



RSNA 2020 Virtual Exhibit Rules and Regulations

The RSNA 2020 Virtual Exhibit Rules and Regulations are a binding and integral part of the exhibitor's contract with RSNA.

The policies and procedures may differ greatly from other meetings or trade shows. We encourage you to read them in their entirety.

1. Agreement to the Rules and Regulations

The RSNA Virtual Exhibit Space Contract/Application Form must be signed by an official of the exhibiting company indicating that exhibitor rules and regulations have been read and agreed to before any space assignment will be made. Exhibitors will receive a copy of the signed contract and a confirmation letter.

2. Enforcement of the RSNA Rules and Regulations

RSNA Technical Exhibit rules and regulations serve to:

1. Protect the integrity of the exhibition.
2. Ensure all exhibitors are treated fairly.

3. Meeting Schedule

The 106th Scientific Assembly and Annual Meeting of the Radiological Society of North America, Inc., commences on Sunday, November 29, at 8:30 AM and adjourns on Saturday, December 5, at 6:00 PM. During that period, neither exhibitors nor their agents may conduct or sponsor any educational, marketing or media activities directed toward RSNA meeting professional registrants other than as part of the RSNA scientific program or as specifically authorized by RSNA. Exhibiting companies and organizations cannot offer CME credit to RSNA professional attendees within their virtual exhibit.

4. Exhibit Hours

The Virtual Exhibit will be open to meeting registrants Sunday, November 29 through Saturday, December 5. Dedicated Industry Hour will be promoted between 12:00pm – 1:00 PM CST on each day of the meeting. The RSNA 2020 virtual meeting site will remain on-demand to meeting registrants through April 30, 2021.

5. Exhibitor Registration

Refer to individual package for the number of virtual meeting registrations included. If additional registrants are required, they can be purchased on an individual basis at the published exhibitor registration rate. Login credentials should not be shared as they are unique to the registrant.

Exhibitor representatives are only allowed access to virtual exhibits and event networking solution. Exhibitor representatives are not admitted to the virtual meeting for the purpose of viewing other exhibits. Exhibitor personnel that wish to view educational sessions and obtain CME/CE credit must register as a conference professional attendee and pay the applicable registration fee.

6. Activities and Virtual Exhibit Content

All activities of each exhibitor, its employees and/or agents during the RSNA annual meeting, which are directed toward RSNA meeting registrants, other than approved sponsored educational opportunities and exhibitor functions, must be accessed through the RSNA virtual meeting platform and the exhibitor's virtual exhibit. Exhibitors are asked to refrain from hosting their own virtual events on Sunday, November 29 through Saturday, December 5 between the hours of 8:00 AM and 6:00 PM CT as not to compete with live RSNA programming.

All content and activities must be professional and educational in nature and related to the field of radiology.

A. Device/Drug Products

All products exhibited must be presented and marketed in strict compliance with all federal, state and local laws pertaining to the labeling and marketing of medical devices and/or drugs. Exhibitors are strictly prohibited from exhibiting any product that has not been authorized to be marketed by FDA or at least one (1) foreign agency with authority to grant authorization to market the subject product in such foreign jurisdiction, except to the extent authorization is not required by FDA to market such product. Exhibitor must provide documentation upon request to support its position that a particular product is exempt from FDA prior authorization requirements, which RSNA may consider and accept in its sole discretion. Devices/drugs presented for marketing outside the United States and those awaiting FDA approval (i.e., those qualifying for an Investigational Device Exemption), including but not limited to PMA and 510(k) devices, must be clearly and conspicuously labeled as such, so as not to cause confusion or possible misrepresentation. Failure to meet marketing, labeling standards and FDA guidelines will result in the removal of the device/drug in question from the virtual exhibit.

B. Drawings and Raffles

Drawings and raffles may be conducted in conjunction with the RSNA virtual meeting. The total prize awarded for the annual meeting's entirety must not exceed \$1,500 in retail value. RSNA reserves the right to prohibit booth activity that it deems not in keeping with the professional purpose of the exhibition.

Exhibiting companies that interact with physicians and other healthcare professionals during the RSNA annual meeting are asked to review the codes of ethics developed by MITA, NEMA, PhRMA, AdvaMed and the AMA. Ethical practices and industry conduct can differ among companies. It is the responsibility of each company to decide what types of activities are appropriate as they relate to sales and promotional events.

C. Fundraising

In lieu of a physical giveaway, exhibitors are permitted to make a donation in the name of the attendee for visiting the booth. The RSNA R&E Foundation is a non-profit organization which provides millions of dollars in funding for radiology research and education every year, therefore we would prefer that any donation activities taking place during the RSNA annual meeting result in a donation to the RSNA R&E Foundation. Exhibitors may choose to donate to other organizations, however, they are encouraged to consider donating to the RSNA R&E Foundation.

D. Virtual Exhibit Content

Video demonstration, presentation, literature and other materials are to be straightforward, professional and non-combative in nature. Activity and attire of presenters and demonstrators shall be consistent with the professional atmosphere of the RSNA meeting.

