

## RSNA Startup Showcase

**Deadline: October 31, 2019**

Engage with radiology professionals, network with industry experts and present your products or services to potential investors—be a part of the RSNA Startup Showcase!

As medical technology spurs new innovations, an increasing number of startup companies in the healthcare sector are seeking investors, networking partners and increased sales. The Startup Showcase offers an easy turn-key experience for emerging companies to reach early adopters and important decision makers. Plus, show floor signage and targeted marketing collateral, both before and during the annual meeting, will help drive attendee traffic to the Showcase.

NEW FOR 2019, RSNA has partnered with MATTER, healthcare startup incubator, community nexus and corporate innovation accelerator, to assist in the development of the Startup Showcase and enhance its profile at the RSNA annual meeting.

To apply for the Startup Showcase, complete the application by October 31, 2019. For more information, contact 1-630-481-1046 or [sales@rsna.org](mailto:sales@rsna.org).

### Eligibility Requirements:

The Startup Showcase is reserved for startups only. RSNA defines startups as companies that meet the following criteria. We welcome you to apply if you:

- Are incorporated for less than 5 years and have a tax ID
- Have 40 employees or less
- Generate up to but not over \$10M in revenue
- Have up to but not over \$20M in funding
- Have a product or service related to medical imaging and approved by the RSNA Technical Exhibits Committee once submitted. Any technology must be demonstrable as a prototype or software mock up. No paper concepts will be considered.
- Have implemented your product or service in no more than 10 institutions
- Are not a resellers of existing product(s)
- Have not previously exhibited with a booth at the RSNA annual meeting
- Participation in the Startup Showcase is limited to three years
- Are not purchased or funded by a current or previous RSNA exhibitor

### RSNA will provide:

- Turnkey kiosk, (2) stools, and backwall with company logo
- 10 amp electrical
- Complimentary public WiFi; if you are relying on the internet to showcase your product or service we strongly recommend purchasing a wired internet connection through the RSNA service
- 2 complimentary exhibitor badges (additional badges can be purchased); 5 complimentary guest passes
- Company will be listed in the online exhibitor listing, Meeting App and Technical Exhibits Guide
- Company will earn 4 historical priority points toward future exhibit participation

**Cost: \$3,000**

### Meeting Details and Guidelines:

- The Startup Showcase will be located in the Technical Exhibits, South Hall, Booth 1968
- Exhibit Hours:
  - Sunday, December 1–Wednesday, December 4, 2019*
  - 10:00 AM to 5:00 PM
  - Thursday, December 5, 2019*
  - 10:00 AM to 2:00 PM
- Kiosk must be staffed for the entire meeting.
- One company per applicant. Kiosk sharing is prohibited.
- Kiosks will be assigned by RSNA in order of application and payment.

### Deadline:

Application deadline is Wednesday, October 31, 2019 at 4:00 PM CT.

### Product Categories:

- 3D Printing & Image Printing Systems
- Advanced Visualization
- Angiography, Cardiac and Vascular
- Artificial Intelligence/Machine Learning
- Augmented Reality/Virtual Reality
- Biopsy
- Bone Densitometry
- Business/Departmental Management
- Computer-Aided Diagnosis Systems
- Computed Tomography
- Consulting Services
- Contrast Agents/Pharmaceuticals
- Darkroom Equipment and Supplies
- Dental Imaging
- DICOM
- Educational Products and Services
- Electronic Health Records
- Enterprise Imaging
- Film-Screen Systems and Viewers
- Fluoroscopy
- Furniture
- Imaging Services
- Information Systems (RIS & HIS)
- Interventional Radiology
- Lithotripsy
- Machine Learning/Computer-Aided Diagnosis Systems
- Mammography
- Monitors/Viewing Systems
- MRI
- Nuclear Medicine
- PACS
- PET
- Pre-Owned Equipment
- Quality Assurance/Safety Control
- Radiation Safety
- Software/IT Services
- Therapeutic Radiology
- Ultrasound
- X-ray

## RSNA Startup Showcase

**Deadline: October 31, 2019**

### I. Contact Information (Please print or type)

Official Contact	Telephone	Email Address	RSNA Member
Alternate Contact	Telephone	Email Address	RSNA Member
Company Name			
Address			
City	State/Province	ZIP/Postal Code	Country
Website			

### II. Company Information

Are you affiliated with a university? ☐ If yes, which university(s)?

