

#### RSNA EXHIBITION SERVICES

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[RSNA.org/Exhibitors](http://RSNA.org/Exhibitors)



## Technical RSNA 2021 Booth Space Selection Guidelines

RSNA 2020 exhibitors are eligible for RSNA 2021 Advance Exhibit Space Selection. Space selection for RSNA 2021 will take place via scheduled conference call between Tuesday, March 23 and March 25 for Anchor Exhibitors; between Monday, March 29 and Friday, April 9 for Non-Anchor Exhibitors.

Companies who did not participate at RSNA 2020 can re-apply for exhibit space after April 19, 2021 and will be assigned exhibit space on a first-come, first-serve basis upon receipt of a signed contract and deposit.

If you have any questions regarding the space selection process, please contact RSNA Exhibition Services anytime at [exhibits@rsna.org](mailto:exhibits@rsna.org) or by phone at 1-630-571-7850.

### RSNA 2021 Advance Exhibit Space Selection

Each confirmed RSNA 2020 exhibitor will be assigned an appointment date and time to make their RSNA 2021 booth selection. Order of appointments will be scheduled according to the RSNA exhibitor priority point system. During the appointment, exhibitors will be able to select their booth location while reviewing a live floor plan with RSNA staff. Exact booth space will be determined at the discretion of RSNA in an effort to manage exhibit hall traffic.

Here is how the process will work:

- 1. Space Selection Email.** On March 8, the space selection appointment date and time will be sent to the primary exhibitor contact with details on the process and resources on RSNA 2021.
- 2. Receive Meeting Invitation.** A personal meeting calendar invitation from your assigned RSNA staff member with all the space selection appointment details will be sent to the primary exhibitor representative no later than Friday, March 12.
  - a. Cannot Make Appointment.** If your company will not be able to participate during your scheduled appointment and would like to exhibit at RSNA 2021, please complete the Proxy Space Selection Form to authorize RSNA to select your company's exhibit space on your behalf during your assigned appointment. Due to the number of appointments, RSNA is not able to re-schedule conference calls.
  - b. Not Ready to Exhibit.** If your company is not ready to contract for exhibit space at RSNA 2021, please decline the meeting invitation and send a copy of the declined meeting invitation to [exhibits@rsna.org](mailto:exhibits@rsna.org). Exhibitors who do not participate during the advanced booth selection process will be able to re-apply for exhibit space after April 19, 2021.
- 3. Share Meeting Invitation.** Forward the meeting invitation to the appropriate team member(s) who should be involved in your company's space selection appointment.
- 4. Review Exhibit Opportunities.** In advance of your meeting appointment, please review the floor plan, exhibit options, and rates. Resources will be available online at [RSNA.org/Engage](http://RSNA.org/Engage).
- 5. Join the Scheduled Conference Call.** A few minutes prior to your scheduled timeslot, login into the video conference link provided in the meeting invitation. Once your assigned RSNA team member is ready, you will be admitted into video conference room.
- 6. Make Your Booth Selection.** After you have been admitted to the video conference room, you will meet with an RSNA staff member to make your final booth selection. Each company is allotted 10 minutes to make their selection.
- 7. Confirmation Email Sent.** Once you have selected your space, your booth selection will be placed on hold by RSNA. An email will be sent to the primary company contact to begin the contracting process.
- 8. Complete the Contract.** Open your RSNA 2021 Confirmation email and click the link in the email which will open the RSNA 2021 Technical Exhibit Space Application/Contract. During the application process, you will be able to:
  - a. Review/modify your company contact(s).**
  - b. Confirm booth size and number.**
  - c. Purchase additional services.** Review Meeting Suites, Headquarter Office Space and upgraded Exhibitor Listing options.
  - d. Make Deposit.** After signing the application/contract, a 25% deposit will be required.

- i. Credit card payments can be made at this time.
- ii. If you are paying by company and wire transfer, select “Bill Me” and an invoice will be emailed to the primary company contact to remit payment. Deposit must be received within 7 days of space selection.
- iii. If you rolled over your RSNA 2020 Technical Exhibit payment toward RSNA 2021, these funds will be automatically applied to your order.

**e. Sign Contract.** If your contract is not signed within two days of reserving your booth, your booth will be released, and company must re-apply for exhibit space.

**9. Acknowledgement Email.** Upon signing your contract, your booth will be reserved. A welcome email will be sent to your company’s primary contact which includes access to the RSNA Exhibitor Portal.

