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RSNA 2020 VIRTUAL EXHIBITION PROSPECTUS



GAIN A COMPETITIVE EDGE AT RSNA 2020

RSNA 2020 is your unique opportunity to connect with new leads, showcase products and solutions, and reach top prospects. Our exhibit packages are designed to fit your marketing objectives and budget.



Who attends the RSNA annual meeting?

Decision makers, industry leaders and influencers from across the globe, representing every subspecialty in radiology, attend RSNA each year.

ACCESS


80% of attendees have a role in purchasing.


INNOVATION


75% come to see new products and developments.


- ✦ The world's leading radiologists
- ✦ Health care system CEOs, CIOs, CTOs, CDOs, CMOs and CFOs
- ✦ Radiology department heads, practice managers and health care consultants
- ✦ Hospital directors and administrators
- ✦ Biomedical and clinical engineers
- ✦ IT personnel and managers
- ✦ Physicians, scientists and physicists

Reach the audiences you want, how you want

5 Ways to customize your experience 

350+ Opportunities to extend your reach 

7 Days to connect with live prospects 

21 Additional weeks to exhibit on-demand 

VIRTUAL EXHIBIT PACKAGES

We offer five virtual exhibit packages allowing you to choose the option that best fits your goals, marketing objectives, and budget.



\$100,000 PLATINUM+

Limited to six companies*; the Platinum+ package provides both the highest recognition and an interactive booth within the virtual exhibition. Platinum+ exhibitors will also receive recognition in select RSNA 2020 attendee communications and RSNA publications.

100 Exhibitor Priority Points

\$50,000 PLATINUM

Limited to 24 companies; Platinum exhibitors will enjoy high visual prominence and placement within the virtual exhibition, recognition in an RSNA *Daily Bulletin* article, and access to enhanced attendee interactions and networking opportunities.

50 Exhibitor Priority Points

\$30,000 PREMIUM

Premium exhibitors will gain access to highlighted networking and attendee interaction capabilities like the Virtual Meeting Room, while enjoying the benefits of increased brand recognition.

30 Exhibitor Priority Points

\$15,000 ENHANCED

Companies that are looking to increase their presence at RSNA and gain leads during the event will enjoy the many benefits of the Enhanced package.

15 Exhibitor Priority Points

\$5,000 STANDARD

The Standard package is a great option for companies looking to increase leads, showcase product offerings and connect with their customers.

5 Exhibitor Priority Points

*All 2020 anchor exhibitors will be eligible for this package; non-anchors will be eligible if less than six anchors purchase this package; priority points system used during RSNA 2020 space selection process will determine tie-breaker among non-anchor companies.

VIRTUAL EXHIBIT PACKAGES

Five packages designed to fit your marketing objectives and budget.



VIRTUAL EXHIBIT PACKAGES

		Platinum+	Platinum	Premium	Enhanced	Standard
		Limited to 6* Deadline: 9/20	Limited to 24 Deadline: 9/20			
Exhibitor List	Exhibitor List Page Logo Exhibitor List Page Ranking	Large Top	Large 2nd	Medium 3rd	Small 4th	Text 5th
Design	Helios Virtual Exhibit+	X				
	Helios Virtual Exhibit		X			
	Banner Graphic			X		
	Company Background Image	X	X			
	Link to External Virtual Booth (Optional)	X	X	X		
	Company Logo	X	X	X	X	
Details	Company Name	X	X	X	X	X
	Company Location	X	X	X	X	X
	Company Description	X	X	X	X	X
	Company Web Address	X	X	X	X	X
	Company Social Links	X	X	X	X	X
	Product Categories	X	X	X	X	X
	Print Collateral	5	5	3	2	1
	Video(s)	5	5	3	2	1

VIRTUAL EXHIBIT PACKAGES

Five packages designed to fit your marketing objectives and budget.



