

RSNA[®]

Radiological Society
of North America

RSNA 2024 Space Selection Process Overview

Webinar will begin at 10:00 AM CT

Webinar Agenda

- Welcome
- RSNA 2023 Update
- Exhibitor Priority Point System
- RSNA 2024 Floor Plans
- RSNA 2024 Space Selection Process
- RSNA 2024 Exhibit Space Rates & Payment Schedule
- Exhibitor Portal
- Reserving hotel rooms for RSNA 2024
- Sponsorship Opportunities & Corporate Partner Program
- Q&A

LEADING
THROUGH
CHANGE

RADIOLOGICAL SOCIETY OF NORTH AMERICA
109TH SCIENTIFIC ASSEMBLY AND ANNUAL MEETING

RSNA 2023 Update



Annual Meeting: Nov. 26–30
Technical Exhibits: Nov. 26–29

Meeting Schedule

- Annual Meeting
 - Sunday, November 26 – Thursday, November 30
- Technical Exhibits
 - Sunday, November 26 – Wednesday, November 29
 - 10:00 am to 5:00 pm

RSNA 2023 - Metrics

- Professional Attendance as of Monday, October 23
 - 14,047 total professional registrants
 - 12,163 in-person professionals
 - 61% North America
 - 39% International
 - 4,849 total professional registrants with Virtual Access package
 - 1,895 are virtual only attendees



RSNA 2023 - Metrics

- Technical Exhibits as of Monday, October 23
 - 681 exhibitors
 - 396,800 sq. ft.
 - 119 first-time exhibitors



Special Events & Activities

- **Happy Hour**
 - **NEW DATE:** Tuesday, November 28
 - 2:00 – 5:00 pm
 - Deadline for catering orders: **October 27**
- **RSNA After Dark Party**
 - Wednesday, November 29
 - TAO Chicago
 - Limited sponsorship opportunities available



RSNA 2024

December 1 - 5, 2024
Exhibits Dec 1 – 4, 2024

RSNA 2024 – Meeting Schedule



McCormick Place, Chicago

- Annual Meeting
 - Sunday, December 1 – Thursday, December 5
- Technical Exhibits
 - Sunday, December 1 – Wednesday, December 4
 - 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

Exhibitor Priority Points System for RSNA 2024 Space Selection

**Corporate
Partners**

+1 per \$1,000

Virtual Exhibit

+1

Ancillary Space

+1 per unit

Booth Size

+1 per 100 sq ft

Payment

*+2 25% by Jan 1
+2 50% by April 1
+2 100% by July 1*

Hotel

Reservations
*+2 by Dec 2, 2022
+3 by Oct 31, 2023*

Historical

last 20 meetings (starting in 2004)

+4 per year

FAQ: How do I increase my point total?

- Final deadline for earning points is October 31, 2023
- Two ways to increase point total for this year
 - Corporate Partner Program
 - Booking Hotels

Tips for next year

- Book hotels onsite
- Make each of your payments on time
- Consider sponsorships



FAQ: How can I see my current point total?

- NEW! Exhibitor Portal
 - Current as of August 1
 - Final update in early November



