



LEADING
THROUGH
CHANGE

McCORMICK PLACE \ CHICAGO ILLINOIS \ NOV. 26-30
TECHNICAL EXHIBITS: NOV. 26-29

GO FURTHER WITH RSNA. NOW IS THE TIME.

Reserve your exhibit space for RSNA 2023.

Important Dates:

Oct. 31: Exhibit Space Application Deadline

Nov. 26-29: RSNA 2023 Technical Exhibits

Sunday-Wednesday 10 a.m. to 5 p.m. CT

 **RSNA® 2023**

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

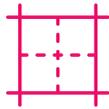
CALCULATE THE POSSIBILITIES

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YOU make RSNA 2023 the biggest week in radiology, where the newest innovations are unveiled by the industry's most prominent thought leaders.



650+
exhibitors



360,000+
square feet of exhibits



24,000
professional attendees
(five-year average)



1
unique opportunity



RSNA really is the place to be if you're introducing new products. We find the people that come here are truly serious about looking at medical imaging equipment and seeing what vendors have to offer."

Catherine Wolfe, Senior Director, Canon Medical Systems

Exhibiting at RSNA 2023 puts your products and solutions in front of the right audience. Whether you're a growing startup on a budget or an industry leader promoting new innovations, RSNA provides the platform you need to reach radiology's decision makers and influencers.

Trade Show Executive
**GOLD
100**

► **MEET YOUR GOALS WITH THE RIGHT EXHIBIT**

Discover the booth size and layout that meets your needs and your budget.

► **REACH YOUR AUDIENCE**

Be where your audience will be. Attract your prospects on the show floor or in our strategically targeted showcases.

► **GENERATE PRE-MEETING BUZZ**

Stand out with high-impact digital and print promotional opportunities.

► **GAIN A COMPETITIVE EDGE**

Position your company as a leader with industry presentations.

Your competitors know the power of
RSNA 2023—do you?

Exhibit spaces go fast—70% of RSNA 2022 exhibitors are already contracted for 2023!

Take the First Step. Contact Us.

Email sales@rsna.org or visit [RSNA.org/Engage](https://rsna.org/Engage).

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THE POWER OF CONNECTION

Meet with decision makers, influencers and industry leaders. Capture the attention of key audiences, foster relationships and generate leads.

Of all the radiology professionals attending RSNA, **71% have a role in purchasing decisions and averaged 10+ hours on the exhibit floor.** RSNA provides the unique opportunity to have meaningful conversations with a focused audience—on the show floor or online. Attendees include:

- ▶ HEALTH CARE SYSTEM C-SUITE EXECUTIVES
- ▶ HOSPITAL DIRECTORS AND ADMINISTRATORS
- ▶ BIOMEDICAL AND CLINICAL ENGINEERS
- ▶ HEALTH CARE CONSULTANTS
- ▶ RADIOLOGY DEPARTMENT HEADS
- ▶ RADIOLOGISTS AND PRACTICE MANAGERS
- ▶ IT MANAGERS
- ▶ PHYSICIANS, SCIENTISTS AND PHYSICISTS



Attending the RSNA annual meeting has been an unparalleled experience for my company. The networking opportunities are outstanding, allowing me to connect with industry leaders and colleagues from around the world."

David Wilson, Vice President, Enlitic

Our in-person and virtual exhibiting options give you the flexibility to meet your prospects and clients on their terms to foster productive conversations and genuine connections. Most importantly, RSNA exhibitors end the show with a high-quality list of leads.

CONNECTING THE DOTS

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When you exhibit at RSNA, here's who you will connect with:
RSNA 2022 Attendee Highlights

WHERE THEY ARE FROM:

NORTH AMERICA

61%

EUROPE

21%



CENTRAL \ SOUTH AMERICA
4%



AFRICA
1%

ASIA \ MIDDLE EAST
11%

AUSTRALIA \ OCEANIA
2%

WHAT INTERESTS THEM MOST:

- ▶ MAGNETIC RESONANCE
- ▶ ULTRASOUND
- ▶ COMPUTED TOMOGRAPHY
- ▶ GASTROINTESTINAL
- ▶ AI
- ▶ EMERGENCY RADIOLOGY

WHAT THEY DO (TOP SUBSPECIALTIES):

- ▶ NEURORADIOLOGY
- ▶ BREAST
- ▶ GASTROINTESTINAL
- ▶ CHEST
- ▶ MUSCULOSKELETAL
- ▶ CARDIAC



As an AI startup, we started with a very small booth and every year it's doubled. Our interactions with new and existing customers and vendors provide us with perspective on the main trends in radiology."

