What’s New at RSNA 2023
Housekeeping

- Recording today’s webinar
  - Recording will be posted on Exhibitor Best Practices web page in On-Demand Webinar Library
- Put questions in Q&A as you think of them
Agenda

- Exhibitor support initiatives
- Official partner badge
- Priority points access online
- Happy Hour changes
- McCormick Place updates
- Booth activity updates

- RSNA initiatives
- Sponsorship updates
- Corporate Giving Program
- General updates
Exhibitor Support Initiatives
Corporate Relations & Exhibition Services

• Combined team
• Better support
• Three general email addresses
Helpful Email Addresses

• **Sales@rsna.org**
  – To purchase a satellite booth or sponsorship

• **Sponsors@rsna.org**
  – Questions about your existing sponsorship

• **Exhibits@rsna.org**
  – Questions about your booth
Other Helpful Email Addresses

- **Hotelservices@rsna.org**
  - Questions about hotel rooms for your staff

- **Reginfo@rsna.org**
  - Questions about registering your staff for exhibitor badges
Exhibitor Virtual Office Hours

- 30 minutes
- Tuesdays
- Twice a month
- 10 am CT
- Very brief presentation
- Q&A (all topics)
# Virtual Office Hours Remaining Schedule

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</table>
Exhibitor FAQs Web Page

- Launching soon
- Answers to common questions
- New questions added
- Check here first
Exhibitor Essentials Archive

- Available in Exhibitor Portal
  - Communications tile
- Posted after sent
- Access to any you missed
- Named by topic and the send date
Additional Logos and Promotional Tools

- Downloadable logos for screen and print use
- Social media graphics
  - Facebook and LinkedIn Posts
  - Twitter Posts
  - Instagram Stories
- LinkedIn company cover image
- Email banner
Social Sharing Logo Tool

- Easy to generate and share on more channels
- Staff can share with their network
- Customize note to include booth number, links, etc.
- Link on Logos & Promotional Tools page
Social Sharing Logo Tool

Logos & promotional tools

Promote your presence at RSNA 2023 to your current and prospective customers with downloadable logos, social media graphics and an email banner.

In addition to our downloadable marketing tools, we've created an easy way for you to tell your social network you'll be exhibiting at RSNA 2023!

Please note: The RSNA logo is permitted for exhibitor use only on marketing collateral prior to RSNA 2023; collateral may only be for the purpose of promoting an exhibitor’s presence at RSNA 2023. Use of the RSNA logo on exhibitor booth signage or anywhere inside an exhibitor’s booth is prohibited.

Downloadable marketing tools

To download the marketing tools below, right click and save.

Logos | Social media | Email

Logos
Social Sharing Logo Tool

Hi There 🙋‍♀️
We have created an image for you to share!

Let's get going
Social Sharing Logo Tool

Spread the word about RSNA23!
Invite your colleagues

I'M EXHIBITING!
Come see our booth in the Technical Exhibits Nov. 26-29

Select where to share

LinkedIn
Twitter
Facebook
Instagram
WhatsApp
Social Sharing Logos
Official Partner Badge

LOOK FOR OUR OFFICIAL RSNA 2023 PARTNER BADGE TO IDENTIFY OUR AUTHORIZED VENDORS
Priority Points Access Online
Priority Points Access

- In the Exhibitor Portal
  - Priority Points tile
Priority Points Access

• Breakdown by category
• Points updated periodically
• Contact us if questions or discrepancies
• Final point update and Space Selection Appointment posted and emailed in early November
Happy Hour Changes
Happy Hour New Day and Time

- Tuesday, November 28
- 2:00 – 5:00 pm
Happy Hour in Exhibit Halls

- Tuesday, November 28
- 2:00 – 5:00 pm
- Participate by placing catering order from Happy Hour menu
  - Menu in Exhibitor Service Kit
- Deadline to place orders is October 27
McCormick Place Updates

• New management company, OVG (Oak View Group)
  – OVG Hospitality for catering
• Effective October 1
• Catering menus in Exhibitor Service Kit are still valid
Booth Activity Updates
Raffle/Drawing Value Limit

