First Time RSNA Exhibitors: Orientation Part One, The Basics
Housekeeping

• Live Language Translation
Live Language Translation

• Accept the invite that pops up on your screen
  • If using Zoom in a browser instead of app
    • use special link shared in Chat
    • OR scan the QR code on this slide
Live Language Translation

• Accept the invite that pops up on your screen
  • If using Zoom in a browser instead of app
    • use special link shared in Chat
    • OR scan the QR code on this slide
  • In translation box, choose preferred language from drop-down
  • Presenter’s words will be a transcript in your chosen language
Housekeeping

• Live Language Translation
• Questions in Q&A
• Recording
Agenda

• RSNA exhibitor web pages
• RSNA Exhibitor Resource Center (ERC)
• Email communications
• Virtual Office Hours
• First Time Exhibitor Pavilion vs. main show floor
• Pre-show marketing
• E3 evaluation
• Q&A
RSNA Exhibitor Web Pages

- Planning Your Exhibit
- Dates and Deadlines
- Exhibitor FAQs
- Badge Registration
- Hotel and Travel
- Exhibitor Best Practices
- Logos and Promotional Tools

- Exhibitor Service Kit
- Target Move-in Assignments
- Booth Spaces (for booth design guidelines)
- First Time RSNA Exhibitors
- International Exhibitor Guide
RSNA Exhibitor Web Pages

• Planning Your Exhibit
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Planning Your Exhibit web page
URL: RSNA.org/planning-your-exhibit

• The essentials
• Planning your booth
• Maximizing your success
• Planning your stay

Link to Dates and Deadlines
RSNA Exhibitor Web Pages

- Planning Your Exhibit
- Dates and Deadlines
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First-Time RSNA Exhibitors web page

How to find it:

- Planning your exhibit page: Maximizing your success
- Left navigation menu
First-Time RSNA Exhibitors web page

- Overview
- Most important things
- Tips
- Contact Info
RSNA Exhibitor Web Pages

• Planning Your Exhibit
• Dates and Deadlines
• Exhibitor FAQs
• Badge Registration
• Hotel and Travel
• Exhibitor Best Practices
• Logos and Promotional Tools

• Exhibitor Service Kit
• Target Move-in Assignments
• Booth Spaces (for booth design guidelines)
• First Time RSNA Exhibitors
• International Exhibitor Guide
Left Navigation Menu

- Found on every exhibitor web page
- Convenient access
- Easy navigation
RSNA Exhibitor Web Pages

- Planning Your Exhibit
- Dates and Deadlines
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- Badge Registration
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- International Exhibitor Guide
Exhibitor Communications

- Upcoming deadlines
- New opportunities
- Helpful information
- Archives in the Exhibitor Resource Center
## Exhibitor Communications

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Newsletters</strong></td>
<td>Monthly updates (bi-monthly January-June) 1&lt;sup&gt;st&lt;/sup&gt; Tuesday of the month</td>
</tr>
<tr>
<td><strong>Exhibitor Essentials</strong></td>
<td>Weekly reminders of important upcoming tasks or deadlines Fridays (end of June through November)</td>
</tr>
<tr>
<td><strong>First Time Exhibitor Essentials</strong></td>
<td>Special email series for First Time Exhibitors to guide through process Thursdays</td>
</tr>
<tr>
<td><strong>International Exhibitor Essentials</strong></td>
<td>Special email series for International Exhibitors to assist exhibiting to the US 3&lt;sup&gt;rd&lt;/sup&gt; Tuesday of the month</td>
</tr>
<tr>
<td><strong>Webinar Wednesdays</strong></td>
<td>Invitations and reminders for free RSNA exhibitor webinars Wednesdays</td>
</tr>
</tbody>
</table>
Official Contractor Emails

• RSNA does NOT sell exhibitor contact list
• Official partners only
  • List in Exhibitor Service Kit
  • Look for Official Partner Badge
• Exercise caution with any other solicitation emails
Official Contractors

- Hotel rooms – onPeak
- Attendee lists – Convention Data Services (CDS)

Reserve/purchase through links in Exhibitor Resource Center only!
Spotting a Scam Email

- Not an official partner
  - Look for Official Partner Badge before providing personal or financial information
- Popular scams:
  - Hotel rooms
  - Attendee lists
  - Fake invoices
Phishing Best Practices

• Do not click on links that look suspicious or have unusual words/characters in URLs
• Look for poor grammar or other clues
• Confirm with RSNA an email you received is legitimate
  • exhibits@rsna.org
Exhibitor Contacts

