

RSNA 2022 Booth Space Selection Guidelines

The following guidelines outline the process that RSNA will use to conduct the exhibit space selection process for the RSNA 2022 Annual Meeting. First-round space selection will take place on-site at RSNA 2021.

Technical Exhibit Priority Point System

A priority point system has been developed to recognize a company's support of RSNA and reward exhibitors for upholding meeting policies during their previous exhibit participation. RSNA 2021 contracted in-person and virtual exhibitors will have the opportunity to select their booth position for the RSNA 2022 Annual Meeting between the dates of November 28 – December 1 at McCormick Place during RSNA 2021.

The order of space selection will be determined by each exhibitor's cumulative number of points via the following criteria as of November 5, 2021:

- Four (4) historical points for each year of participation as an RSNA technical exhibitor at the last 20 annual meetings (since 2002).
- Five (5) housing points for reserving RSNA 2021 hotel rooms by Friday, April 9, 2021.
- Five (5) housing points for reserving RSNA 2021 hotel rooms for at least 70% of badged exhibitor personnel (RG41) through the RSNA housing system for RSNA 2021 by November 5, 2021.
- Five (5) payment points for paying RSNA 2021 technical exhibit space rental fees in full by July 30, 2021.
- One (1) Corporate Partners point for every \$1,000 spent on RSNA's Corporate Partners program initiatives, which include meeting sponsorships, virtual meeting opportunities, R&E Foundation donations, subscriptions, and more. (Includes payments and contracts with RSNA Corporate Relations Department made between November 1, 2020 to October 31, 2021).
- One (1) booth size point for each 100 square feet of paid technical exhibit space at RSNA 2021.
- One (1) ancillary space point for each Headquarter Office and Meeting Suite rental at RSNA 2021.

Exhibitors will be ranked based on cumulative priority points earned using the above point system. Tie-breaker procedures will be enforced when multiple companies have earned the same number of priority points. The tied companies' points will be analyzed in the following order until one organization clearly outranks the other(s). The sequence for analysis will be: (1) historical points, (2) housing points, (3) housing points — 70%, (4) payment points, (5) Corporate Partners points, (6) booth size points, (7) ancillary space points and (8) alphabetical order of contracted company name - Z-A in odd years and A-Z in even years.

Mergers

When exhibitors have merged with, have been purchased by, or have purchased another company; provided that only one company continues to exhibit, the most favorable priority points earned by a single company, among all companies involved, will apply.

During subsequent years of participation, the most favorable historical points earned by a single company among all companies involved, will be the prevailing number of historical points considered for the merged company. RSNA Exhibition Services Department must be notified of any mergers no later than October 31, 2021, for consideration during the RSNA 2022 Exhibit Space Selection Process. After the merger/acquisition, if two or more companies continue to exhibit individually, Company Subsidiaries and Divisions guidelines would apply.

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Company Subsidiaries and Divisions

Subsidiaries and divisions of an exhibiting company participating with their own exhibit space would complete a separate Technical Exhibits Space Application/Contract, earn its own set of exhibitor priority points, and select space according to the Technical Exhibit Priority Point System. Exhibitor priority points cannot be combined or shared among companies within the same corporate family.

Joint or Co-Marketing Ventures

If two or more exhibiting companies wish to be located together in the Technical Exhibition, all involved companies must notify RSNA Exhibition Services in writing on company letterhead no later than October 31, 2021. Points of all companies wishing to be located together will be averaged to determine order of their collective exhibit space selection. Each exhibiting company would maintain their own company identity.

Company Name Change

If a company name changes since its most recent participation, please indicate the previous company name on the application to be properly awarded historical points. If a name change occurs after the space application process, please notify the RSNA Exhibition Services Department to update your record accordingly.

Penalties

The RSNA Technical Exhibitors Rules and Regulations serve to protect the integrity of the exhibition; ensure compliance with laws, codes, ordinances, and contracts with the exhibition facility and ensure all exhibitors are treated fairly. If an exhibitor fails to comply with these rules and regulations, the exhibitor may be penalized, including loss of points, charged a higher exhibit space rental rate, and/or assessed a penalty fee.

RSNA 2022 Space Selection Process

Anchor Exhibitor Space Selection

Based on RSNA 2021, the four (4) exhibitors with the most square feet of exhibit space as of October 29, 2021 will be deemed Anchor Exhibitors for RSNA 2022. These companies will be ranked in order based on their priority points and will select from predetermined anchor zones (A–D) indicated on the preliminary floor plan. No more than two anchors can select the same hall, thus two anchors will be located in the North Hall and two in the South Hall. Anchors will select their RSNA 2022 booth space via scheduled conference calls beginning Wednesday, November 11, 2021. Anchor space selection appointments will be announced on November 9, 2021. Preliminary floor plan will be available online beginning September 30, 2021.

Exhibit Space Selection

Companies that are not designated as Anchor Exhibitors for RSNA 2022 will be able to select their space according to the priority point system. The exhibitors with the top 10 priority points will be scheduled a conference call with RSNA during the week of November 15. The remaining exhibitors will be assigned a timeslot during the RSNA 2021 Annual Meeting, Sunday, November 28, 2021 to Wednesday, December 1, 2021 to select their booth location. RSNA will communicate the meeting time and location for the booth selection process in an email invitation on November 11, 2021.

Exhibitor order will be determined by the company's priority points. Selection will take place via a live floor plan in consultation with RSNA staff. Exact booth space will be determined at the discretion of RSNA in an effort to best manage exhibit hall traffic and logistics.

Companies who cannot attend their pre-scheduled appointment are invited to request and submit a Proxy Form to RSNA no later than 24-hours prior to their appointment. Complete Proxy Form details will be shared with exhibitors within their booth selection invitation email. Companies who miss their pre-scheduled appointment can select their space on a first-come, first-served basis after 4:30 PM on the day of their appointment.

Space requests from Standard Exhibitors will not be assigned until all Preferred Exhibitors have been assigned space during the On-site Exhibit Space Selection Process.

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Remaining Exhibit Space

RSNA 2021 exhibitors who did not participate during the on-site booth selection process and new companies that apply after December 1, 2021, will be assigned exhibit space on a first-come, first-served basis upon receipt of a signed Technical Exhibit Space Application/Contract and deposit.

Exhibit Space Rental Rates

- Preferred Exhibitor Space Rate: \$37.50 per square foot, plus \$600 for each corner
- Premium Inline Space Rate: \$40.50 per square foot, plus \$600 for each corner
- RSNA will provide companies a range of exhibit spaces opportunities. Whether you need a turnkey space or a fully customizable inline, peninsula or island booth, RSNA has an option for you.
- RSNA 2022 preliminary floor plan and exhibiting opportunities will be available beginning September 30, 2021.

Questions

If you have questions about the RSNA 2021 booth space selection process, please contact:

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