Beomseok Suh, Lunit

Don't miss the biggest week in radiology!



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SPECIALIZED SPACES IN ALL THE RIGHT PLACES

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Whether your audience is on the show floor or on their computers—in Chicago or across the globe—we have the place for you.

Our strategically distinct areas allow you to refine your audience reach, targeting specific interests including Recruiters Row, Educators Row and our popular showcases. Whatever your goals, we have a solution for you.

SHOW, DON'T TELL



AI SHOWCASE & THEATER

Show off your breakthrough innovations in AI, deep learning and machine learning in our largest showcase. RSNA's strong presence in this cutting-edge space, from the Imaging AI in Practice Demonstration to the RSNAI Resource Center, helps drive traffic. Limited presentation and sponsorship opportunities are available to showcase participants.



3D PRINTING & MIXED REALITY SHOWCASE

If you offer products in medical 3D printing equipment and software, or advanced visualization products like augmented reality, holography and virtual reality platforms, this is the space for you. Radiologists, hospital administrators and c-suite executives know this is where they'll find the newest product innovations.



FIRST-TIME EXHIBITOR PAVILION

Maximize your exposure for your company's debut at RSNA 2023. This turnkey exhibit package for first-timers takes the guesswork out of exhibiting decisions and is priced to get you in a great location and connected with the right audience. Packages include carpeting, basic furnishings and electrical service. Choose from 100, 200 or 300 square feet.



SPECIAL INTEREST EXHIBITS

Meet the top minds and talent in radiology at Recruiters Row. This recruitment destination offers career services including networking tools, recruitment opportunities, access to CV and profile posting and prospective jobs. Show off your publisher or educational resources in Educators Row.

Satellite locations in the AI Showcase, 3D Printing & Mixed Reality Showcase or Recruiters Row are available to current exhibitors at a 25% discounted rate.

[VIEW FLOOR PLAN NOW.](#)

RSNA IS YOUR TRUE NORTH

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GLOBALLY CONNECTED

We're 48,000+ members strong with members from 160 countries. Our society represents radiologists, radiation oncologists, medical physicists and related scientists across 31 subspecialties.



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THOUGHT LEADERS

We publish five peer-reviewed journals, including *Radiology*, one of the most cited journals in the field, and *RadioGraphics*, the only journal dedicated to continued radiology education. Our three subspecialty journals, *Radiology: Artificial Intelligence*, *Radiology: Cardiothoracic Imaging* and *Radiology: Imaging Cancer*, expand our reach providing the latest research and critical commentary in the field.



TRUSTED PARTNER

We connect your solutions with our audience of key decision makers and influencers. Make RSNA 2023 your way to engage your audience, increase your sales and maximize your ROI.



HIGHLY RESPECTED

Our annual meeting is the world's largest medical imaging show and thought leadership forum. Manufacturers, suppliers and developers rely on the power of RSNA every year to reach our audience of 24,000 professional attendees— in person and online. (five-year average)



MEANINGFUL ENGAGEMENT

Building your visibility and sharing your unique solutions is essential. That's why we provide a wide range of onsite and online sponsorship opportunities. Spread your message, build engagement and generate leads. We're here to help you achieve measurable results.

Explore These Promotional Possibilities:

- ▶ Traffic generators
- ▶ Lunch & Learns
- ▶ High-impact signage
- ▶ Virtual presentations
- ▶ Digital and print options
- ▶ Attendee mailing list rental

**Our sponsorships are selling fast.
Don't Miss Out!**

Visit [RSNA.org/Promote](https://www.rsna.org/Promote)

Lock in Your Sponsorship Today!

Contact Us: 1-630-481-1065 or aclaver@rsna.org

**Are You Ready for RSNA 2023?
Secure Your Exhibit Space Today!**

Contact Us:

[RSNA.org/Engage](https://www.rsna.org/Engage) \ 1-630-481-1046 \ sales@rsna.org