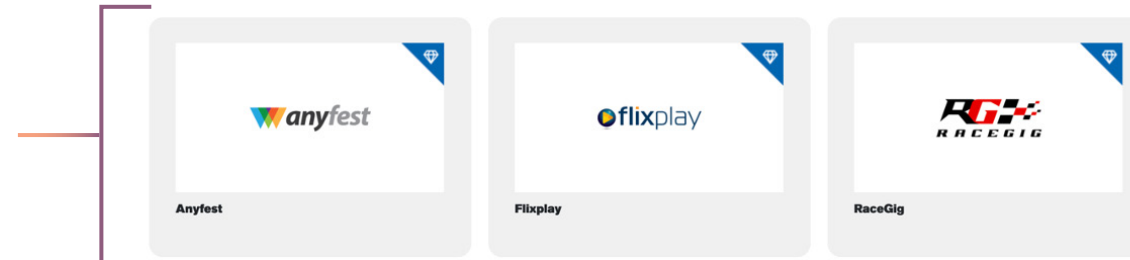
		Platinum+	Platinum	Premium	Enhanced	Standard
Interaction	Virtual Meeting Room	X	X	X		
	Live Exhibitor Chat	X	X	X	X	X
	Drop a Business Card	X	X	X	X	X
Networking	Access to Matchmaking Platform	X	X	X	X	X
	Exhibitor Representatives/Badges	100	50	20	10	5
	Schedule a Meeting (Exhibitor to Attendee per Rep)	56	35	21	14	7
	Schedule a Meeting (Attendee to Exhibitor)	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Leads	Lead Information (During Event) (Dashboard Access)	X	X	X	X	
	Lead Information (Post Event)					X
Promotion	Tower Ad on Virtual Exhibition Landing Page	X				
	Highlighted in E-blast to Preschedule Meetings	X				
	Industry Spotlight position in one RSNA Daily E-blast	X				
	Recognition in <i>RSNA News</i> Meeting Preview	X	X			
	Recognition in <i>Daily Bulletin</i> Article	X	X			
	Nvytes – Complimentary Marketing Solution	X	X	X	X	X
	Complimentary Professional Registration Guest Passes	20	20	10	4	2
Points	Exhibitor Priority Points	100	50	30	15	5
*all 2020 anchor exhibitors will be eligible for this package; non-anchors will be eligible if less than six anchors purchase this package; priority points system used during RSNA 2020 space selection process will determine tie-breaker among non-anchor companies.		\$100,000	\$50,000	\$30,000	\$15,000	\$5,000

EXHIBITOR LISTING PAGE

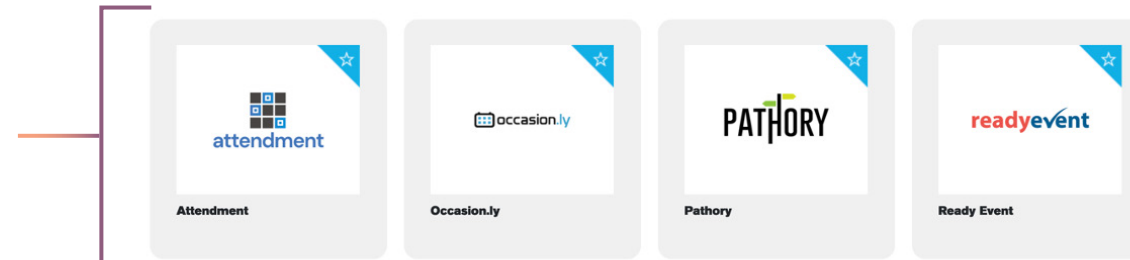
Company recognition and placement in the exhibitor listing is based on the package you select.