Commercial/promotional demonstration or presentations by physicians that are related to an exhibitor's products or services are permitted. Formal educational presentations and presentations offering CME credit within the Virtual Exhibit are prohibited. The RSNA reserves the right to mandate discontinuation of objectionable presentations until a mutually agreeable presentation is developed and approved. The exhibitor waives any rights or claims of damages arising out of enforcement of this rule.

To preserve the anonymity of patients and research subjects, exhibitors must remove all potentially identifying information—including patient likenesses, identification numbers, names, initials, etc.—from images, charts, graphs, tables, and text before being displayed at the Annual Meeting.

For photographs, video, computerized renderings, or 3-D reconstructions of patients, a cropped or adequately masked image that excludes identifiable features may be acceptable. Note: The simple masking of eyes in photographs is not sufficient to preserve anonymity.

In the rare circumstance when identifiable images, videos, photographs, or surface renderings are essential to conveying critical educational information, the exhibiting company must obtain a letter of informed consent from the patient or patient's guardian before use. This permission requires that the individual be offered the ability to see the personally identifiable images to be displayed as part of obtaining informed consent. The letter of informed consent should be available for review upon request during the RSNA annual meeting.

At any time that the RSNA deems exhibit content to display identifying information or identifiable patient likenesses, the exhibitor will be instructed to remove the content from the virtual exhibit.

RSNA will not attempt to settle disputes between exhibitors over issues such as trademark violations, sign copy and copyright violation claims. Show management understands the sensitivity of these issues; however, RSNA is not a judge, jury, regulator or police officer, and its enforcement or protection options are limited. It is the responsibility of the exhibitor to receive prior approval from RSNA for any product demonstration or presentation that may be questionable in nature.

7. Marketing and Promotion

The list of RSNA exhibitors shall not be published, in whole or in part, other than in RSNA official publications and on RSNA official websites. Said list will not be released by RSNA for promotional purposes.

Exhibitors may request use of registration data, according to the RSNA limited license, for promoting their products and services. RSNA registrant email addresses, telephone and fax numbers are not provided. Registrant data remains the property of RSNA. Use of same is limited to the specific use(s) and time period approved by RSNA. Unauthorized use, including but not limited to resale or unauthorized solicitation, may result in the loss of Preferred Exhibitor status.

Exhibitors may call attendee attention to specific elements of the RSNA meeting program, but only through communications in their booth space and/or communications distributed directly from exhibiting company to attendee. However, no RSNA communication methodology may be used for such promotions by exhibitors.

The name Radiological Society of North America Inc., and the letters "RSNA" are registered trademarks of the Radiological Society of North America, Inc. Use of the aforementioned in conjunction with advertisements, promotional materials, endorsements, statements, contests and/or awards of any kind is prohibited. Violators may be subject to such civil and criminal penalties as provided by federal and state laws.

The RSNA annual meeting logo is also a registered trademark of the Radiological Society of North America, Inc. However, upon written request, which RSNA may grant or deny in its sole discretion, RSNA may grant permission in the form of a limited, non-exclusive, royalty free license to exhibitors and advertisers to use the annual meeting logo in an appropriate manner in conjunction with their advertisements and other materials promoting that exhibitor's or advertiser's participation at the RSNA annual meeting. Samples of the proposed use of the RSNA annual meeting logo should be submitted for approval to the RSNA Marketing Department by e-mail at marketing@rsna.org or by mail at RSNA, 820 Jorie Blvd, Ste. 200, Oak Brook, IL 60523.

8. Violations and Penalties

Violations may result in loss of priority points toward next year's meeting. Multiple violations may result in additional point loss or change of preferred exhibitor status. RSNA may, at its discretion, deem an exhibitor ineligible for preferred exhibitor space rate for the next year due to violations of current year RSNA Exhibitor Rules and Regulations. Any company that has exhibited at the RSNA annual meetings in the last five years and has been found in violation of RSNA exhibitor rules and regulations at the most recent RSNA meeting at which it participated, will be charged the standard exhibit space rental rate, which is 50 percent higher than the preferred exhibit space rental rate. Written notifications of violation(s) and exhibitor status will be sent to the official representative. The exhibitor can reestablish eligibility for preferred exhibitor status by remaining in compliance with all RSNA Exhibitor Rules and Regulations the next year.

Substantial violation of any RSNA Exhibitor Rules and Regulations by the exhibitor or its employees or agents may, at the opinion of RSNA, result in forfeiture of the exhibitor's right to participate in RSNA 2020, and such exhibitor shall forfeit to RSNA all monies paid or due. Upon evidence of substantial violation, RSNA may remove the virtual exhibit from the virtual meeting site. The exhibitor shall pay all expenses and damages that RSNA may incur through the enforcement of this rule.

9. Amendments/General Supervision

All exhibit matters and questions not covered by these RSNA Exhibitor Rules and Regulations are subject to the decision of RSNA. These RSNA 2020 Rules and Regulations may be amended at any time by RSNA and all amendments shall be equally binding on all parties. In the event of any amendment or addition to these Rules and Regulations, written notice will be given by RSNA to such exhibitors as may be affected.

The abbreviation "RSNA" used in the Rules and Regulations shall mean Radiological Society of North America, Inc., a not-for-profit corporation, and, as the context may require, its directors, officers, agents and/or employees duly acting for RSNA in the management of the exhibition.