



LEADING  
THROUGH  
CHANGE

RADIOLOGICAL SOCIETY OF NORTH AMERICA  
109<sup>TH</sup> SCIENTIFIC ASSEMBLY AND ANNUAL MEETING

# What's New at RSNA 2023



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



# 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

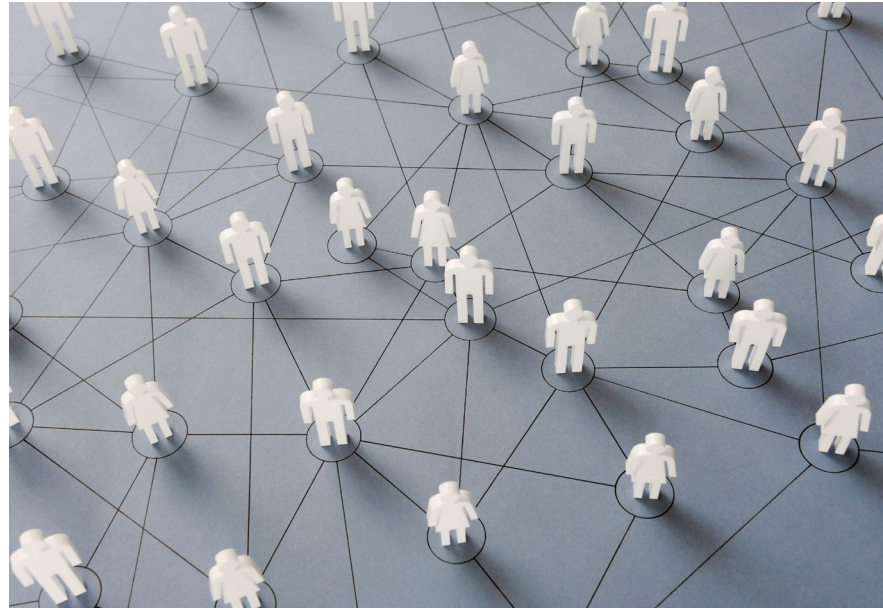
109<sup>TH</sup> SCIENTIFIC ASSEMBLY AND ANNUAL MEETING  
NOV. 26-30 \ TECHNICAL EXHIBITS: NOV. 26-29



# Exhibitor Support Initiatives

# Corporate Relations & Exhibition Services

- Combined team
- Better support
- Three general email addresses



# Helpful Email Addresses

- [Sales@rsna.org](mailto:Sales@rsna.org)
  - To purchase a satellite booth or sponsorship
- [Sponsors@rsna.org](mailto:Sponsors@rsna.org)
  - Questions about your existing sponsorship
- [Exhibits@rsna.org](mailto:Exhibits@rsna.org)
  - Questions about your booth





## Other Helpful Email Addresses

- [Hotelservices@rsna.org](mailto:Hotelservices@rsna.org)
  - Questions about hotel rooms for your staff
- [Reginfo@rsna.org](mailto: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

DATE	TOPIC
August 22	Exhibitor Off-site Functions
September 12	Lead Retrieval and Attendee Lists
September 26	RSNAnet hardline internet and Wi-Fi
October 10	Hanging Signs, Truss, and Lighting
October 24	Shipping and Material Handling, Advance Warehouse, and ASUV Policy
November 14	Open Forum

# 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



**SEE US IN  
CHICAGO!**



# 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



[Membership](#) [Annual Meeting](#) [Journals](#) [Education](#) [Research](#) [Practice Tools](#)

**Exhibitors and sponsors**

- [Why exhibit](#)
- [Exhibit spaces](#)
- [Exhibitor portal](#)
- [Floor plan](#)
- [Badge registration](#)
- [Hotel and travel information](#)

**Planning your exhibit**

  - [Exhibitor best practices](#)
  - [First-time RSNA exhibitors](#)
  - [International exhibitor guide](#)
  - [Exhibitor Service Kit](#)
  - [Meeting and function space rental](#)
  - [Logos & promotional tools](#)**
  - [Target move-in assignments](#)
  - [Dates and deadlines](#)
  - [Sponsorship opportunities](#)

[Home](#) | [Exhibitors and sponsors](#) | [Planning your exhibit](#) | **[Logos & promotional tools](#)**

## 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!

[Share now](#)