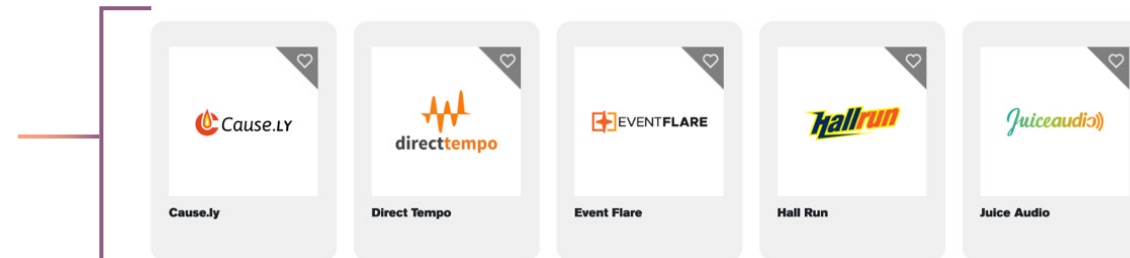
LARGE LOGO
PLATINUM+
then
PLATINUM



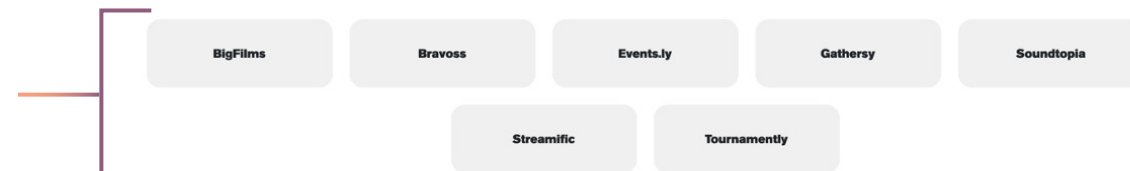
MEDIUM LOGO
PREMIUM



SMALL LOGO
ENHANCED



NO LOGO
STANDARD



\$5,000 STANDARD PACKAGE



✦ EXHIBITOR LISTING

- Exhibitor name (text) and fifth exhibitor listing ranking

✦ COMPANY DETAILS AND COLLATERAL

- Company name, location, description and product categories
- Company web address and social media links
- One collateral upload
- One video upload

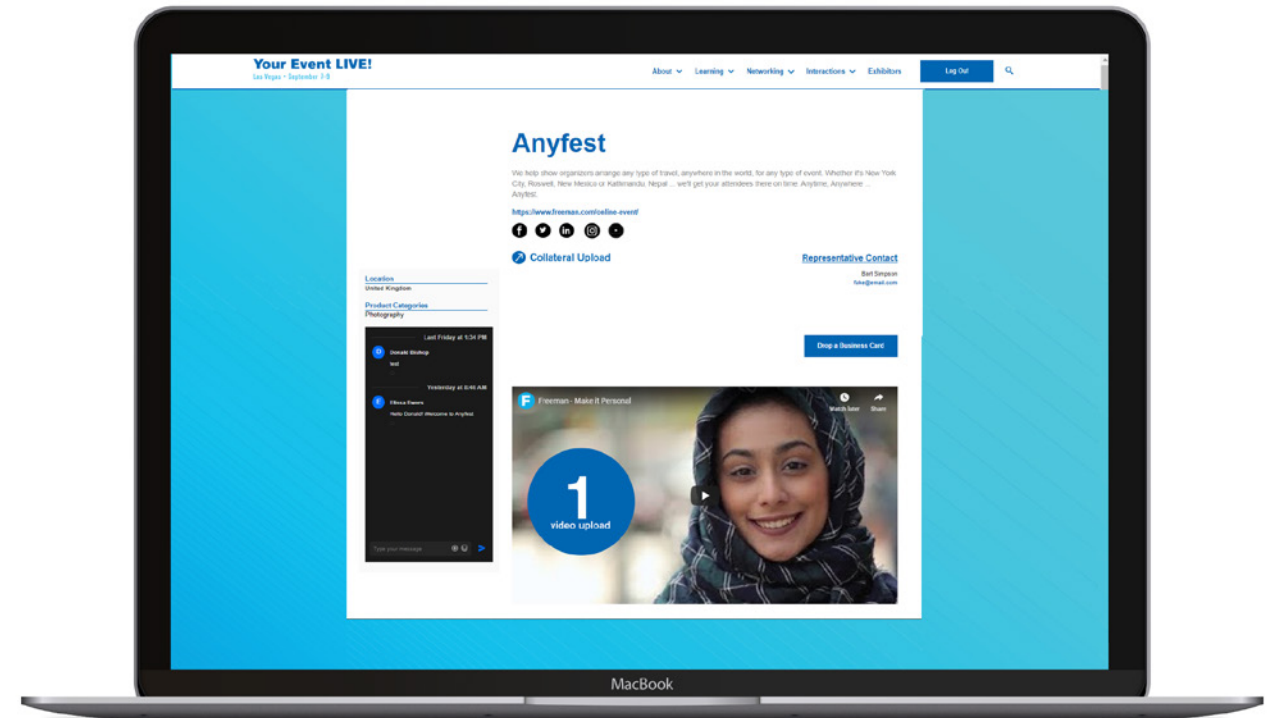
✦ COMPANY INTERACTION, NETWORKING AND LEADS