SPACE SELECTION PROCESS

RSNA 2024 FLOOR PLANS

RSNA 2024 – South Hall A

Highlights

AI Showcase

Anchor Location

Bistro RSNA

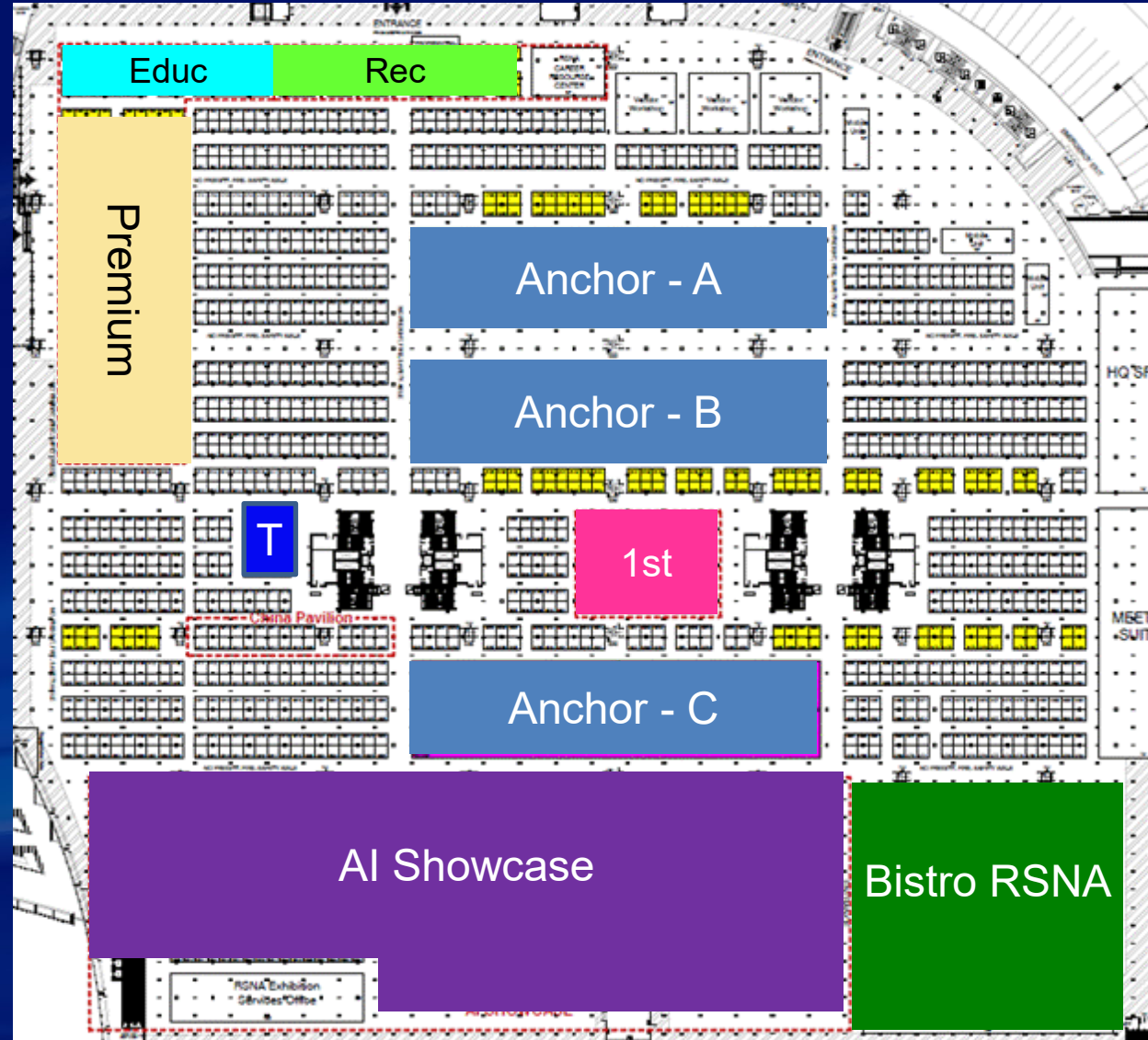
Educators Row

First-Time Exhibitor Pavilion

Innovation Theater

Premium Inline

Recruiters Row



RSNA 2024 – North Hall B

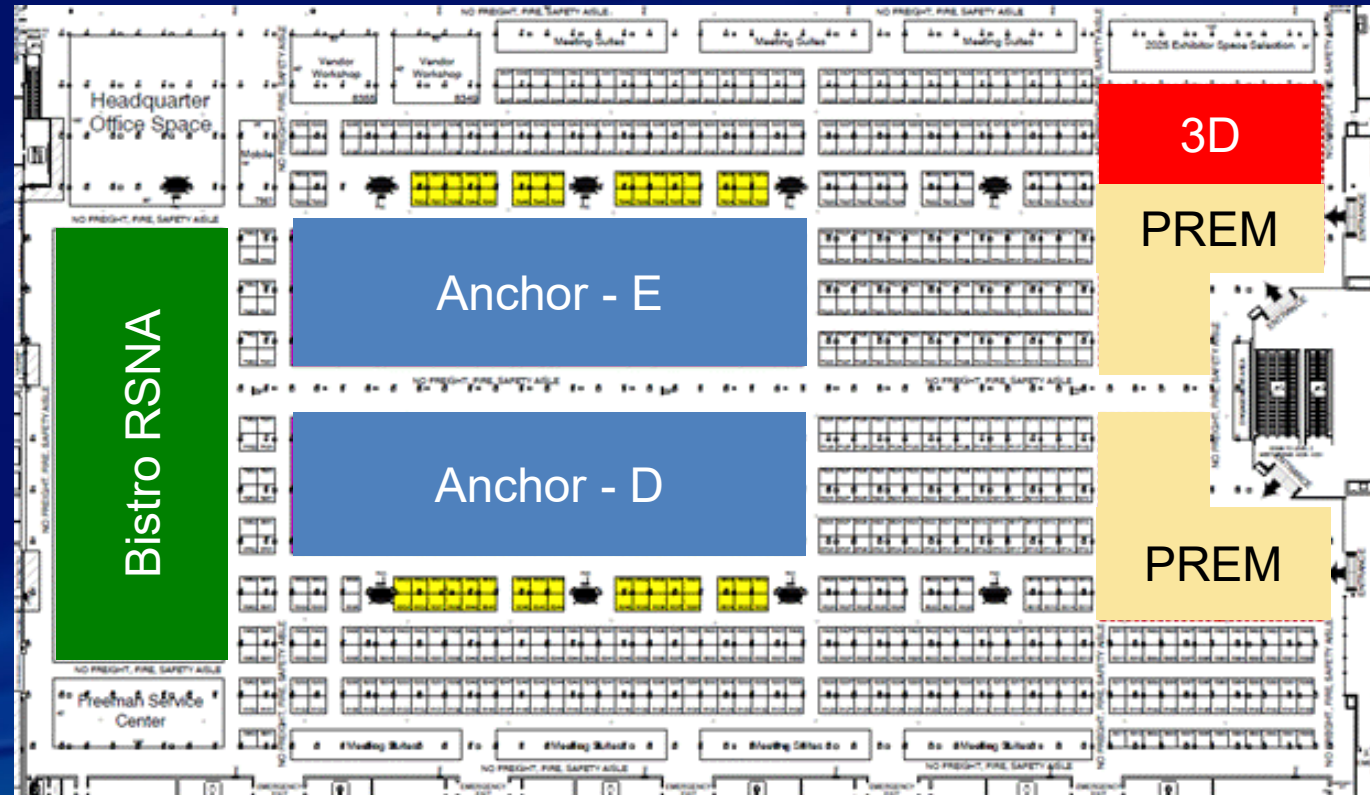
Highlights

3D Printing & Mixed Reality Showcase

Anchor Location

Bistro RSNA

Premium Inline



Anchor Exhibitor Space Selection

- Top 4 exhibitors based on booth size at RSNA 2023
- Select from pre-selected Anchor Zones (A-E)
- Limited to two anchors per exhibit hall
- Selection is conducted starting November 8 via conference call
- RSNA 2024 Anchors *(in alpha order)**:
 - GE HealthCare
 - Philips
 - Siemens Healthineers
 - United Imaging

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 the week of November 13 via conference calls

Early Space Selection *(in alpha order)**

- Bayer
- Bracco
- Canon
- Change Healthcare
- DocPanel
- FUJIFILM Healthcare Americas Corporation
- Hologic
- Konica Minolta
- Merge by Merative
- Nuance Communications

