

2019 SPONSORSHIP OPPORTUNITIES

**RSNA<sup>®</sup>**

Radiological Society  
of North America

ENGAGE  
PROMOTE  
PARTNER



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



# RSNA CONNECTIONS CENTER WELCOME

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# ENGAGE

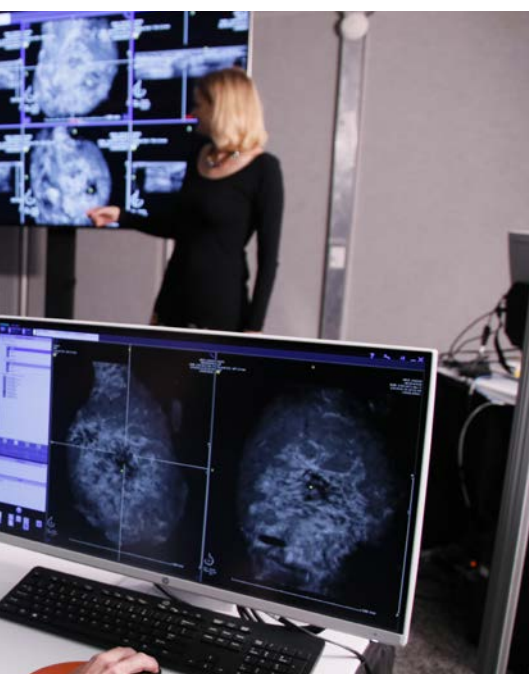
**The platform you need to reach the right audience!** RSNA lets you speak directly to radiologists, C-Level executives, healthcare consultants, information officers and other key decision makers you want to reach.

# PROMOTE

**The power to tell your brand story!** Whether you need an innovative on-site promotional vehicle or a year-round opportunity, RSNA gives you strategic tools that increase your brand awareness and improve your bottom line.

# PARTNER

**The partner you want to do business with!** Our Corporate Partners Program rewards your loyalty with opportunities to increase your visibility, earn Technical Exhibit Priority Points, and maximize your ROI.





# ENGAGE

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## Develop New Business at RSNA 2019

The radiology marketplace sales cycle begins—and ends—with the RSNA annual meeting.

The once-a-year event held at McCormick Place in Chicago, brings together **25,000 of radiology's most important movers, shakers and decision makers** from across the globe. And they're ready to buy. And they want to meet you.

You have direct access to key decision makers from healthcare systems, networks and private practices, in addition to thousands of physicians and healthcare professionals from over 115 countries.

**Your presence at RSNA positions your brand as an industry leader**—and an RSNA sponsorship further solidifies that position in the minds of decision makers ready to purchase.

**Sponsorships drive more traffic to your booth.** Meet more potential clients who are ready to purchase. Reach maximum engagement as an RSNA 2019 sponsor.

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### Decision Makers are Here