- Live exhibitor chat and business card drop
- Access to Matchmaking Platform
- Five exhibitor representatives/badges
- Seven scheduled meetings (exhibitor to attendee) per company representative
- Unlimited meeting scheduling (attendee to exhibitor)
- Lead information post event
- Two complimentary professional registration guest passes

✦ PROMOTIONAL RECOGNITION

- Nvytes — complimentary exhibitor marketing solution

✦ FIVE EXHIBITOR PRIORITY POINTS FOR RSNA 2021



\$15,000 **ENHANCED PACKAGE**



✦ **EXHIBITOR LISTING AND DESIGN**

- Small exhibitor listing logo and fourth exhibitor listing ranking
- Company logo

✦ **COMPANY DETAILS AND COLLATERAL**

- Company name, location, description and product categories
- Company web address and social media links
- Two collateral uploads
- Two video uploads

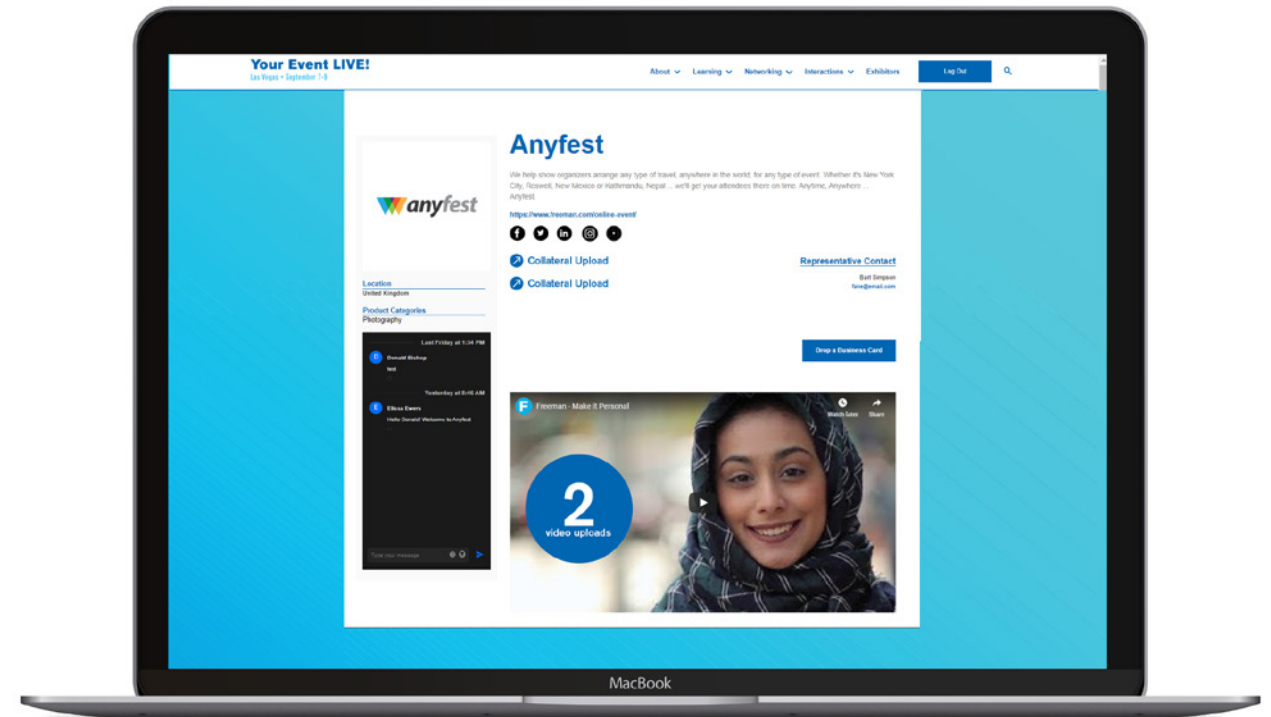
✦ **COMPANY INTERACTION, NETWORKING AND LEADS**