**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](#)

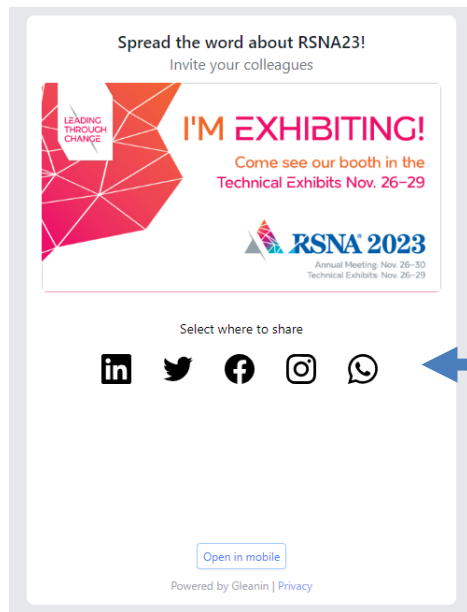
## Logos



# Social Sharing Logo Tool

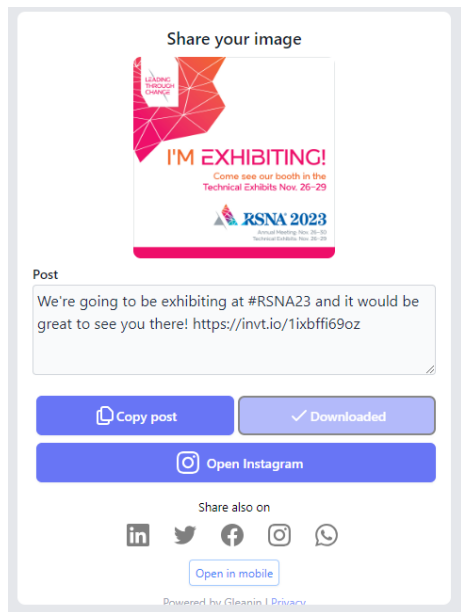


# Social Sharing Logo Tool



LinkedIn  
Twitter  
Facebook  
Instagram  
WhatsApp

# Social Sharing Logos



# Official Partner Badge

# Official Partner Badge

LOOK FOR OUR OFFICIAL  
RSNA 2023 PARTNER  
BADGE TO IDENTIFY OUR  
AUTHORIZED VENDORS



109<sup>TH</sup> SCIENTIFIC ASSEMBLY AND ANNUAL MEETING  
NOV. 26-30 \ TECHNICAL EXHIBITS: NOV. 26-29

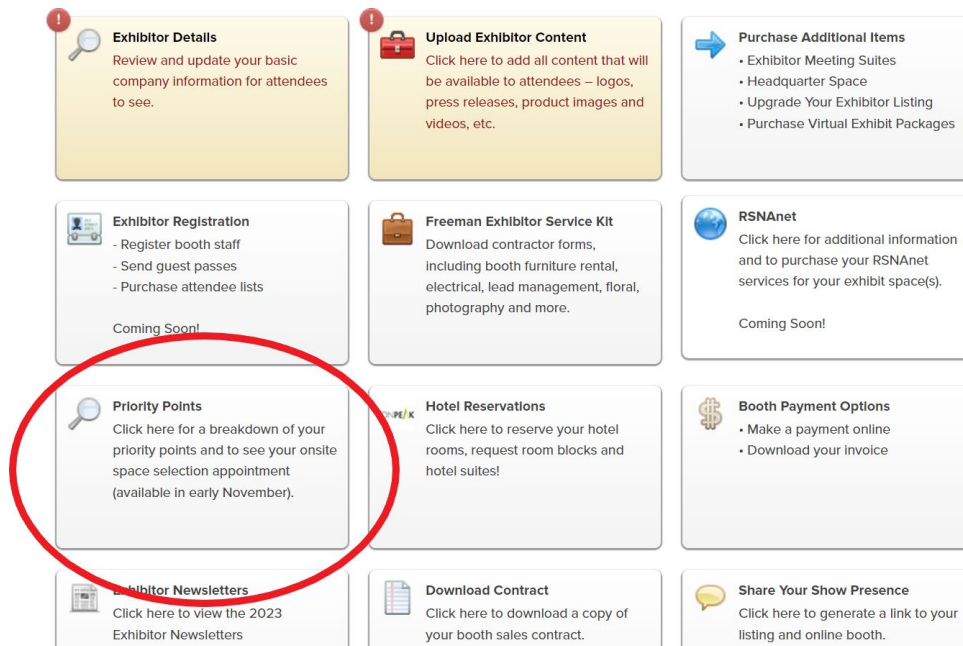














# Priority Points Access Online



# Priority Points Access

- In the Exhibitor Portal
  - Priority Points tile



 <b>Exhibitor Details</b> Review and update your basic company information for attendees to see.	 <b>Upload Exhibitor Content</b> Click here to add all content that will be available to attendees – logos, press releases, product images and videos, etc.	 <b>Purchase Additional Items</b> <ul style="list-style-type: none"><li>• Exhibitor Meeting Suites</li><li>• Headquarter Space</li><li>• Upgrade Your Exhibitor Listing</li><li>• Purchase Virtual Exhibit Packages</li></ul>
 <b>Exhibitor Registration</b> <ul style="list-style-type: none"><li>- Register booth staff</li><li>- Send guest passes</li><li>- Purchase attendee lists</li></ul> <p>Coming Soon!</p>	 <b>Freeman Exhibitor Service Kit</b> Download contractor forms, including booth furniture rental, electrical, lead management, floral, photography and more.	 <b>RSNAnet</b> Click here for additional information and to purchase your RSNAnet services for your exhibit space(s).  Coming Soon!
 <b>Priority Points</b> Click here for a breakdown of your priority points and to see your onsite space selection appointment (available in early November).	 <b>Hotel Reservations</b> Click here to reserve your hotel rooms, request room blocks and hotel suites!	 <b>Booth Payment Options</b> <ul style="list-style-type: none"><li>• Make a payment online</li><li>• Download your invoice</li></ul>
 <b>Exhibitor Newsletters</b> Click here to view the 2023 Exhibitor Newsletters	 <b>Download Contract</b> Click here to download a copy of your booth sales contract.	 <b>Share Your Show Presence</b> Click here to generate a link to your listing and online booth.

