory Packages

Exhibitor Listing Upgrade Packages
Learn how you can increase your visibility, showcase your products, and generate qualified

Booth Payment Options
- Make a payment online
- See when your next payment is due
- Download your invoice

Exhibitor Resources
Coming Soon!

Exhibitor Newsletters
Coming Soon!

Share Your Show Presence
Click here to generate a link to your listing and online booth.

GENERAL INFORMATION

Housing opens March 29

| | | | |
|--|---|--------|---------|
| Today < > November 28 - December 4, 2021 | | | |
| | Sunday | Monday | Tuesday |
| | 28 | 29 | 30 |
| 7 AM | Request rooms for three-peak nights of the meeting | | |
| 8 AM | | | |
| 9 AM | | | |

A credit card guarantee is required

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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)

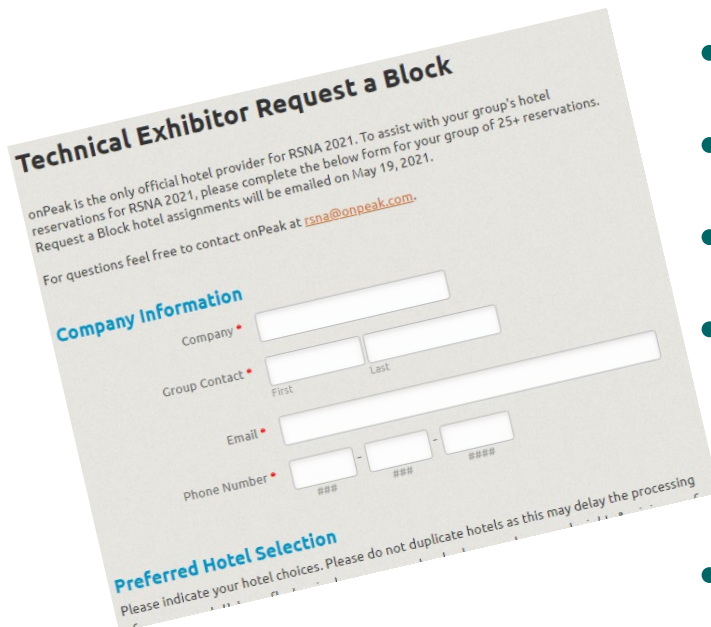


HOTEL RESERVATION SYSTEM

Request a Block

25 rooms or more on peak night

Complete the Request a Block online form



Technical Exhibitor Request a Block

onPeak is the only official hotel provider for RSNA 2021. To assist with your group's hotel reservations for RSNA 2021, please complete the below form for your group of 25+ reservations. Request a Block hotel assignments will be emailed on May 19, 2021.

For questions feel free to contact onPeak at rsna@onpeak.com.

Company Information

Company •

Group Contact • First Last

Email •

Phone Number • -

Preferred Hotel Selection

Please indicate your hotel choices. Please do not duplicate hotels as this may delay the processing

- 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](https://www.rsna.org/Exhibitor-Housing)

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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](https://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...

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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