- Live exhibitor chat and business card drop
- Access to Matchmaking Platform
- 10 exhibitor representatives/badges
- 14 scheduled meetings (exhibitor to attendee) per company representative
- Unlimited meeting scheduling (attendee to exhibitor)
- Lead information during event (with dashboard access)
- Four complimentary professional registration guest passes

✦ **PROMOTIONAL RECOGNITION**

- Nvytes — complimentary exhibitor marketing solution

✦ **15 EXHIBITOR PRIORITY POINTS FOR RSNA 2021**



\$30,000 PREMIUM PACKAGE



✦ EXHIBITOR LISTING AND DESIGN

- Medium exhibitor listing logo and third exhibitor listing ranking
- Company logo and banner graphic

✦ COMPANY DETAILS AND COLLATERAL

- Company name, location, description and product categories
- Company web address and social media links
- Three collateral uploads
- Three video uploads

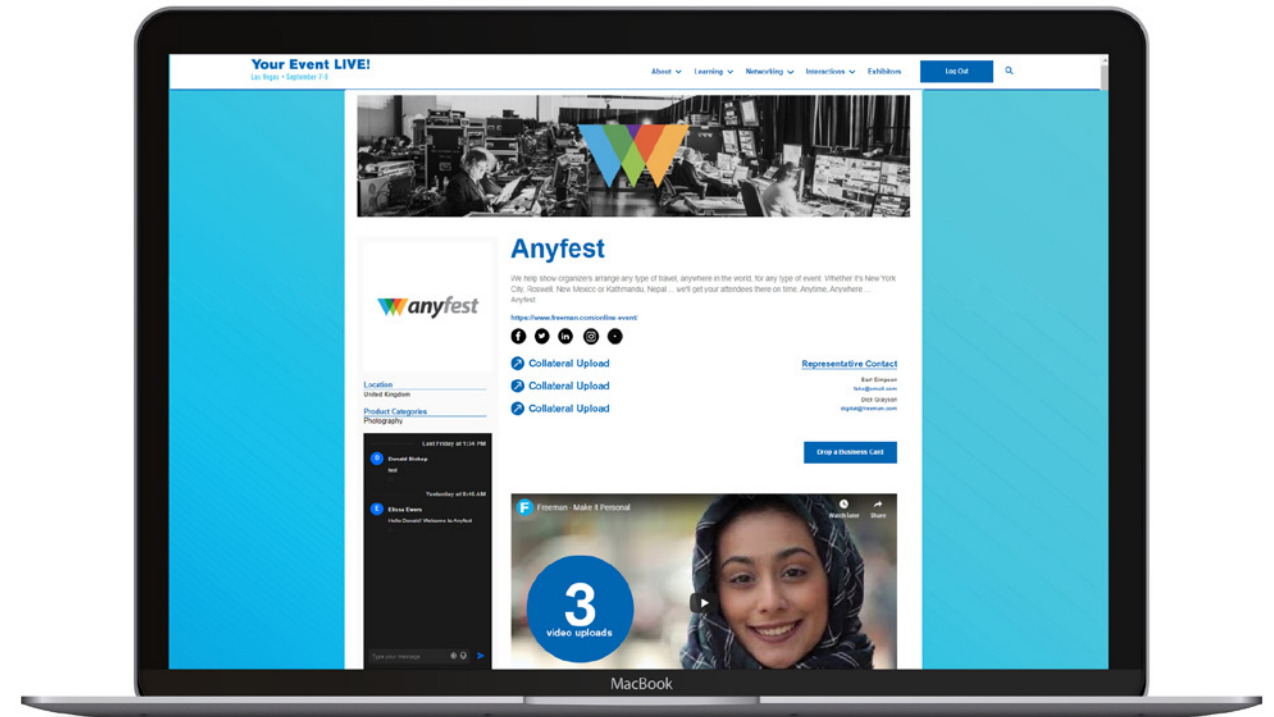
✦ COMPANY INTERACTION, NETWORKING AND LEADS

