

RSNA 2022 Space Selection + Housing Webinar

- RSNA 2021 Update & 2022 Floor Plans
- Exhibitor priority point system
- Space selection process
- Important dates and payment schedule
- How to reserve hotel rooms for RSNA 2022

Webinar will begin at 10:00 AM CT

RSNA 2021 – Meeting Schedule

- Annual Meeting
 - Sunday, November 28 – Thursday, December 2
- Technical Exhibits
 - Sunday, November 28 – Wednesday, December 1
 - 10:00 am to 5:00 pm

RSNA 2021 – Update

- Professional Attendance
- Exhibit Figures as of Monday, October 25
 - 490 exhibitors
 - 296,000 sq. ft.
 - 88 first-time exhibitors
 - 32 virtual-only exhibitors
 - 14 non-exhibitor meeting suites

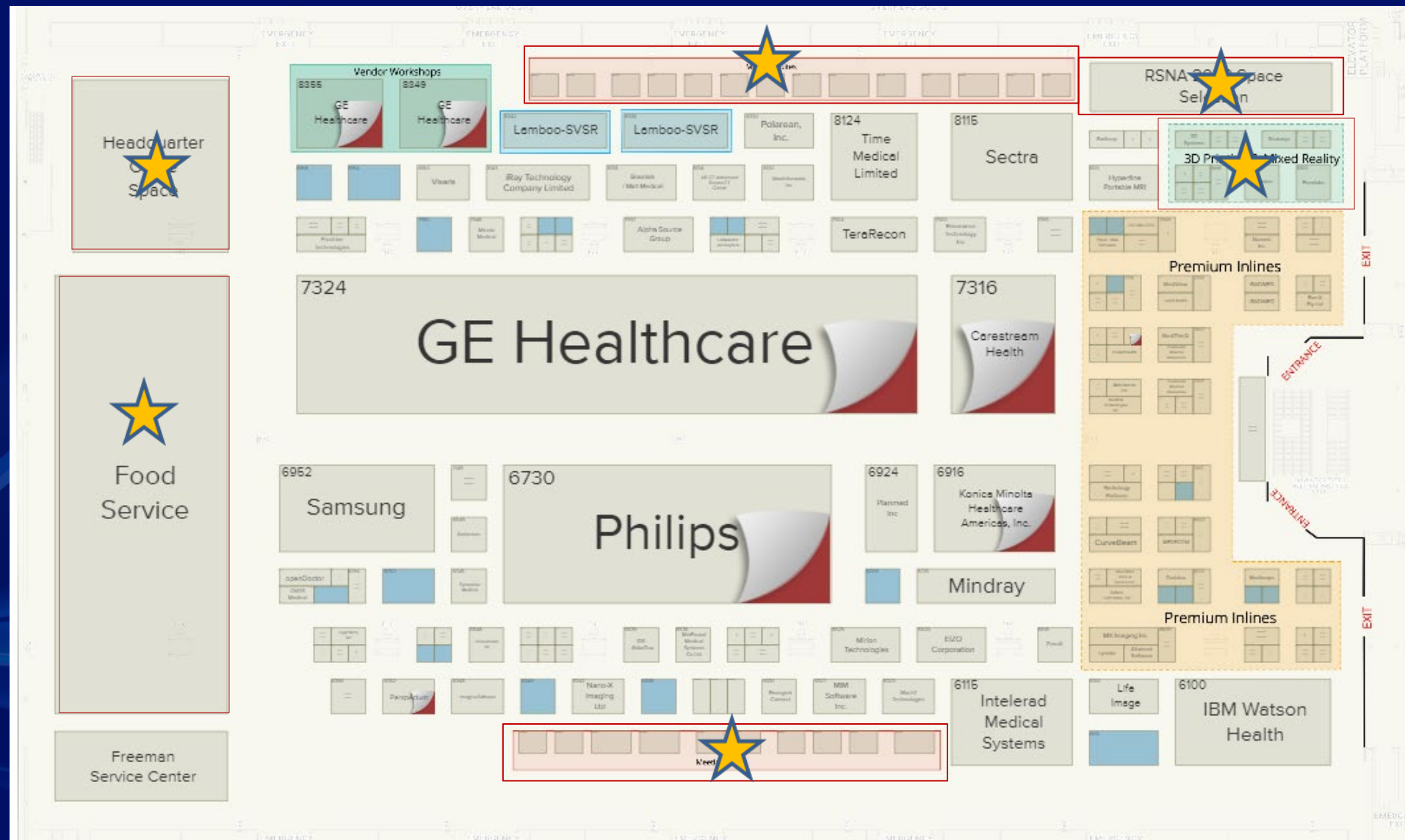
RSNA 2021 South Hall A



BISTRO RSNA

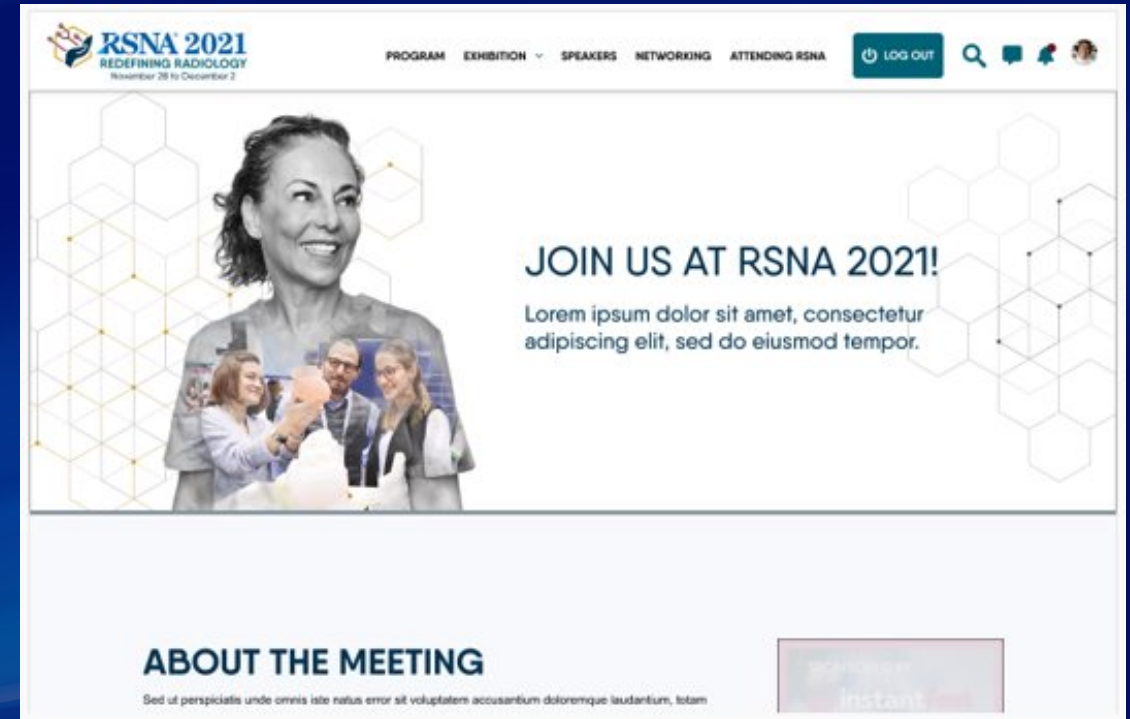
Food Carts

RSNA 2021 - North Hall B



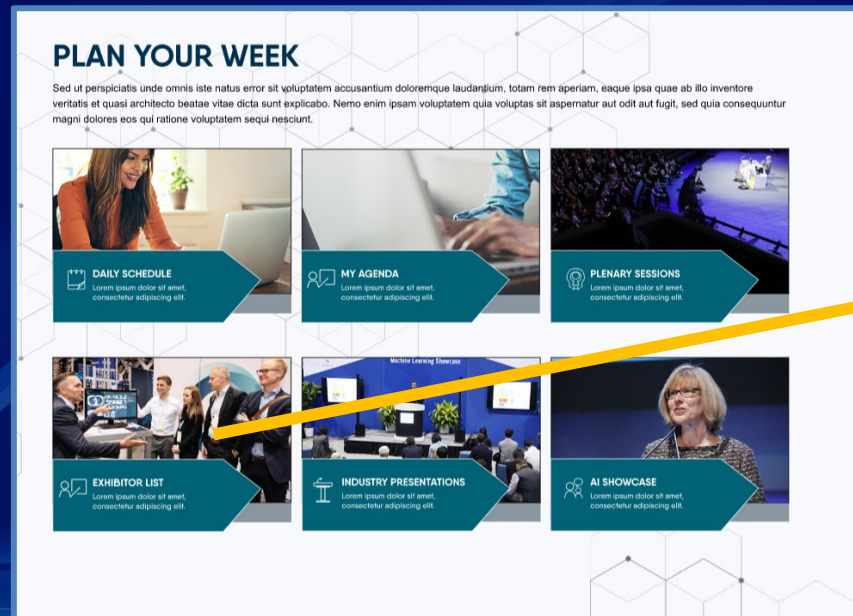
RSNA 2021 Virtual Meeting

- Focus on user and mobile-friendly Meeting Central platform that will be used by all attendees and exhibitors, in-person or virtual, to navigate the meeting.
- Meeting Central opens on November 1
- Sunday, November 28 through Thursday, December 2
- On-demand access through April 30, 2022

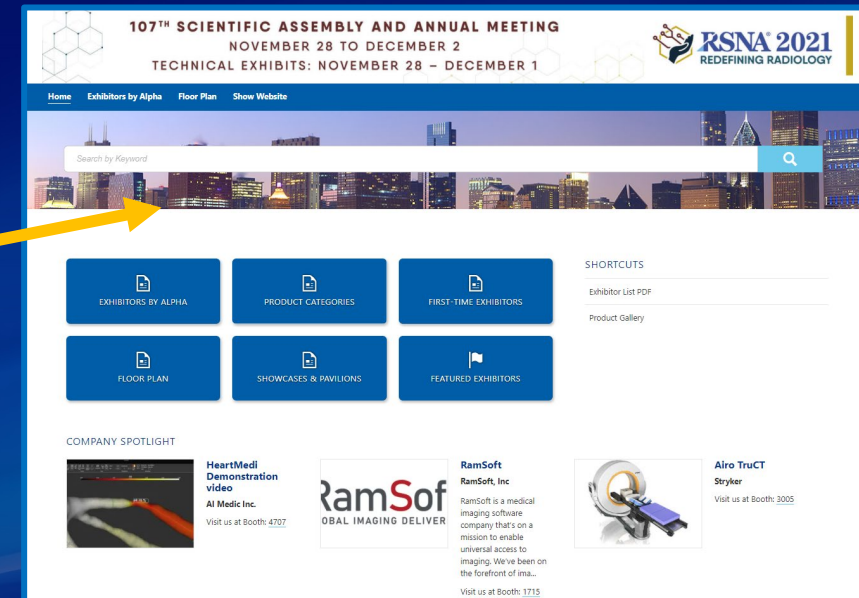


RSNA 2021 Virtual Meeting

Meeting Central



Exhibitor List



RSNA 2021 Health & Safety

- COVID-19 vaccination is required to attend RSNA 2021
 - No vaccine exemptions
- Face masks are required in all public, indoor spaces at McCormick Place.
- Validation Process
 - Clear App (US)
 - SafeExpo Website (outside of the US)
 - Onsite – Paper or Electronic
- Badges Individually pick-up at McCormick Place
 - Badge pick-up locations
 - Grand Concourse, Level 3 (Thursday, November 18 – Wednesday, November 24)
 - South Building, Level 1, Room S100 (Friday, November 26- Wednesday, December 1)
 - Lakeside Center East, Level 2, Hall E (Saturday, November 27 – Thursday, December 2)
- Visit rsna.org/annual-meeting/RSNA-2021-health-and-safety for full policy