**25,000**

Professional attendees

**12 hours**

Average each attendee spends in  
our exhibit halls

**77%**

Attendees have a role in purchasing

### ATTENDEES INCLUDE

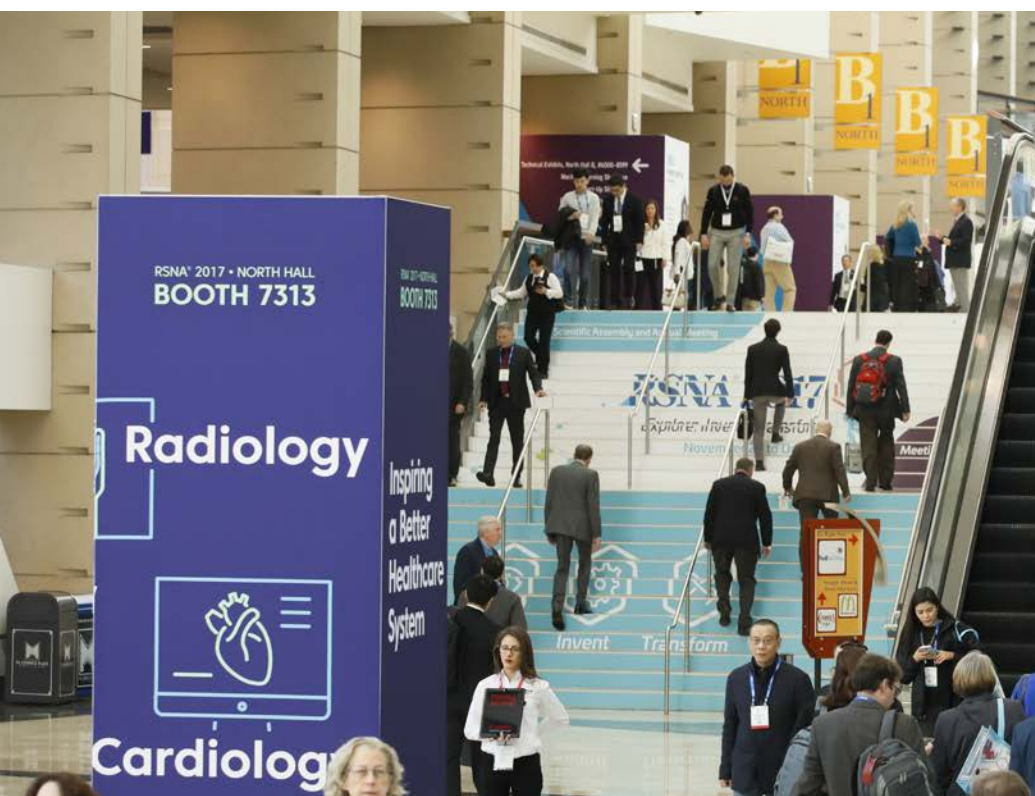
- » Radiologists
- » Radiology Department Heads
- » C-Suite Executives
- » Hospital Directors and Administrators
- » IT Management and IT Personnel
- » Practice Managers and Administrators
- » Healthcare Consultants

### TOP SPECIALTIES OF ATTENDEES

- » Diagnostic Radiology
- » Neuroradiology
- » Breast (Imaging and Interventional)
- » Magnetic Resonance
- » Interventional
- » Musculoskeletal







# PROMOTE

## RSNA 2019 Opportunities: Put Your Brand Front and Center

Build name recognition. Drive traffic to your exhibit space. Make more sales. RSNA 2019 sponsorship opportunities are designed to help you reach your goals.

**RSNA® 2019**  
SEE POSSIBILITIES  
— **TOGETHER**  
December 1–6





## PRE-MEETING OPPORTUNITIES

Build interest in your brand with pre-show promotional opportunities that encourage attendees to visit your booth once they arrive at RSNA 2019.

### Attendee Registration Mailing List Rental

Reach your best prospects by mail before the show and attract them to your booth with your company literature or special offer for RSNA 2019.  
**\$0.15/name, \$75 order minimum**  
*(plus postage & shipping)*

### Attendee Prospect E-Blasts

RSNA members and past attendees are prime prospects to attend RSNA 2019. Include your banner in e-blast communications leading up to the annual meeting.  
**\$7,500**

### Meeting Announcement E-Blasts

Thousands of registered attendees will see your company's banner in one of RSNA's pre-meeting e-newsletters featuring meeting highlights and activities.  
**\$7,500**

### Registration Confirmation E-Blasts

Include your banner on every registration email sent for an entire month. Every time an attendee registers or updates their registration, they'll receive a confirmation email with your exclusive message.  
**\$7,500/month**

### Registration Website Banners

Showcase your company with a banner on the highly-viewed RSNA registration website—the all-in-one online resource for annual meeting registration and hotel reservations.  
**\$4,000/month**

### Sponsored E-Blasts

Send a customized HTML message to RSNA attendees via email and let the RSNA annual meeting brand strengthen your credibility. Twelve sponsored e-blasts available; limit one per company.  
**\$15,000**



## ON-SITE OPPORTUNITIES

### EXHIBIT HALL SHOWCASES

Feature your company's solutions in these specialized areas in the RSNA 2019 exhibit halls with high-profile branding and presentation opportunities.