- Virtual Meeting Room, live exhibitor chat and business card drop
- Access to Matchmaking Platform
- 20 exhibitor representatives/badges
- 21 scheduled meetings (exhibitor to attendee) per company representative
- Unlimited meeting scheduling (attendee to exhibitor)
- Lead information during event (with dashboard access)
- 10 complimentary professional registration guest passes

✦ PROMOTIONAL RECOGNITION

- Nvytes — complimentary exhibitor marketing solution

✦ 30 EXHIBITOR PRIORITY POINTS FOR RSNA 2021



\$50,000 PLATINUM PACKAGE

Limited to 24 companies / Deadline: September 20

✦ EXHIBITOR LISTING AND DESIGN

- Large exhibitor listing logo and second exhibitor listing ranking
- Helios interactive virtual exhibit
- Company logo and company background image

✦ COMPANY DETAILS AND COLLATERAL

- Company name, location, description and product categories
- Company web address and social media links
- Five collateral uploads
- Five video uploads

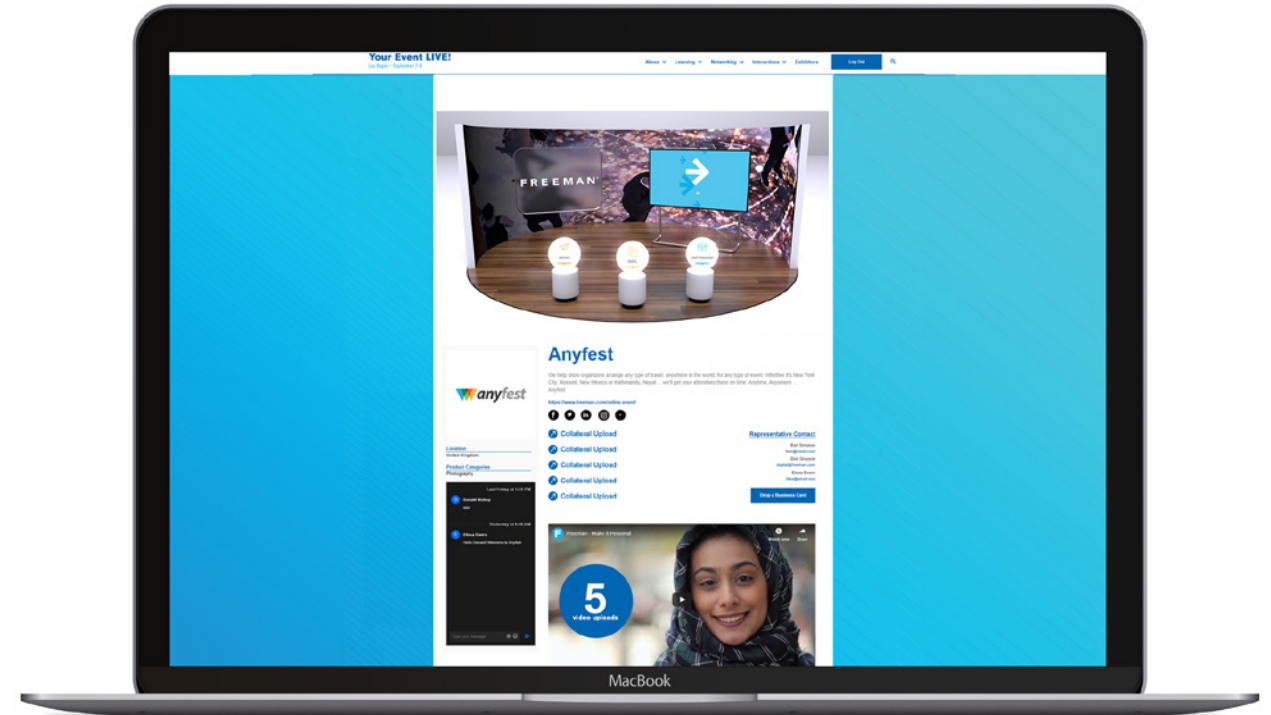
✦ COMPANY INTERACTION, NETWORKING AND LEADS