**10. Make 2021 Hotel Reservations.** Upon signing your exhibit space contract, you will be eligible to reserve hotel rooms within the RSNA Housing System. You can access the RSNA Housing System through the Hotel Services tile in the RSNA Exhibitor Portal. Exhibitors who reserve their RSNA 2021 hotel rooms by Friday, April 9, 2021 will earn five (5) bonus priority points towards RSNA 2022 Space Selection.

## GENERAL INFORMATION

### RSNA 2021 Meeting Dates

For RSNA 2021, an important schedule improvement will be implemented to reduce the meeting length. Beginning with RSNA 2021, the annual meeting will conclude at the end of business on Thursday, December 2. The technical exhibition will operate from 10 AM to 5 PM daily, Sunday, November 28 and conclude Wednesday, December 1. RSNA annual meeting will once again be held in Chicago at McCormick Place.

### Anchor Exhibitor Designation

Based on RSNA 2020, the twelve (12) exhibitors with the most square footage rented of exhibit space will be deemed Anchor Exhibitors for RSNA 2021 and will be eligible for advance space selection.

Using the exhibitor priority point system:

- The four (4) companies with the most square footage rented at RSNA 2020 will be ranked in order based on their priority points and will select from four predetermined anchor zones (A–D) indicated on the preliminary floor plan.
- The remaining eight (8) Anchor Exhibitors will be ranked in order based on their priority points and will select from nine predetermined anchor zones (1-9) on the preliminary floor plan.

Anchors will select their RSNA 2021 booth space via scheduled video conference calls with RSNA staff between Tuesday, March 23 and Thursday, March 25, 2021. Anchor space selection appointments will be announced on March 8, 2021 and follow the same RSNA 2021 Advance Exhibit Space Selection Process.

### Exhibit Options

RSNA offers you a range of exhibit space options. Whether you require inline, island, mobile, or peninsula exhibit, RSNA has an option for you.

You can also choose to exhibit in special interest areas like Educators Row (formerly Publishers Row) and Recruiters Row, or one of our highly popular Pavilion and Showcases:

#### **AI Showcase**

Share your breakthroughs and innovations in AI & Machine Learning in our largest showcase. Located in South Hall A, Level 3, it is an exciting centerpiece attracting attendees who want to be at the forefront of this disruptive technology.

#### **3D Printing & Mixed Reality Showcase**

Demonstrate your 3D printing equipment, software and augmented reality, holography, mixed reality, and virtual reality platforms. This will be a meeting highlight in the North Hall B.

#### **First-Time Exhibitor Pavilion**

Companies who have not exhibited in-person at the RSNA annual meeting are eligible to display within this popular showcase located in the South Hall A which highlights new exhibitors.

## Exhibit Space Rental Rates\*

Preferred Exhibitor Space Rate: \$37.00 per square foot, plus \$600 for each corner

Premium Inline Space Rate: \$40.00 per square foot, plus \$600 for each corner

First-Time Exhibitor Pavilion: \$42.50 per square foot, plus \$600 for each corner

\* Exhibitors who rolled over their RSNA 2020 exhibit space payments will be awarded RSNA 2020 Exhibit Space Rental Rates in 2021.

Additional Surcharges:

- Aisle space between contiguous booths of the exhibitor will be assessed Contiguous Aisle Space surcharge at \$18.50 per square foot for Preferred Exhibitors. All setback rules outlined in Rule 9 of the Exhibitor Rules and Regulations apply to this area.
- Booths with two-story exhibits will be assessed a Second Level Space surcharge of \$18.50 per square foot for Preferred Exhibitors on the total square footage of the second level.

**Premium Inline Spaces** are booths near the Grand Concourse entrances into the Technical Exhibit Halls. These booths are indicated on the floor plan and will be assessed the premium inline space rental rate. This area is reserved for exhibitors with inline booths.

**First-Time Exhibitor Pavilion**, located in South Hall A, is a turnkey exhibit opportunity which includes a turnkey solution: carpeting, table with chairs, and electrical service.

**Satellite Space Rate** is a 25% discount on space rate and corner fee. 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.

Preferred Exhibitor status is offered to exhibitors who continually support RSNA by repeating their participation as an exhibitor at the annual meeting and by complying with the Exhibitor Rules and Regulations. These companies are awarded Preferred Exhibitor status, as are all first-time exhibitors.