### 3D Printing & Advanced Visualization Showcase Sponsorship

Position your brand as a pioneer in this cutting-edge field. This sponsorship package will significantly boost brand prominence and traction with RSNA attendees. Your company will be featured as a sponsor and your name or logo will be included in promotions for the 3D Printing & Advanced Visualization Showcase:

- RSNA 2019 Registration and Hotel Reservations brochure mailed to over 57,000 members and meeting attendees
- Promotional meeting e-blast to over 52,000 members and meeting attendees
- Logo recognition on branding surrounding the 3D + AV Showcase on the exhibit floor
- Recognition in the RSNA Meeting Guide, Technical Exhibits Guide, and other materials where the 3D + AV Showcase is promoted to more than 52,000 meeting attendees and industry personnel.

**\$25,000** *(Limited to three sponsors)*

### 3D Printing & Advanced Visualization Theater Presentation

Captivate imaging experts and your most important buyers with a 20-minute presentation in the open-air 3D Printing & Advanced Visualization Showcase Theater. RSNA attendees are interested in learning about the latest innovations in 3D printing, virtual reality and augmented reality for medical applications. Your presentation will be listed in the online program, the 3D Printing Subspecialty brochure and broadcast in the Showcase.

**\$1,500** *(Limited to 3D Printing & Advanced Visualization Showcase exhibitors)*

### AI Showcase Sponsorship

This will be the third year RSNA has a dedicated AI focus, and attendees will continue to be excited about seeing the latest and greatest in medical imaging AI in 2019. Establish your company as a leader in this field. You can gain high impact recognition as a sponsor of the Showcase and garner significant brand exposure and traction with your best prospects before, during and after the RSNA annual meeting with prominent recognition in print materials, online and in the Exhibit Halls.  
**\$50,000** *(Limited to three sponsors)*

### AI Showcase Theater Presentation

Present your demo or feature your solution with a 20-minute presentation in the open-air theater in the AI Showcase to an engaged audience eager to learn more about this exciting topic. Your presentation will be featured on screens in the Showcase and will be listed in the online program and the Artificial Intelligence Topic Brochure.  
**\$2,000** *(Limit one presentation per AI Showcase exhibitor)*

### New! Innovation Theater Presentation

Launch your product in the new Innovation Theater at RSNA 2019. This 20-minute presentation provides a focused, high-value live marketing opportunity that will allow exhibitors to reach motivated professionals on site at the annual meeting. Attendees will gather by the theater to see the latest product launches and advances in medical imaging.

**\$2,500 per presentation**



## THOUGHT LEADERSHIP

Provide education to RSNA attendees and establish your company as a leader in the industry.

### Corporate Symposium

Host a Corporate Symposium for RSNA attendees on site at McCormick Place during the annual meeting. Your educational program will be listed in the online meeting program and open to all attendees. Signage outside the classroom will provide additional recognition for your company and session. CME may be offered if administered by a third-party provider. Available Sunday, December 1 through Thursday, December 5.

**\$25,000**

### Lunch & Learn

RSNA exhibitors can host an informational, non-CME educational presentation or procedural instruction during the annual meeting. Lunch & Learns are invite-only and limited to no more than 100 attendees. Companies are responsible for inviting attendees and sessions will be listed in the meeting program as invite-only. The sponsor must provide boxed lunches using the official annual meeting caterer. Three spaces available daily on Monday, Tuesday and Wednesday, December 2 to 4.

**\$15,000** (Boxed lunches not included)

### Medical Education Grants

Target potential customers in one of 20 subspecialties or areas of focus by supporting an educational track or individual course(s) at RSNA 2019 with an unrestricted educational grant. Supporters are acknowledged in the meeting program and on signage outside the classroom.

**Starting at \$12,500**

### Satellite Symposium

Host an off-site function, including an educational program, promotional presentation or procedural instruction, before or after hours of RSNA 2019. Companies may offer CME if administered through a third-party provider. Promotional support is not provided.

**Starting at \$5,000**

### Vendor Workshop

Give potential or current customers first-hand experience on your systems by offering user training and product instruction in a Vendor Workshop. With space located on the exhibit floor, you can conduct sessions throughout the entire meeting in a classroom environment.

**Starting at \$30,000**

## TRAFFIC GENERATORS

Catch attendees' attention and drive additional traffic to your booth with these high-impact sponsorships.