- Virtual Meeting Room, live exhibitor chat and business card drop
- Access to Matchmaking Platform
- 50 exhibitor representatives/badges
- 35 scheduled meetings (exhibitor to attendee) per company representative
- Unlimited meeting scheduling (attendee to exhibitor)
- Lead information during event (with dashboard access)
- 20 complimentary professional registration guest passes

✦ PROMOTIONAL RECOGNITION

- Recognition in *RSNA News* meeting preview
- Recognition in *Daily Bulletin* article
- Nbytes — complimentary exhibitor marketing solution

✦ 50 EXHIBITOR PRIORITY POINTS FOR RSNA 2021



\$100,000 PLATINUM+ PACKAGE

Limited to six companies* / Deadline: September 20

✦ EXHIBITOR LISTING AND DESIGN

- Large exhibitor listing logo and top exhibitor listing ranking
- Helios interactive virtual exhibit+
- Company logo, company background image and optional custom link

✦ COMPANY DETAILS AND COLLATERAL

- Company name, location, description and product categories
- Company web address and social media links
- Five collateral uploads
- Five video uploads

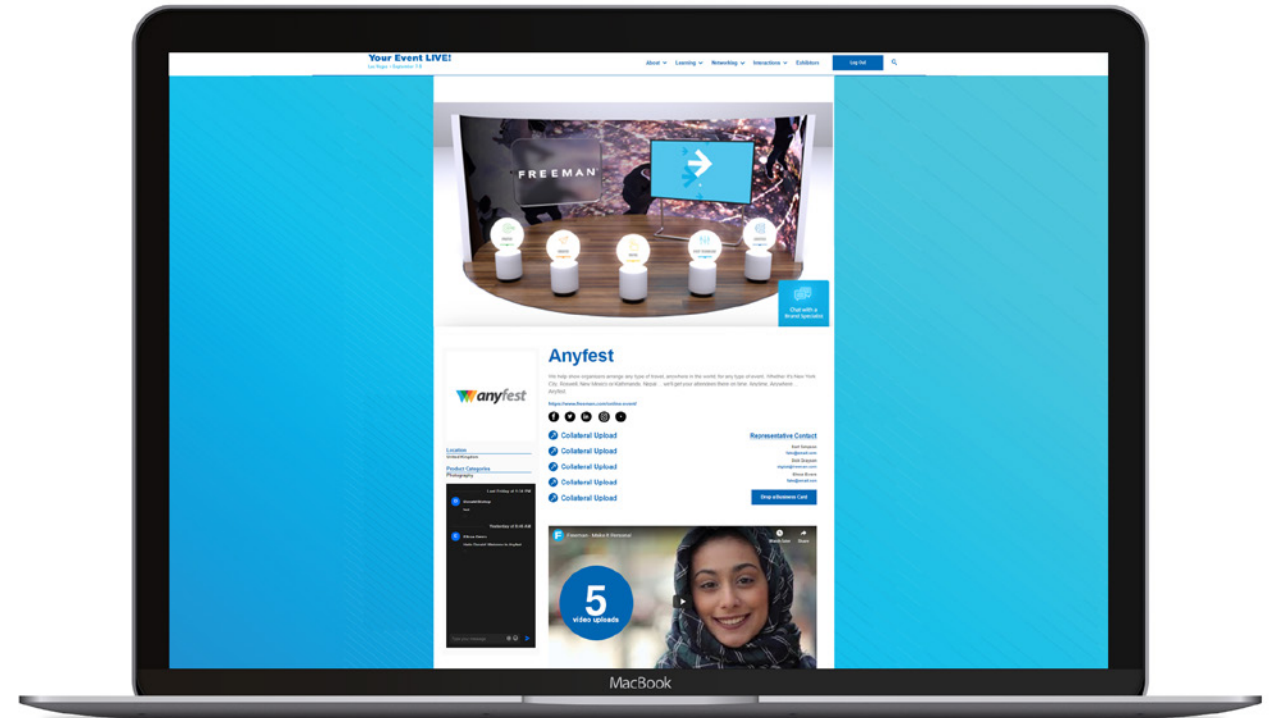
✦ COMPANY INTERACTION, NETWORKING AND LEADS

- Virtual Meeting Room, live exhibitor chat and business card drop
- Access to Matchmaking Platform
- 100 exhibitor representatives/badges
- 56 scheduled meetings (exhibitor to attendee) per company representative
- Unlimited meeting scheduling (attendee to exhibitor)
- Lead information during event (with dashboard access)
- 20 complimentary professional registration guest passes

✦ PROMOTIONAL RECOGNITION

- Tower ad on virtual exhibition landing page
- Highlighted in e-blast to preschedule meetings