Space Selection Process

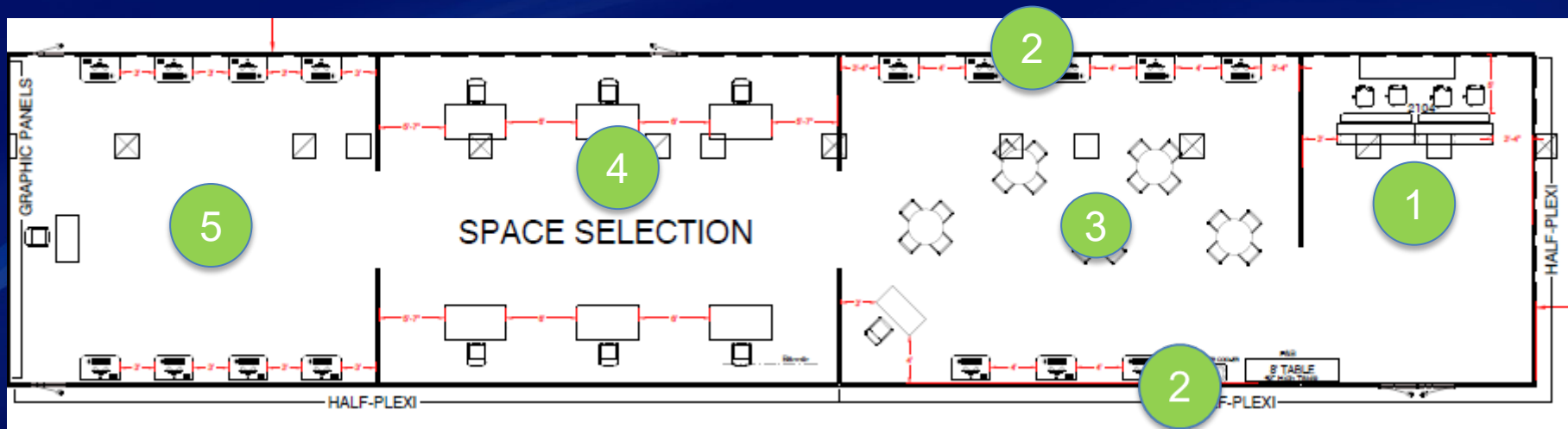
- On-site Space Selection Process
 - Remaining companies will select during RSNA 2023 via scheduled appointments
 - Sunday, November 26 – Wednesday, November 29
 - November 26, 2 pm to 5 pm
 - November 27 & 28, 9 am – 5 pm
 - November 29, 9 am – 3 pm

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

- Early November: Anchor & Top 10 appointments emailed
 - *Anchor Booth Selection: starting November 8*
 - *Top 10 Non-anchor Booth Selection: week of November 13*
- Early November: Space Selection web page available
 - Space Selection Instructions, Floor Plans, Booth Types and Rates, Rules and Regulations, Important Dates and Sponsorship Kit
- November 13: Space Selection Appointments emailed
- **NEW!** November 13: Available in Exhibitor Portal

Space Selection Room

Located in North Building Hall B, booth 8500



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

2024 EXHIBIT SPACE RATES & PAYMENT SCHEDULE

RSNA 2024 Exhibit Space Rates

- Preferred Exhibitor Space: \$39 per square foot
- Premium Inline Space: \$42 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: \$19.50 per square foot
- Contiguous Aisle Space surcharge: \$19.50 per square foot

RSNA 2024 Exhibit Space Rates

- Headquarter Office Space (minimum size 10x10)
 - \$15 per square foot (*space only*)
 - Walls and doors are billed separately by the general contractor
- Meeting Suites (*unfurnished*)
 - Standard (13'x16') - \$8,600; \$11,200 (non-exhibitor)
 - Deluxe (13'x23') - \$16,000; \$20,800 (non-exhibitor)
- Online Exhibitor Listing Upgrades
 - Standard - \$1,000
 - Premium - \$1,500
 - Elite - \$2,000

Exhibit Space Payment Schedule

- Exhibit space applications require a 25% deposit of the total rental fee
 - Due no later than January 1, 2024
 - Can pay full exhibit space fee, if desired
- By April 1, 2024, second 25% payment installment is due
- Final balance is due by July 1, 2024

Priority points are earned for each payment made by the published due date

Payment Options

All payments must be in U.S. funds

- Wire transfer
 - Bring confirmation onsite
- Company check
 - Drawn on a U.S. bank
- Credit card
 - American Express, Diner's Club, Discover, MasterCard, VISA