### 5k Fun Run

Stand out as the exclusive sponsor of the RSNA R&E Foundation 5k Fun Run with pre-meeting recognition in the RSNA 2019 Registration and Hotel Reservation brochure, promotional meeting e-blasts, *RSNA News* magazine and *Insider* email. During the annual meeting, your logo will be included in the RSNA 2019 Meeting Guide, on race day signage, and on participant t-shirts in addition to coverage in the *Daily Bulletin* and post-meeting inclusion in the *RSNA Foundation Focus* newsletter.

**\$25,000**

### Aisle Signage

Include your branding and booth number on highly visible directional signage that helps attendees find their way around the exhibit halls. This great marketing opportunity puts your brand on the front and back of every aisle sign.

**Both Halls: \$65,000**

**North Hall: \$30,000**

**South Hall: \$40,000**

### Charging Stations

Promote your company with high-impact signage alongside the popular Charging Stations as meeting attendees charge their personal electronic devices. Grab their attention with two locations in the Grand Concourse lobby.

**Starting at \$12,500/station**

### Classroom Signage

Customize your message on signage placed outside of all classrooms during the annual meeting. With over 440 courses throughout the week, this exclusive sponsorship opportunity features a printed sign below each monitor and a scrolling message on each monitor that can be customized to the topic or attendees in each course.

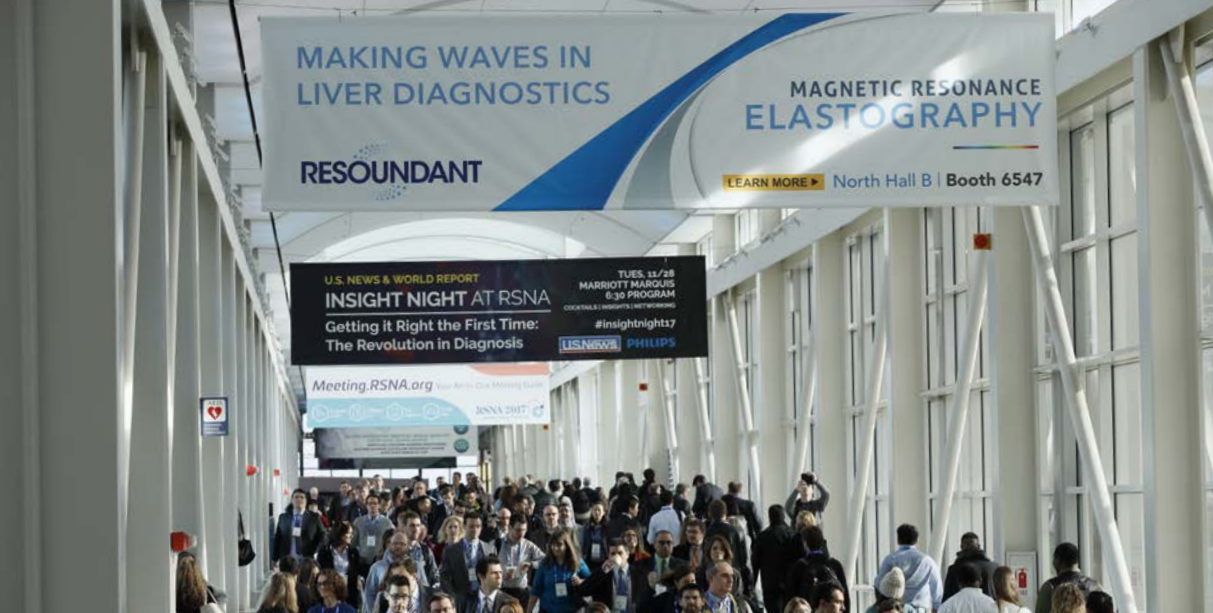
**All Halls: \$45,000**

**South Hall: \$25,000**

**East Hall (Lakeside Center): \$15,000**

**North Hall: \$10,000**





## Coat Check Package

With multiple locations throughout the convention center, RSNA's complimentary coat check service is bustling with activity every day of the meeting. Take advantage of attendee hot spots and maximize your RSNA 2019 exposure with the Coat Check Sponsorship. This exceptional opportunity places your company logo and messaging on signage in high-traffic locations throughout McCormick Place. Four locations available.