# 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



109<sup>TH</sup> SCIENTIFIC ASSEMBLY AND ANNUAL MEETING  
NOV. 26-30 \ TECHNICAL EXHIBITS: NOV. 26-29



# 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

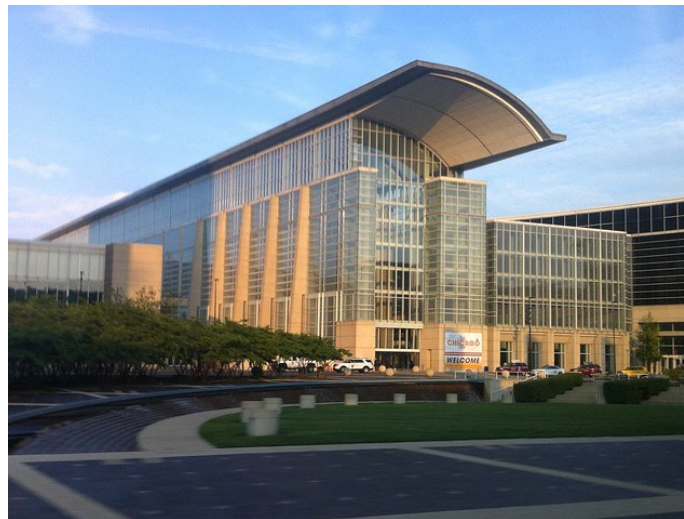


# McCormick Place Updates



# 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



109<sup>TH</sup> SCIENTIFIC ASSEMBLY AND ANNUAL MEETING  
NOV. 26-30 \ TECHNICAL EXHIBITS: NOV. 26-29

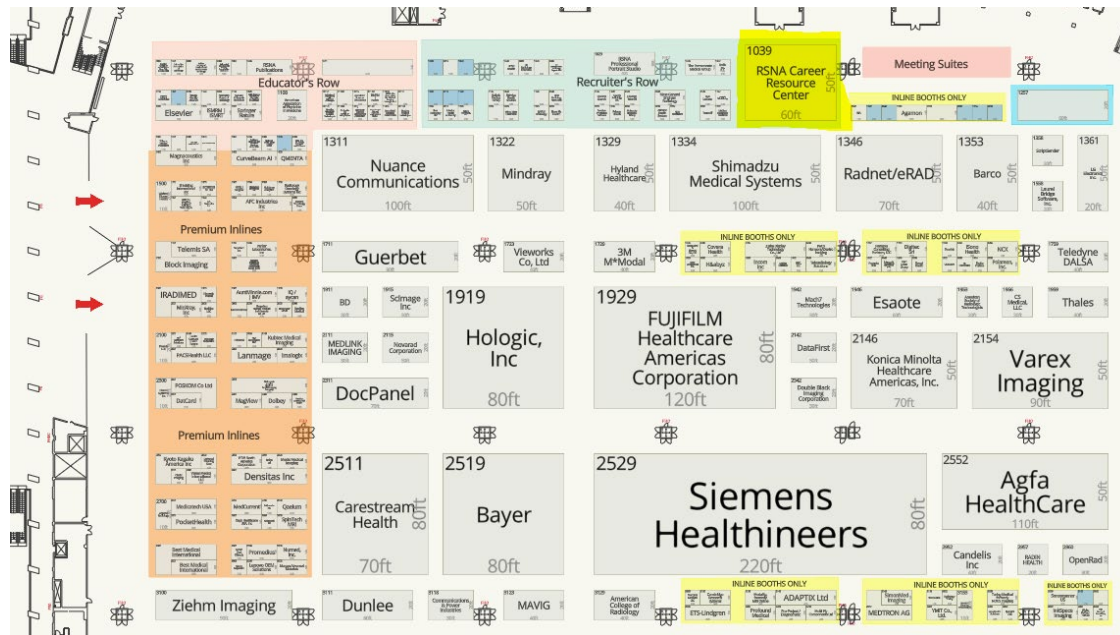


# New Initiatives

# 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

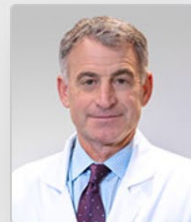
# RSNA Plenary Sessions



**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*

109<sup>TH</sup> SCIENTIFIC ASSEMBLY AND ANNUAL MEETING  
NOV. 26-30 \ TECHNICAL EXHIBITS: NOV. 26-29



# Sponsorship Updates

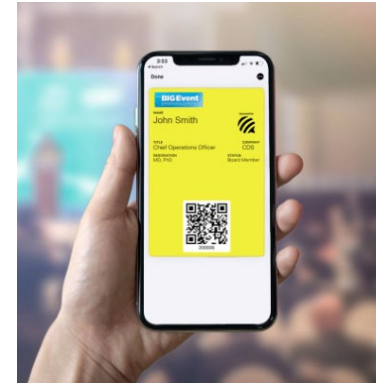
# New Sponsorship Opportunities

- 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](mailto: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)



109<sup>TH</sup> SCIENTIFIC ASSEMBLY AND ANNUAL MEETING  
NOV. 26-30 \ TECHNICAL EXHIBITS: NOV. 26-29



# New Corporate Giving Program

# R&E Foundation Leadership Circle

	CHAMPION	ADVOCATE	BENEFACTOR
DONATION AMOUNT	\$25,000	\$10,000	\$5,000
<b>ANNUAL MEETING</b>			
Technical Exhibit Points Earned	25	10	5
Distinguished Donor Reception Invitation	✓		
Express Boarding Passes Available	10	5	0
Corporate Donor Reception Invitation	✓	✓	✓
Recognition in Donor Suite Signage	✓	✓	✓
Ribbons for Staff	✓	✓	✓