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, 2023** – last day for a full refund or credit for the amount of canceled or reduced space
- **January 1 – March 31, 2024** – 25% of the rental fee for the canceled space will be due to RSNA
- **April 1 – June 30, 2024** – 50% of the rental fee for the canceled space will be due to RSNA
- **After June 30, 2024** – exhibitor remains liable to RSNA for total rental fee for canceled or reduced space

All exhibit space reductions and cancellations must be submitted in writing
via the **RSNA Space Change Form**

Space reduction may result in booth relocation.

2024 EXHIBITOR RESOURCE CENTER

NEW Exhibitor Resource Center (formerly the Exhibitor Portal)

RSNA 2024
Annual Meeting: Dec. 1-5 | Technical Exhibits: Dec. 1-4

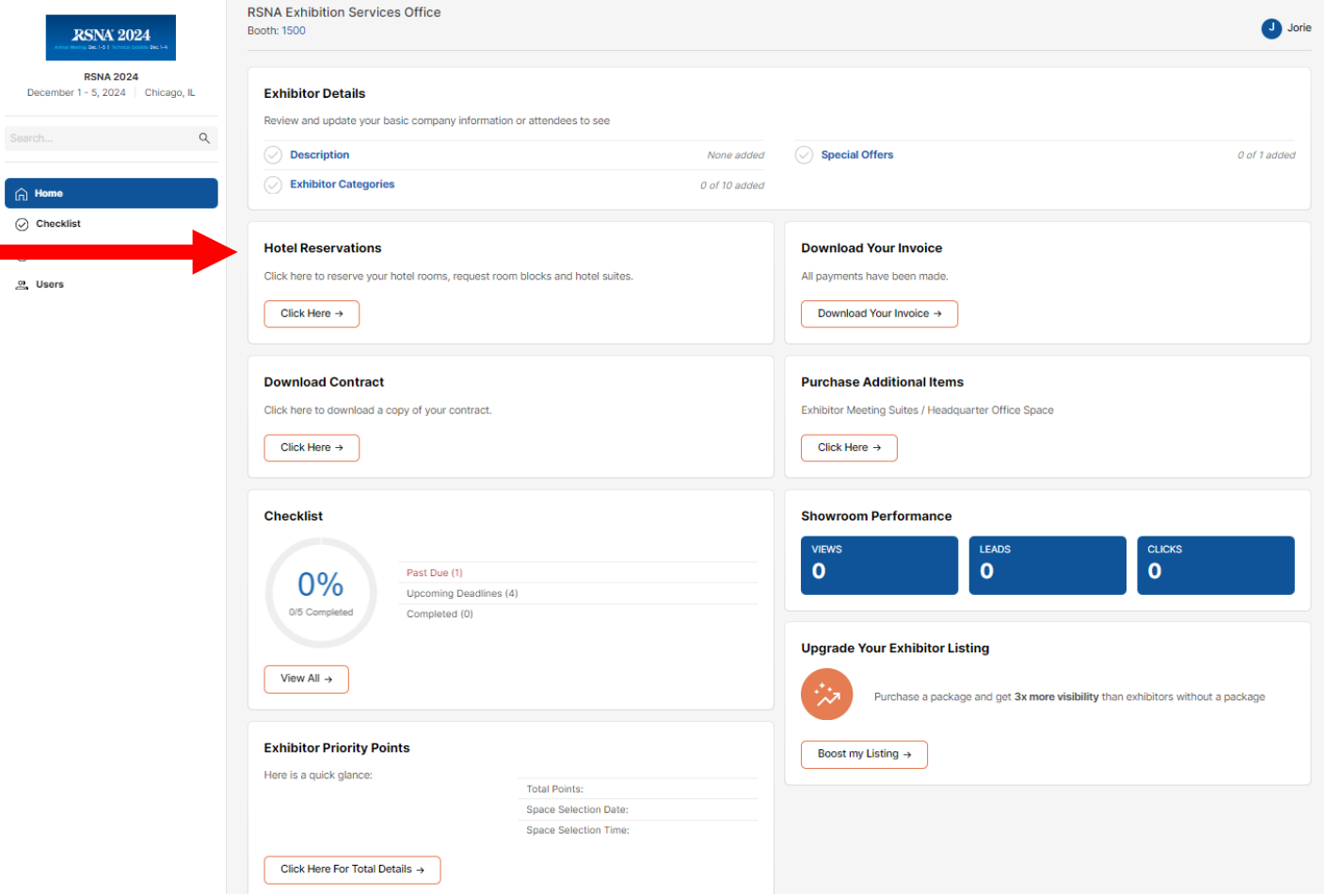
Exhibitor Resource Center

Sign In

Email Address

Continue

NEW Exhibitor Resource Center (formerly the Exhibitor Portal)



RSNA 2024
December 1 - 5, 2024 | Chicago, IL

Search...

Home

Checklist

Users

RSNA Exhibition Services Office
Booth: 1500

J Jorie

Exhibitor Details

Review and update your basic company information or attendees to see

- Description *None added*
- Exhibitor Categories *0 of 10 added*
- Special Offers *0 of 1 added*

Hotel Reservations

Click here to reserve your hotel rooms, request room blocks and hotel suites.

[Click Here →](#)

Download Your Invoice

All payments have been made.

[Download Your Invoice →](#)