- Grand Concourse Level 1: Your brand will greet thousands of attendees near the entrance of McCormick Place in the Grand Ballroom Lobby, near the Grand Concourse and Taxi Line. Additionally, your logo and booth number will be highlighted on the claim tickets that attendees will utilize throughout the meeting.  
**\$55,000**
- Lakeside Center Level 2: Add your brand to column wraps in the Arie Crown Lobby. Attendees will also carry your logo and booth number with them on all check tickets that attendees will carry and refer to every day.  
**\$25,000**
- South Level 1, Gate 4 or Gate 27: Add your custom company message to signage at one of these locations.  
**\$15,000**

## Coffee Cup Sleeve

Make your logo part of over 30,000 cups of house coffee served to attendees during the six days of the meeting. All coffee locations within McCormick Place (excluding Starbucks) will serve coffee with insulated sleeves featuring your logo and booth number.  
**\$20,000**

## Daily Bulletin Technical Exhibits Focus Article

Prominently feature your company's story in a front page article of the Technical Exhibits Focus section of the RSNA 2019 *Daily Bulletin*, the meeting's official daily newspaper. Thousands of attendees read the meeting newspaper each day, both in print and online.  
**\$10,000 (limit one article per exhibitor)**

## Exhibit Hall Activation Area

Invite meeting attendees to an exclusive area hosted by your company located at the front of the Exhibit Halls. Create a custom space with furniture, signage or other unique activations. With only two locations available, this is a perfect opportunity to engage with meeting attendees in a unique, low-stress setting.  
**\$25,000 (Space only; furnishings not included)**

## Exhibit Floor Towers

Put your branding directly on the main aisles of the Exhibit Floor. Take advantage of this new, unique opportunity to drive traffic to your booth with your company's message and brand facing the front and back of the Hall. You may further customize the space by adding lounge furniture on an a la carte basis.  
**\$25,000**

## Meeting Bag

Exclusively sponsor the eco-friendly meeting bag provided free of charge to all attendees with your four-color message on one side and one gusset of the bag. The Meeting Bag is seen virtually everywhere at the annual meeting and beyond. This is the ultimate exposure!  
**\$55,000**

## Meeting Bag Insert

Drive traffic to your booth with a printed insert or other promotional item included in the official meeting bag. Promotional items are subject to pre-approval. Five inserts available.  
**\$12,000 (production not included)**

## Meeting Registration Package

Gain significant exposure to all RSNA attendees both leading up to RSNA 2019 and again at the annual meeting as the exclusive sponsor of RSNA Meeting Registration. All meeting attendees must print their badges at an on-site registration location or at select hotels, as badges are not mailed in advance. This unique opportunity offers your company an opportunity to reach all attendees at multiple points throughout the registration process:

- Include your digital banner in a pre-meeting e-blast with essential registration information
- Feature your company's message on all registration computer screens at three prominent registration locations throughout McCormick Place
- Add your banner message to the top of the welcome email that all professional attendees receive after printing their badge at RSNA 2019

With the RSNA Meeting Registration Package, your company will secure several high-impact brand recognition opportunities before and during the meeting to make a lasting impression.  
**\$100,000**

## SIGNAGE

Drive attendees to your booth with highly visible signage throughout McCormick Place.

### Banners

- Grand Concourse: **\$25,000**
- North Hall Lobby: **Starting at \$12,500**
- Outdoor: **\$25,000**
- Walkway: **\$10,000**