Keep your contacts up-to-date in the ERC

<table>
<thead>
<tr>
<th>Contact Type</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Contact</td>
<td>Main contact for planning exhibit</td>
</tr>
<tr>
<td></td>
<td>Receives ALL emails including invoices</td>
</tr>
<tr>
<td>Secondary Contact</td>
<td>Contacted if Primary Contact unavailable</td>
</tr>
<tr>
<td></td>
<td>Receives newsletters, webinar invitations, Exhibitor Essentials, Space Selection reminders</td>
</tr>
<tr>
<td>Marketing Contact</td>
<td>Receives newsletters, webinar invitations, Exhibitor Essentials, Space Selection reminders</td>
</tr>
<tr>
<td>Accounting Contact</td>
<td>CC’d on invoices</td>
</tr>
<tr>
<td>EAC Contact</td>
<td>Receives booth approval status notifications</td>
</tr>
</tbody>
</table>
RSNA Exhibitor Resource Center (ERC)
RSNA Exhibitor Resource Center (ERC)

- Login credentials required
- Primary contact can add users
- Contacts and users are different
- See ERC Orientation webinar and/or handout for details
RSNA Exhibitor Resource Center (ERC)

How to find it:

- Planning your exhibit page: The essentials
- Left navigation menu
RSNA Exhibitor Resource Center (ERC)

- Invoices and payments
- Exhibitor listing (enter info or upgrade)
- Update contacts/company info
- Link to exhibitor service kit
- Reserve hotel rooms
- Register for exhibitor badges
- Order meeting suites
- Links to your listing
- Exhibitor communications archives
- Priority points
Exhibitor Badge Registration

- Registration tile
- Single Sign-On to CDS registration dashboard
- All exhibit staff must be pre-registered through the registration dashboard
  - NO Onsite Registration for Exhibitors
- Virtual Office Hours session August 13
RSNA Exhibitor Resource Center (ERC)

- Access to Resources
  - Newsletter archives
  - Exhibitor Essentials archives
  - International Exhibitor Essentials archives
  - Virtual Office Hours archives
Virtual Office Hours

• 30-minute Zoom meetings
• 2nd and 4th Tuesday of month; 10 AM CT
• RSNA staff and invited guests
• Featured topic presented
• Q&A on any topic
• Schedule on Exhibitor Best Practices web page
• Archives in the Exhibitor Resource Center
What comes in your booth?
First Time Exhibitor Pavilion
What comes with your booth?

- Main show floor (North or South Halls)
  - Pipe and drape for inline and peninsula booths
- ID sign
- Floor covering is NOT included
- Floor covering IS required
- Ship or rent furnishings

Floor covering is required!
What comes with your booth?

- First Time Exhibitor Pavilion
  - Pipe and drape
  - ID sign
  - Carpet
  - 30-inch round table + 2 chairs
  - Wastebasket
  - Electrical service
  - One-time booth vacuuming (Sun AM)
  - 10% discount from Freeman (on non-exclusive services)
Furnishing your booth

• Order from Freeman
  • Carpet
  • Furniture
  • Graphics
  • Electric

• Ship your items
  • Use Advance Warehouse
  • Ship directly to McCormick Place

• Bring your items
  • Hand carry
  • Use ASUV ramp

Packages available – watch FTE Orientation part 2 on Sept 4 with Freeman

Use the correct shipping label!

Nothing motorized!
Note times for ASUV ramp
What comes with your booth?

First Time Exhibitor Pavilion

Main Show Floor

Floor covering is required!
Pre-show Marketing
Pre-Show Marketing Resources

- Upgraded Exhibitor Listing
Pre-Show Marketing Resources

• Upgraded Exhibitor Listing
• Logos and Promotional Tools web page
Pre-Show Marketing Resources

- Upgraded Exhibitor Listing
- Logos and Promotional Tools web page
- Link to exhibitor listing and floor plan location
Pre-Show Marketing Resources

- Upgraded Exhibitor Listing
- Logos and Promotional Tools web page
- Link to exhibitor listing and floor plan location
- Guest Passes
Pre-Show Marketing Resources

• Upgraded Exhibitor Listing
• Logos and Promotional Tools web page
• Link to exhibitor listing and floor plan location
• Guest Passes
• Attendee List
Pre-Show Marketing Resources

- Upgraded Exhibitor Listing
- Logos and Promotional Tools web page
- Link to exhibitor listing and floor plan location
- Guest Passes
- Attendee List
- Sponsorship and Advertising with RSNA
Pre-Show Marketing Resources

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Pre-Show Marketing Resources

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• Link to exhibitor listing and floor plan location
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• Attendee List
• Sponsorship and Advertising with RSNA
• Exhibitor Best Practices web page
• Exhibitor Magazine
Special Offer for First Time RSNA Exhibitors
What is E3?