RSNA[®] 2022

NOVEMBER 27–DECEMBER 1

McCormick Place, **Chicago**

Meeting Dates: Sunday, November 27 – Thursday, December 1

Technical Exhibits: Sunday, November 27 – Wednesday, November 30

2022 Space Selection Process

- **REVISED** - Anchor Exhibitor Space Selection
 - Top 4 exhibitors based on booth size at RSNA 2021
 - Select from pre-selected Anchor Zones (A-E)
 - Limited to two anchors per exhibit hall
 - Selection is conducted on November 10 via conference call
 - RSNA 2022 Anchors:
 - FUJIFILM Healthcare Americas Corporation
 - GE Healthcare
 - Philips
 - Siemens Healthineers

2022 Space Selection Process

- **REVISED** – All other companies are designated as non-anchors
 - Select exhibit space according to the priority point system
 - **REVISED** – Ten non-anchors exhibitors with the most priority points will select space November 15-17 via conference calls
- On-site Space Selection Process
 - Remaining companies will select during RSNA 2021 via scheduled appointments
 - Sunday, November 28 – Wednesday, December 1
 - November 28, 2 pm to 5 pm
 - November 29 – December 1, 9 am – 5 pm

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
- **Revised for 2022**

Exhibitor Priority Points System

**Corporate
Partners**

(including virtual)

+1 per \$1,000

Ancillary Space

+1 per unit

Booth Size

+1 per 100 sq ft

Final Payment

+5 by July 30

Housing

**+5 by April 9
+5 70% by Nov 5**

Historical

last 20 meetings (starting in 2002)