- Industry spotlight position in one RSNA daily e-blast
- Recognition in *RSNA News* meeting preview
- Recognition in *Daily Bulletin* article
- Nvytes — complimentary exhibitor marketing solution

✦ 100 EXHIBITOR PRIORITY POINTS FOR RSNA 2021



*All 2020 anchor exhibitors will be eligible for this package; non-anchors will be eligible if less than six anchors purchase this package; priority points system used during RSNA 2020 space selection process will determine tie-breaker among non-anchor companies.

HELIOS INTERACTIVE VIRTUAL EXHIBIT



♦ VIRTUAL BOOTH (PLATINUM PACKAGE)

- 180-degree flythrough splash screen
- Three interactive hotspots
- Virtual monitor for video playback



♦ VIRTUAL BOOTH+ (PLATINUM+ PACKAGE)

- Enhanced flythrough with branded splash screen
- Five interactive hotspots
- Virtual monitor for video playback
- Live chat

WANT TO UPGRADE YOUR EXPERIENCE?

A custom virtual exhibit option is available for select Platinum and Platinum+ exhibitors. But don't wait! This opportunity must be secured by September 20.

FURTHER YOUR REACH

Gain more exposure before, during and after the meeting with our sponsorship opportunities.

Showcase your latest innovations, position your company as a thought leader in the field and gain a competitive edge through promotional opportunities like virtual product demonstrations, theater presentations, digital banners and e-blasts.

Sponsorships sell out quickly.

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



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CONTACT US SECURE YOUR VIRTUAL EXHIBIT SPACE FOR RSNA 2020 TODAY

sales@rsna.org or 1-630-481-1046

RSNA.org/Exhibits

Exhibit Space Application Deadline: October 30