

RSNA EXHIBITION SERVICES

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Revised RSNA 2021 Technical Exhibit Priority Point System

Effective August 17, 2020

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. Due to the recent transition of RSNA 2020 from an in-person to an exclusively virtual meeting, the RSNA Technical Exhibitor Priority System has been revised. Contracted exhibitors for the in-person RSNA 2020 annual meeting (as of May 26, 2020*) and/or confirmed participants for the all-virtual meeting will have the opportunity to select their booth position for RSNA 2021 during the first-round of the space selection process. Information regarding the RSNA 2021 space selection process will be released in September 2020:

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

- Four (4) historical points for each year of participation as an RSNA technical exhibitor since 1996.
 - Note: contracted RSNA exhibitors for the in-person meeting **or** confirmed virtual meeting exhibitors will earn (4) historical points in 2020; exhibitors cannot earn more than (4) historical points in 2020.
- One (1) booth size point for each 100 square feet of paid, contracted technical exhibit space from the RSNA 2020 in-person meeting.
- One (1) ancillary space point for each contracted Exhibit Kiosk, Headquarter Office and Meeting Suite rental from the RSNA 2020 in-person meeting
- **NEW:** Contracted exhibitors from the RSNA 2020 in-person meeting will earn payment points according to their RSNA 2020 Exhibit Space Payment Directive selection.
 - Five (5) payment points for rolling over your company's RSNA 2020 exhibit space rental payments toward your company's RSNA 2021 exhibit space fees.
- or*

 - Twelve (12) payment points for rolling over your company's RSNA 2020 exhibit space payment towards your company's RSNA 2021 exhibit space rental fees **and** paying your RSNA 2020 exhibit space in full by September 1, 2020.
- or*

 - Zero (0) payments points for requesting a full refund of RSNA 2020 exhibit space payments.
- **NEW:** Contracted exhibitors for the all-virtual RSNA 2020 meeting will earn virtual exhibit points according to the following virtual exhibit packages.
 - One Hundred (100) virtual exhibit points for purchasing the Platinum+ Booth Package
 - Fifty (50) virtual exhibit points for purchasing the Platinum Booth Package
 - Thirty (30) virtual exhibit points for purchasing the Premium Booth Package
 - Fifteen (15) virtual exhibit points for purchasing the Enhanced Booth Package
 - Five (5) virtual exhibit points for purchasing the Standard Booth Package
- One (1) Corporate Partners point for every \$1,000 spent on RSNA's Corporate Partners program initiatives, which include meeting sponsorships, subscriptions and more. (Includes payments and contracts for RSNA 2020 made between November 1, 2019 and October 31, 2020.)
- Five (5) housing points for companies who reserved RSNA 2020 hotel rooms by Friday, December 6, 2019 during the RSNA 2020 first-round space selection process.

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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) payment points, (3) virtual booth points, (4) Corporate Partner points, (5) housing points, (6) booth size point(s), (7) ancillary space point(s) and (8) alphabetical order of contracted company name.

*Exhibitors who canceled their participation or reduced their exhibit booth size between March 16, 2020 and May 2, 2020 due to COVID-19, will be eligible to earn historical points, booth size points and payments points based on participation as of March 16, 2020

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, 2020, for consideration during the RSNA 2021 Exhibit Space Selection Process. After the merger/acquisition, if two or more companies continue to exhibit individually, Company Subsidiaries and Divisions guidelines would apply.

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, 2020. 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.

Questions

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

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