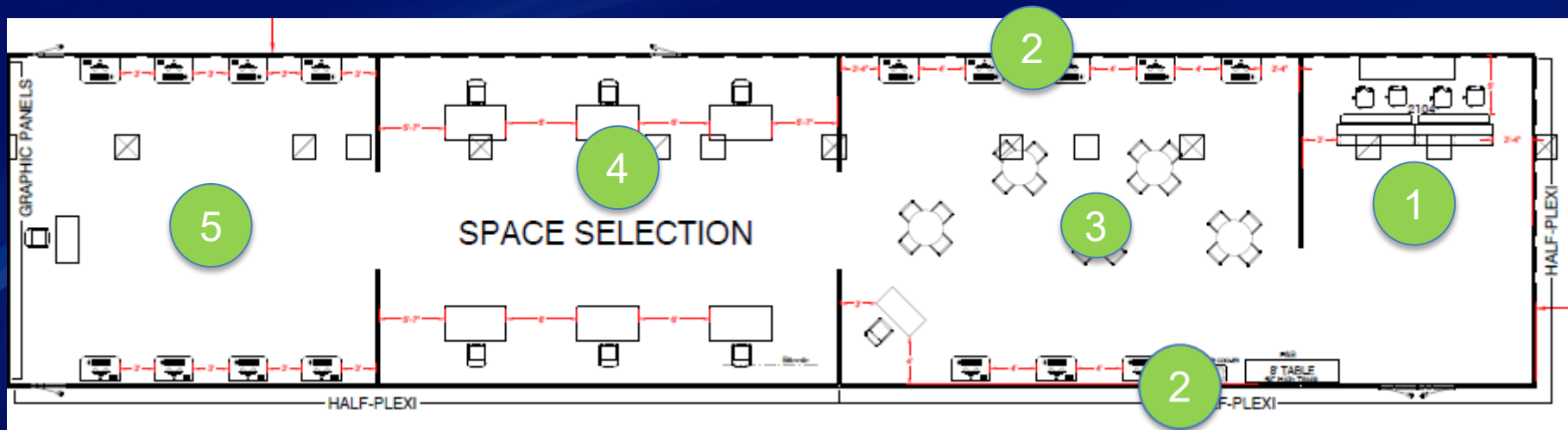
+4 per year

Communication Timeline

- **November 8:** Anchor & Top 10 appointments emailed
 - *Anchor Booth Selection: November 10*
 - *Top 10 Non-anchor Booth Selection: November 15-17*
- **November 10:** Space Selection web page available
 - Space Selection Instructions, Floor Plans, Booth Types and Rates, Rules and Regulations, Important Dates and Sponsorship Kit
- **November 10:** Space Selection Appointments emailed
- Onsite Space Selection: **November 28 – December 1**
 - During RSNA 2021: Welcome Packet (Sunday)
 - During RSNA 2021: Appointment reminders (emailed the day prior)
 - During RSNA 2021: Missed Time Slot Notices