Download Contract

Click here to download a copy of your contract.

[Click Here →](#)

Purchase Additional Items

Exhibitor Meeting Suites / Headquarter Office Space

[Click Here →](#)

Checklist

0%
0/5 Completed

- Past Due (1)
- Upcoming Deadlines (4)
- Completed (0)

[View All →](#)

Exhibitor Priority Points

Here is a quick glance:

- Total Points: _____
- Space Selection Date: _____
- Space Selection Time: _____

[Click Here For Total Details →](#)

Showroom Performance

VIEWS	LEADS	CLICKS
0	0	0

Upgrade Your Exhibitor Listing

Purchase a package and get **3x more visibility** than exhibitors without a package

[Boost my Listing →](#)

RSNA 2024 HOTEL RESERVATIONS

RSNA 2024 Hotel Reservations

After confirming your exhibit space, reserve your hotel rooms:

1. Space Selection Room from Sunday – Wednesday
2. Anytime online at [RSNA.org/Exhibitor-Housing](https://www.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 2024 Hotel Reservations

Also...it's easy as...

1
Login

2
Select Rooms

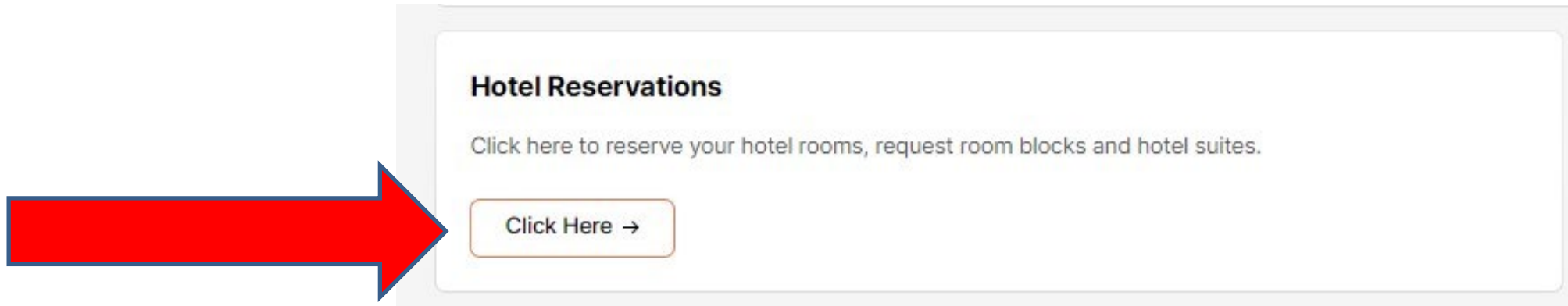
3
*Receive
Confirmation*

Plus:

- Earn (2) priority points
- Dismiss housing poachers
- It's done...one less thing to worry about later

Login - RSNA Exhibitor Resource Center

**Login in the Exhibitor Resource Center 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 4

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 2024 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 1.