Recognition Sign to Display in your Booth	✓	✓	✓
Recognition in E-Blast to Donors Attending Annual Meeting (Includes Company Info and Booth #)	✓	✓	✓
<b>THROUGHOUT THE YEAR</b>			
Donation Counts Toward Corporate Partners Recognition Level	✓	✓	✓
Recognition Plaque for Your Company HQ	✓		
Press Release Mention	✓		
Spotlight Article in <i>Foundation Focus</i> E-Newsletter	✓	✓	
Recognition in <i>RSNA News</i>	✓	✓	

Email Bob Leigh at  
[leigh@rsna.org](mailto:leigh@rsna.org) to  
learn more.



109<sup>TH</sup> SCIENTIFIC ASSEMBLY AND ANNUAL MEETING  
NOV. 26-30 \ TECHNICAL EXHIBITS: NOV. 26-29



# 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](mailto: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

# Virtual Office Hours Schedule

DATE	TOPIC
August 22	Exhibitor Off-site Functions
September 12	Lead Retrieval and Attendee Lists
September 26	RSNAnet hardline internet and Wi-Fi
October 10	Hanging Signs, Truss, and Lighting
October 24	Shipping and Material Handling, Advance Warehouse, and ASUV Policy
November 14	Open Forum

All sessions are held at 10 a.m. CT

Contact us at [exhibits@rsna.org](mailto:exhibits@rsna.org) for the link to join

109<sup>TH</sup> SCIENTIFIC ASSEMBLY AND ANNUAL MEETING  
NOV. 26-30 \ TECHNICAL EXHIBITS: NOV. 26-29

The logo graphic for RSNA 2023 features a stylized, multi-colored triangle composed of smaller triangles, with a grey triangle to its left.

# RSNA<sup>®</sup> 2023

## LEADING THROUGH CHANGE

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