Are you coming from an accelerator, incubator or other type of group? ☐ If yes, what is the name of the company?

How many full-time employees do you have?  Does your company have a board? ☐ If yes, how many members  What year was your company established?

### III. Company Leadership

Provide names of key personnel involved with your company, if applicable.

Chief Executive Officer

Chief Technical/Chief Science Officer

Chief Medical Officer

Director of Clinical Research

Medical Advisor(s):

### IV. Company Finances (This information is used to determine eligibility in the Startup Showcase and will be kept confidential within RSNA.)

Is your company currently generating revenue? ☐ If yes, how much revenue was earned in 2018?  How much funding have you received in total to date?

What is your current funding stage?

#### List the key investors that provide funding

Name	Amount (\$)	Date of funding (MM/DD/YYYY)
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V. Product Information

List the medical imaging product/service which you would display at RSNA 2019

Product Name

What product categories apply? (See page 1 for list of categories)

Product Description

Product Status

Have you achieved regulatory approval?

If yes, where?

Is your product currently in use in any healthcare practices?

How many?

Which institutions?

VI. RSNA Participation

What do you want to achieve by exhibiting within the Startup Showcase at RSNA 2019? (650 characters max.)

VII. Agreement

By submitting an application you are contracting to participate at RSNA 2019 and are in agreement with the payment schedule, terms and conditions, and the 2019 Exhibitor Rules and Regulations. All exhibit space applications must be reviewed and approved by RSNA Staff and RSNA Technical Exhibits Committee. Once your application has been reviewed and approved, you will receive an official email confirmation from RSNA with payment instructions. Spaces will be assigned by RSNA in order of application and payment.

X

Signature of Exhibitor Representative

Date

X

Radiological Society of North America

Date

For RSNA Use Only

Date Received

VIA

Batch #

CO Number

Points

TEC: A ☐ T ☐ R ☐

Date

 SU: A ☐ R ☐

Date

# RSNA Startup Showcase Terms and Conditions

## I. Application for Startup Showcase

The application/contract must be signed by an authorized representative of your company and accompanied by full payment. Additions, deletions or addenda to the original application must be made using the RSNA Technical Exhibit Change Request Form. No changes will be considered without an official written request. **INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED.**

## II. Showcase Eligibility

All Startup Showcase Applicants must be reviewed and approved by RSNA. The following are guidelines for acceptance:

- Are incorporated for less than 5 years and have a tax ID
- Have 40 employees or less
- Generate up to but not over \$10M in revenue
- Have up to but not over \$20M in funding
- Have a product or service related to medical imaging and approved by the RSNA Technical Exhibits Committee once submitted. Any technology must be demonstrable as a prototype or software mock up. No paper concepts will be considered.
- Have implemented your product or service in no more than 10 institutions
- Are not a resellers of existing product(s)
- Have not previously exhibited with a booth at the RSNA annual meeting
- Participation in the Startup Showcase is limited to three years
- Are not purchased or funded by a current or previous RSNA exhibitor

## III. Company's Representatives

The application signatory or his/her designee shall be the official representative of the exhibitor, certify representatives and act on behalf of the exhibitor in all negotiations. Notification of violations of rules and regulations, which may result in immediate or future penalties to the exhibiting company, shall also be made in writing to the Chief Executive Officer.

## IV. Company's Rental Rates

**Startup Showcase kiosk will be rented at \$3,000 USD.**

Kiosk will include:

- Turnkey kiosk, (2) stools, and backwall with company logo
- 10 amp electrical service
- Complimentary public Wi-Fi; if you are relying on the internet to showcase your product or service we strongly recommend purchasing a wired internet connection through the RSNA service
- 2 complimentary exhibitor badges; 5 complimentary guest passes
- Complimentary exhibitor listing

## V. Assignment of Exhibit Space

Startup Showcase assignments will be conducted at the discretion of RSNA.