- Increased from $1500 to $2000
- Total value of all items
  - Does not include giveaways
New Initiatives
RSNA Initiatives on Show Floor

• RSNA Career Resource Center, next to Recruiters Row
  – Interview Suites
  – Networking space
  – Fireside Chat presentation area
  – Expanded footprint for Professional Portrait Studio
  – Leverage RSNA’s Career Connect radiology job board

• Exploring special activations to surprise and delight attendees and help drive traffic to the exhibit halls
RSNA Initiatives on Show Floor
Additional RSNA Activities

• Updated design for RSNA elements throughout McCormick Place
• RSNA After Dark Party
  – Wednesday, November 29
  – TAO Chicago
• RSNA Connect – Coffee, Cocoa and Conversation – Networking Meet Ups
• Art of Imaging Exhibit in the Learning Center
RSNA Plenary Sessions

Matthew A. Mauro, MD
President's Address and Opening Session
Nov. 26 | 4–5:30 p.m. CT

President's Address: Leading Through Change

Howard Chrisman, MD
President's Address and Opening Session
Nov. 26 | 4–5:30 p.m. CT

Opening Session: History Never Repeats Itself, But It Does Often Rhyme
RSNA Plenary Sessions

Elizabeth S. Burnside, MD, MPH
Nov. 27 | 11 a.m. – Noon CT

Vin Gupta, MD
Nov. 28 | 11 a.m. – Noon CT
The Future of Healthcare Delivery: Considerations for Patients and Providers

Jocelyn Chertoff, MD, MS
Nov. 29 | 1:30–2:30 p.m. CT
Understanding and Revitalizing the Radiology Workforce
Sponsorship Updates
New Sponsorship Opportunities

• Center Stage Presentations
  – Held in the Innovation Theater (front of South Hall)
  – Noon - 12:45
  – One slot available

• Activation Areas – new area in the transportation lobby

• Journal Opportunities
  – Podcast Sponsorships
  – Newsletter Opportunities

• Email sales@rsna.org to learn more.
Badge Scanning at Theater Presentations

- Can scan attendees’ badges beginning 5 minutes prior to the presentation
- Must ask before scanning
- Must purchase lead retrieval option from CDS (available in the Exhibitor Service Kit)
New Corporate Giving Program
R&E Foundation Leadership Circle

<table>
<thead>
<tr>
<th>DONATION AMOUNT</th>
<th>CHAMPION</th>
<th>ADVOCATE</th>
<th>BENEFACOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANNUAL MEETING</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technical Exhibit Points Earned</td>
<td>25</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Distinguished Donor Reception Invitation</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Express Boarding Passes Available</td>
<td>10</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Corporate Donor Reception Invitation</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition in Donor Suite Signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ribbons for Staff</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition Sign to Display in your Booth</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition in E-Blast to Donors Attending Annual Meeting (Includes Company Info and Booth #)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>THROUGHOUT THE YEAR</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donation Counts Toward Corporate Partners Recognition Level</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td>Recognition Plaque for Your Company HQ</td>
<td>✓</td>
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<td>Press Release Mention</td>
<td>✓</td>
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<td>✓</td>
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Email Bob Leigh at rleigh@rsna.org to learn more.
General Updates
Health and Safety Updates

• No onsite COVID testing at McCormick
  – Testing available offsite
• Every exhibitor must have hand sanitizer in their booth – McCormick Place requirement
RSNA 2023 Registration Update

- Professional registration opened on July 19
- As of Tuesday, August 8 professional registration is up 38% over last year
Enter questions into Q&A

Exhibition Services: exhibits@rsna.org
Final Reminders

• Attendee Feedback – webinar with Dr. Cheryl Petersilge
  – Recording is available on Exhibitor Best Practices web page in On-Demand Webinar Library

• Upcoming Webinars (all held at 10:00 a.m. CT)
  – **September 13** First Time RSNA Exhibitors Orientation: Pre-Show Planning and Onsite Logistics (Freeman)
  – **October 11** How to Promote Your Exhibit (VPO/Cision PR Newswire)
  – **October 25** RSNA 2024 Space Selection Process Overview
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All sessions are held at 10 a.m. CT

Contact us at exhibits@rsna.org for the link to join