RSNA 2022 Space Selection Room

Located in North Building Hall B, behind booth 8300



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

RSNA 2022 – South Hall A

Highlights

AI Showcase

Anchor Location

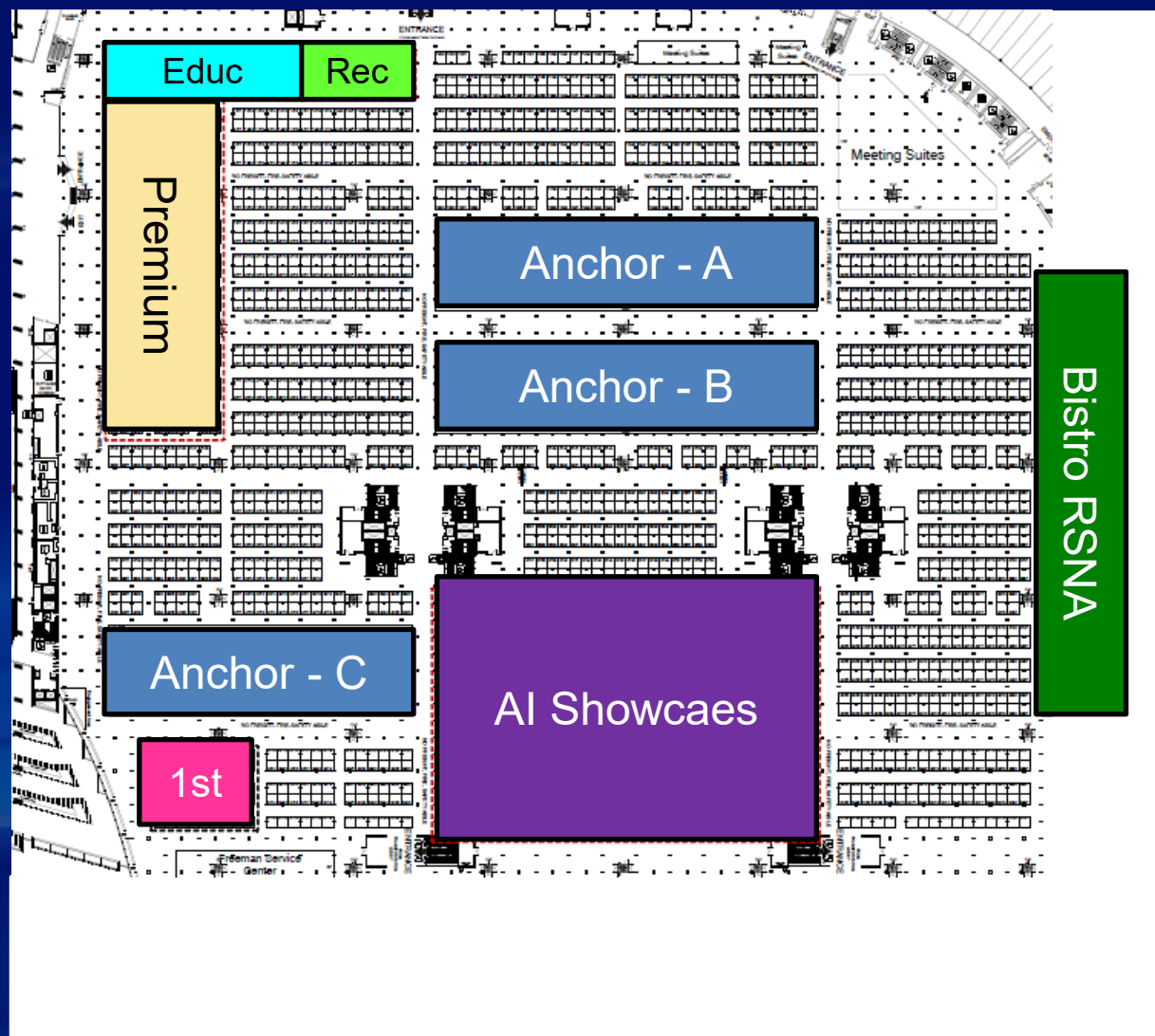
Bistro RSNA

Educators Row

First-Time Exhibitor Pavilion

Premium Inline

Recruiters Row



RSNA 2022 – North Hall B

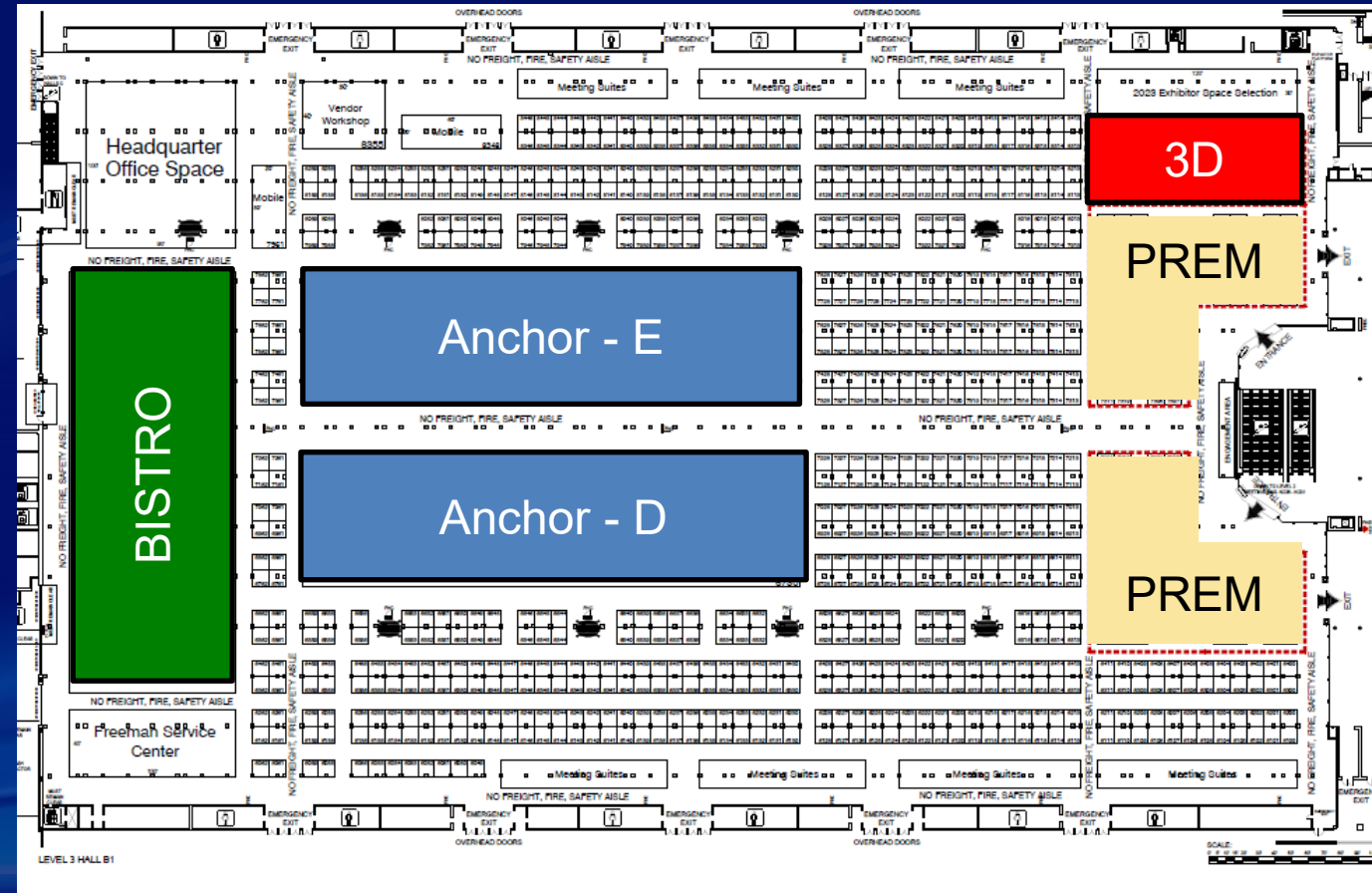
Highlights

3D Showcase

Anchor Location

Bistro RSNA

Premium Inline



RSNA 2022 Exhibit Space Rates

- Preferred Exhibitor Space Rate: \$37.50 per square foot
- Premium Inline Space Rate: \$40.50 per square foot
- First-Time Exhibitor Pavilion: \$43.00 per square foot

Other fees:

- Corner(s) assigned: \$600/each
- Second-Level surcharge: \$18.75
- Contiguous Aisle Space surcharge: \$18.75

RSNA 2022 Specialty Space Areas

- Specialty Exhibit Areas
 - 3D Printed & Mixed Realty Showcase
 - AI Showcase
 - Educators Row (*formerly Publishers Row*)
 - Recruiters Row
- Satellite Space Rate is a 25% discount on space rate, and corner fee(s).
 - This discount is available to exhibitors who take a secondary booth within one of RSNA's special interest areas or showcases.
 - Secondary booth must be the same size or smaller to receive the satellite space rate. Eligibility requirements may apply.

RSNA 2022 Exhibit Space Rates

- Headquarter Office Space (minimum size 10x10)
 - \$14.00 per square foot plus walls & doors (general contractor)
- Meeting Suites (*unfurnished*)
 - Standard (13'x16') - \$7,750; \$10,000 (non-exhibitor)
 - Deluxe (13'x23') - \$14,500; \$19,000 (non-exhibitor)
- Online Exhibitor Listing Upgrades
 - Premium - \$1,000
 - Premium Plus - \$1,500
 - Virtual Options – to be announced in 2022

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, 2022, a second 25% payment installment is due for a total of 50% of the exhibit space rental fee.
- Balance is due by July 1, 2022.

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, 2021 is the last day for a full refund or credit issued for the amount of space that has been reduced.
- Between January 1, 2022 and March 31, 2022, 25% of the rental fee for the canceled space will be due to RSNA.
- Between April 1, 2022 and June 30, 2022, 50% of the rental fee for the canceled space will be due to RSNA.
- After June 30, 2022, the exhibitor shall remain liable to RSNA for the total rental fee for the space canceled.

Space reduction may result in booth relocation.