- Developed by Jefferson Davis (Competitive Edge)
- Award-winning program (Trade Show Executive Magazine)
- 21-point expert evaluation and post-show report
  - Reinforce what’s working
  - Spotlight areas for improvement
  - Provide direction on how to make improvements
- Benchmark scoring based on booth size and show
- Guides your company to improve your exhibit
E3 Evaluation Criteria

• Expert evaluators (NOT critics or judges)
• Visually observable “at show” practices
• Three major areas
  • Overall exhibit
  • Product/service presentation
  • Booth staff
• 21 questions scored on 1 to 5 effectiveness scale
How to Read Your Report

Category: Linear

Overall E3 Score = Exhibit + Product Presentation + Staff

<table>
<thead>
<tr>
<th></th>
<th>Your Score</th>
<th>Linear Average</th>
<th>All Show Average</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>9.44</td>
<td>9.89</td>
<td>9.94</td>
</tr>
</tbody>
</table>

- **Exhibit Distribution**
  - New: 3.14
  - Lin: 3.36
  - All: 3.00

- **Linear Average**
  - New: 3.36
  - Lin: 3.17
  - All: 3.36

- **All Show Average**
  - New: 3.38
  - Lin: 3.19
  - All: 3.37

**WHAT YOUR E3 SCORE MEANS**

12-15: Effective!
Excellent exhibit appearance, solid messaging, good presentations and staff support. Pay attention to areas scoring below 4.5. It is possible to improve effectiveness with more creative and interactive strategies. Consider utilizing different technologies to grab attention, engage attendees and provide the information they need.

6-11: Scrutinize!
There is room for improvement whenever you scored 6.5 or below. Evaluate clarity, brevity and focus of messaging and visuals, review ease of navigation, brainstorm ways to get visitors physically or mentally engaged with your product/service, and ensure booth staff are easily identifiable, prepared, and ready to engage visitors.

Below 7: Needs Serious Attention!
Even small changes in each area can improve your exhibit's effectiveness. Review the comments in this report. Click the link on each page of your report to read about each question you scored low on and how to improve scoring. Seek out trade show educational materials. Depending on where you scored lowest, consider help from an exhibit graphics designer or trade show consultant to provide quick analysis and direction.

Take our E3 Survey for a chance to win an iPad! [http://tinyurl.com/ExhibitSurvey](http://tinyurl.com/ExhibitSurvey)
How to Read Your Report

<table>
<thead>
<tr>
<th>Exhibit Presentation</th>
<th>Your Score (1)</th>
<th>Linear Average</th>
<th>All Show Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>3.14</td>
<td>3.35</td>
<td>3.38</td>
</tr>
<tr>
<td>Does the overall exhibit grab attendee attention?</td>
<td>3.00</td>
<td>3.37</td>
<td>3.41</td>
</tr>
<tr>
<td>Is it quickly/visually discernable who the company is?</td>
<td>4.00</td>
<td>3.70</td>
<td>3.74</td>
</tr>
<tr>
<td>Are the graphics they well placed/visable?</td>
<td>3.00</td>
<td>3.16</td>
<td>3.19</td>
</tr>
<tr>
<td>Do the graphics communicate clear and concise message(s)?</td>
<td>2.50</td>
<td>3.28</td>
<td>3.29</td>
</tr>
<tr>
<td>Do the message(s) inform/educate/entertain?</td>
<td>2.00</td>
<td>3.20</td>
<td>3.20</td>
</tr>
<tr>
<td>Is the exhibit easy to enter?</td>
<td>3.50</td>
<td>3.35</td>
<td>3.37</td>
</tr>
<tr>
<td>Is the exhibit easy to navigate?</td>
<td>3.00</td>
<td>3.40</td>
<td>3.40</td>
</tr>
<tr>
<td>Is there enough open space for attendees?</td>
<td>3.00</td>
<td>3.39</td>
<td>3.39</td>
</tr>
<tr>
<td>Is the corporate identity effectively integrated in exhibit design?</td>
<td>3.50</td>
<td>3.47</td>
<td>3.47</td>
</tr>
</tbody>
</table>

Score key:
- Below average
- Average
- Above Average

*Go to http://exhibiteffectiveness.com/1081.html to learn how to enter EXHIBIT PRESENTATION scores.*

Comments:
- Booth too crowded. Could use more space or less products/furnishings.
- What you sell is clear. What makes it different or better is not clear.
- Messaging/graphics visually blocked.

Links to expert resources
Identifying Areas for Improvement

1. Look at overall score and comparison
2. Pay attention to yellow and red scores
3. Read comments
4. Look at pictures
5. Use links to learn how to raise your section score
Where to Look for Additional Ideas
RSNA Standout Exhibit Reports

- Pictorial report
- Spotlights RSNA exhibitor best practices
- Categories
  - Attention Grabbing Techniques
  - Effective Visual Communications
  - Engaging & Informative Demos/Presentations
  - Effective Staffing
  - Small Booths that Rock
Receiving an E3 Evaluation

• Email Sherry Gendel at sgendel@rsna.org
• First 25 receive a complimentary evaluation paid for by RSNA
  • First time exhibiting companies only
• Additional exhibitors can purchase
  • Discounted price of $195 ($695 value)
Put questions into Q&A

exhibits@RSNA.org
First Time RSNA Exhibitors Orientation
part 2: Pre-show Planning & Onsite Logistics

Wednesday, Sept 4
10 a.m. CT
Thank You

#RSNA24