- 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 1 – 2023 exhibitor priority points total determines assignment order
 - After December 1 – date request is received determines assignment order

2024 SPONSORSHIP OPPORTUNITIES

RSNA 2024 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 through web banners, e-newsletters
 - Webinar sponsorships
 - Journal podcast sponsorship opportunities

RSNA 2024 Sponsorship Opportunities

- Spotlight Courses
 - Feb/March, 2024 - Virtual Course focused on AI
 - October 2024 –
- RSNA Medical 3D Printing in Practice
 - April 19-20, 2024
 - Chicago, IL

Contact sales@rsna.org for more information on participation opportunities.

CORPORATE PARTNERS PROGRAM

RSNA Corporate Partner Program



- 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

- **Vanguard Program**

- Companies who participate in the Vanguard Program join an elite group of donors that support endowed grant awards, with opportunities for naming rights.
- Grant awards provide seed money for investigators who are working toward discoveries critical to the advancement of radiologic research. A variety of grants and funding levels are available and can be tailored to meet giving preferences.

- **Leadership Circle Program**

- Companies who participate in the Leadership Circle Program give to the Foundation on an annual, non-endowed basis. Companies receive recognition for their generosity at the annual meeting and throughout the year.
- Give at the Champion (\$25,000), Advocate (\$10,000) or Benefactor (\$5,000) levels

RSNA Corporate Partner Program

Thanks to the following companies that will be recognized as Corporate Partners in the coming year.

Gold

- Bayer
- GE HealthCare
- DocPanel

Silver

- Bracco
- Hologic
- Nuance, a Microsoft company
- Optum
- Siemens Healthineers
- United Imaging

Bronze

- AIRS Medical
- BD
- Google Cloud
- Hyland Healthcare
- Konica Minolta Healthcare Americas Inc.
- Merge by Merative
- Philips

**Have a question?
Please submit via the Q&A Box**

Frequently Asked Questions

Will I get reminders or onsite updates about my space selection appointment?

- Onsite Space Selection: November 26 – 29
 - During RSNA 2023: Welcome Folder (dropped at your booth Sunday morning)
 - During RSNA 2023: Appointment reminders (emailed the evening prior)
 - During RSNA 2023: Missed Time Slot Notices

TIP: Be sure you add your appointment to your calendar in the correct time zone – CST (Central Standard Time)

What if I can't leave my booth or I am not in Chicago?

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.

TIP: If you are not happy with the space selected you can cancel or relocate without penalty through December 31, 2023.

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.

TIP: Use the Proxy Form if you know you will need to miss your appointment

What if I am not ready to commit to exhibiting at RSNA 2024?

If you are not ready to apply for RSNA 2024 during RSNA 2023, applications will be taken beginning January 9, 2024.

Contact sales@rsna.org to secure space in 2024.

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

TIP: Contact sales as soon as you know you want to reserve space!

Frequently Asked Question

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. Early hotel points (reserving by December 2, 2022)
3. Hotel points (reserving by October 31, 2023)
4. Payment points
5. Corporate Partners points
6. Booth size
7. Virtual exhibit points
8. Number of ancillary units
9. Alphabetical order of contracted company name
 - Z to A in odd years; A to Z in even years

**Have a question?
Please submit via the Q&A Box**

Additional Questions? Contact the RSNA Team

Exhibition Services

exhibits@rsna.org

1-630-571-7850

Hotel Services

hotelservices@rsna.org

1-630-571-7847

Thank You For Attending!

Recording and slide deck available on
RSNA Exhibitor Best Practices web page
[RSNA.org/Exhibitor-Best-Practices](https://www.rsna.org/Exhibitor-Best-Practices)



Radiological Society
of North America

For more information, visit [*RSNA.org*](https://www.rsna.org)