Any company that has exhibited at any RSNA annual meeting in the last five (5) years and has been found in violation of RSNA Exhibitor Rules and Regulations at the most recent RSNA annual meeting at which it exhibited will be charged the standard exhibit space rate which is 50% greater than the Preferred Exhibitor space rate. Exhibit space requests from Standard Exhibitors will not be processed until all Preferred Exhibitors have been assigned space during the Exhibit Space Selection Process.

Please visit [RSNA.org/Engage](https://www.rsna.org/Engage) for a complete list of exhibiting options and rates.

## Technical Exhibit Space Payment Schedule

Technical Exhibit Space Applications/Contracts received during the Exhibit Space Selection Process must be accompanied by a 25% deposit of the total rental fee in U.S. funds drawn on a U.S. bank. Exhibitors may also pay the entire amount at this time.

If you require a Proforma Invoice to expedite payment, please contact the RSNA Exhibition Services Department at [exhibits@rsna.org](mailto:exhibits@rsna.org) in advance of your space selection appointment.

Checks should be made payable to Radiological Society of North America, Inc. By submitting your check, you authorize RSNA to convert the check into an electronic funds transfer. Please be aware that your account may be debited as soon as the same day your payment is received. RSNA accepts the following credit cards: American Express, Diners Club, Discover, MasterCard, and Visa. The RSNA tax identification number is 15-0539115.

Payments should be made following these guidelines:

- **For applications/contracts submitted through May 27, 2021**, 25% of the exhibit space rental fee is due immediately. By May 28, 2021, an additional 25% is due equaling 50% payment of the exhibit space total rental fee. The remaining balance is due by July 30, 2021.
- **For applications/contracts submitted between May 28 and July 30, 2021**, 50% of the exhibit space rental fee is due immediately. The remaining balance is due by July 30, 2021.
- **For applications/contracts submitted after July 30, 2021**, 100% of the exhibit space rental fee is due when submitting application.

## Cancellation or Reduction of Exhibit Space

Written notification of cancellation or reduction of exhibit space must be received by the RSNA Technical Exhibits Department on or before the dates specified below and is subject to the following refund provisions as outlined in the Exhibit Space Payment policy.

- **If space is canceled or reduced before June 30, 2021**, RSNA will refund balance of monies on account, less 15% administrative fee, paid by Exhibitor for exhibit space rental or credit commensurate with the requested amount of space reduced.
- **If space is canceled or reduced between June 30, 2021, and before July 30, 2021**, 25% of the rental fee for the canceled or reduced space will be due to RSNA.
- **If space is canceled or reduced between July 30, 2021, and September 15, 2021**, 50% of the rental fee for the canceled or reduced space will be due to RSNA.
- **If space is canceled or reduced after September 15, 2021**, the exhibitor shall remain liable to RSNA for the total rental fee for the space canceled.

Refunds for reduced space may not be remitted until after RSNA 2021 has occurred and issued in the same form as received.

Wire transfer payments will be refunded via check in U.S. dollars. Space not claimed and occupied prior to 1:00 PM on Saturday, November 27, 2021, for which no special arrangements have been made with RSNA, may be resold, or reassigned by RSNA without obligation on the part of RSNA to refund exhibit fees, and without obligation to assign the contracted exhibitor to another space.

## Reserve your hotel rooms for RSNA 2021!

Do not forget to reserve hotel rooms in Chicago for your team members. Early reservations ensure you get the finest selection of rooms and our large-group, RSNA-negotiated discounts.

Upon signing your exhibit space contract, you will be eligible to reserve hotel rooms within the RSNA housing system. Just create or request a block of sleeping rooms for your staff. Hotel occupant names and length of stay are not required until October 5, 2021. See Technical Exhibitor Hotel Reservations Terms and Conditions for complete details.

Exhibitors who reserve their RSNA 2021 hotel rooms by Friday, April 9, 2021 will earn five (5) bonus priority points towards RSNA 2022 Space Selection.

## We look forward to working with you on RSNA 2021, please contact us with any questions.

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

Jorie Dydo at 1-630-571-7851 or [jdydo@rsna.org](mailto:jdydo@rsna.org)

Sherry Gendel at 1-630-481-1091 or [sgendel@rsna.org](mailto:sgendel@rsna.org)

If you have questions about hotels in Chicago during RSNA 2021, please contact:

Christina Weres at 1-630-571-7847 or [cweres@rsna.org](mailto:cweres@rsna.org)