RSNA 2022 Housing Process

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 2022 Housing Process

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

1
Login

2
Select Rooms

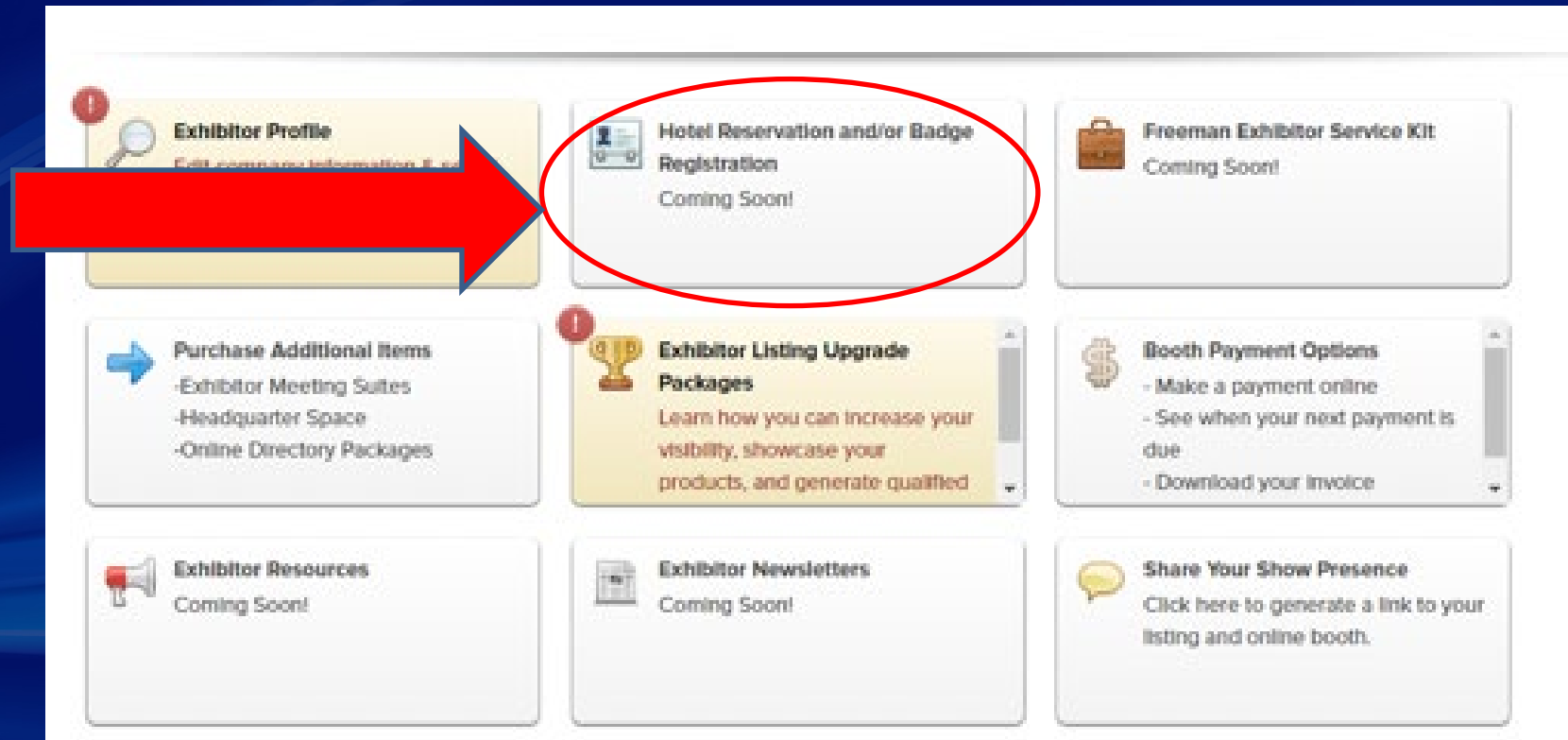
3
*Receive
Confirmation*

Plus:

- Earn (5) 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 October 5

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 2022 Housing Process

- 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 five (5) bonus points by reserving your hotels by Friday, December 3.

RSNA 2022 Housing Process

- 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 3 – 2022 exhibitor priority points total determines assignment order
 - After December 3 – date request is received determines assignment order

Frequently Asked Questions

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. *Request a Proxy Space Selection Form by emailing exhibits@rsna.org.*
2. *Return the form to exhibits@rsna.org with booth preferences at least 24-hours prior to your appointment.*
3. *At the time of your selection, RSNA will make your exhibit space selection based on your preferences provided.*

Frequently Asked Question

What if I am not ready to commit to exhibiting at RSNA 2022?

If you are not ready to apply for RSNA 2022 during RSNA 2021, exhibit space application will be available online at [RSNA.org](https://www.rsna.org) in early-January 2022.

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

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. *Housing points (reserving by April 9, 2021)*
3. *Housing points (reserving for at least 70% of exhibit staff by Nov 5, 2021)*
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*

Other Questions?

Please submit via the Q&A Box

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