RSNA reserves the right to rearrange the floor plan at any time. RSNA reserves the right to relocate exhibitors should it become necessary for causes beyond the control of RSNA or advisable in the best judgment of RSNA.

## VI. Exhibit Space Payment Schedule

Once your application has been reviewed and approved, you will receive an official email confirmation from RSNA with payment instructions. Payment must be drawn on a U.S. Bank.

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. The following credit card will be accepted, American Express, Diner's Club, Discover, MasterCard and Visa. The RSNA tax identification number is 15-0539115.

Exhibitors may wire transfer payment to:

**JP Morgan Chase Bank, NA, 10 S. Dearborn St., Chicago, IL 60603 USA**

**ABA Transit Number: 071000013**

**Swift Code: CHASUS33**

**Account Number: 4184254**

All fees associated with wire transfers are the responsibility of the exhibiting company (approx. \$20 per wire transfer).

## VII. Cancellation/Refund of Exhibit Space Fees

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 after June 30, 2019, the exhibitor shall remain liable to RSNA for the total rental fee for the space canceled.
- Space not claimed and occupied prior to 1:00 PM on Saturday, November 30, 2019, 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.
- If Startup Showcase Application is not accepted by RSNA, full refund will be issued to the applicant.
- RSNA reserves the right to cancel the Startup Showcase if at least ten qualified applicants are not received. If canceled, all applicants will be refunded.

## VIII. Subletting of Space

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.

## IX. Insurance and Liability

The exhibitor shall be fully responsible for any claims, liabilities, losses, damages or expenses relating to or arising from an injury to any person or any loss of or damage to property where such injury, loss or damage is incident to, arises out of, or is in any way connected with exhibitor's participation in the exhibition (except as otherwise provided in the Lease Agreement between RSNA and McCormick Place). It is the exhibitor's sole responsibility to obtain, at its own expense, any or all licenses and permits to comply with all federal, state and local laws and city of Chicago ordinances for any activities conducted in association with or as part of the RSNA annual meeting. The exhibitor shall protect, indemnify, hold harmless and defend RSNA, its officers, directors, agents and employees against all such claims, liabilities, losses, damages and expenses, including reasonable attorney's fees and costs of litigation; provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence of RSNA, its officers, directors, agents or employees.

Exhibitors must maintain general public liability insurance against claims for personal injury, death or property damage incident to, arising out of or in any way connected with the exhibitor's participation in the exhibition, in an amount of not less than \$2 million for personal injury, death or property damage in any one occurrence. Such insurance must include coverage of the indemnification obligations of the exhibitor under the Exhibitor Rules and Regulations must cover RSNA as an additional named insured. Each exhibitor is responsible for obtaining, for its protection and entirely at its expense, such property insurance for its exhibit and display materials as the exhibitor deems appropriate.

Any policy providing such property insurance must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against RSNA, its officers, directors, agents or employees. All agents or representatives performing services at McCormick Place directly for an exhibitor, other than the exhibitor's employees, must provide RSNA with original certificates of insurance at the same time a request for an exception under Rule 7 of the RSNA Exhibitor Rules and Regulations is made. In the event any part of the exhibit hall is destroyed or damaged so as to prevent RSNA from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in the event occupation of assigned space during any part or the whole of the exhibition period is prevented by strikes, acts of God, national emergency or other causes beyond the control of RSNA, the exhibitor will be charged for space during the period it was or could have been occupied by the exhibitor; and exhibitor hereby waives any claim against RSNA, its directors, officers, agents or employees for losses or damages which may arise in consequence of such inability to occupy assigned space, it's sold claim against RSNA being for a refund of rent paid for the period it was prevented from using the space.

## X. Exhibitor Rules and Regulations

The exhibitor understands and agrees that the RSNA 2019 Exhibitor Rules and Regulations, posted on the RSNA Website, are an integral and binding part of this contract.