### Billboards

- Grand Concourse: **\$7,500**
- Transportation Lobby: **\$5,000**

### Table Decals

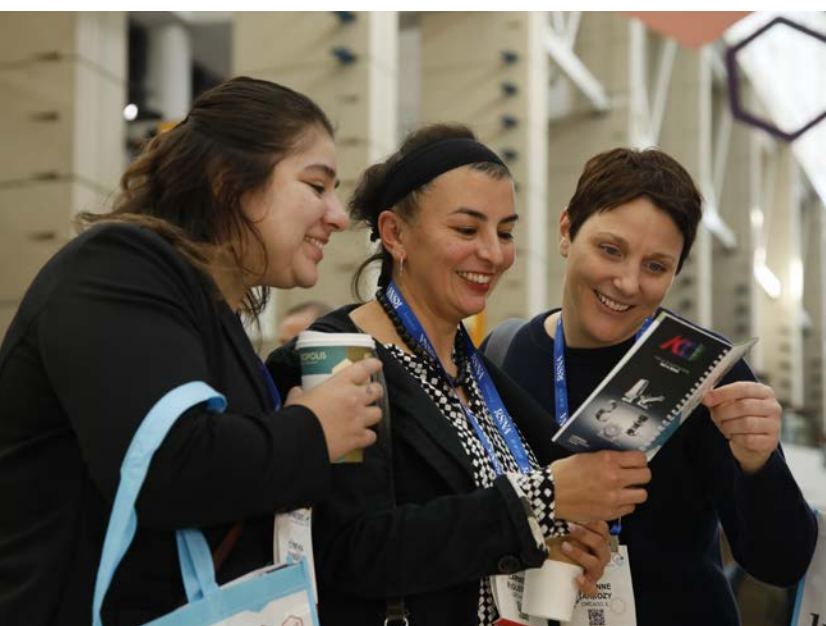
- North Hall: **Starting at \$15,000**

### Pillars and Column Wraps

- Column Wraps: **Starting at \$6,000**
- Grand Concourse Pillars: **\$25,000**
- North Hall Lobby Pillars: **\$20,000**

### Stairs/Escalators

- Escalator Runners: **Starting at \$10,000**
- Stair Graphics: **\$15,000**



## ATTENDEE RESOURCES

Get your brand noticed when your message appears in valuable attendee resources during RSNA 2019.

### Daily Bulletin

RSNA's official newspaper provides meeting news, hot topics and new product and service information from exhibitors. Available Sunday, December 1 through Thursday, December 5.

Sizes:  $\frac{1}{8}$  page to 2-page spread

**Starting at \$6,950 for five days**

**Wraparound Band: High-impact vehicle available Sunday only \$15,000**

### Daily Bulletin Technical Exhibits Focus

Position your message in this attendee must-read publication, specifically focused on the exhibit halls. Place your ad in this *Daily Bulletin* supplement featuring the latest technological offerings. Available Sunday through Wednesday.

Sizes:  $\frac{1}{8}$  page to 2-page spread

**Starting at \$6,135 for four days**

### Meeting Guide

The must-have, go-to resource for all things annual meeting, the RSNA Meeting Guide is in attendees' hands all week long. With vital transportation information, dining locations, maps and more, nearly 35,000 copies of this invaluable attendee tool are distributed throughout McCormick Place. Be part of this highly sought-after planning resource and drive traffic to your booth.

**Full pages and covers II, III and IV**

**Starting at \$6,950**

### Meeting Guide Bookmark

Highlight your message on a bookmark for the meeting's highly sought-after planning resource. Your message is reinforced every time an attendee uses the guide.

**\$25,000**

### Subspecialty and Topic Brochures

Reach your target audience with this exclusive opportunity to sponsor a subspecialty brochure—a key piece in an attendee's education planning. Choose from one of over 20 topics, including Ultrasound, 3D Printing and Informatics.

**\$5,000**

### Technical Exhibits Guide

Stand out from the crowd with the Technical Exhibits Guide and include your message in the best source for navigating the Technical Exhibits. The Guide includes exhibit hall information, floor plans and booth numbers; copies are available at each entrance to the Technical Exhibit Halls.

Sizes:  $\frac{1}{4}$  page to full page

**Starting at \$6,450**





PROMOTE



## DIGITAL OPPORTUNITIES

Highlight your company's brand with a digital message in high-impact resources that attendees will use before the meeting and throughout RSNA 2019.

### Daily Bulletin E-Blasts

Include your digital banner in one of five e-blasts sent daily to all attendees and members during the meeting with a sneak peek at the day's top story and a link to the full issue of the official RSNA 2019 newspaper. *Two positions available in each e-blast!*

**Starting at \$3,000**

### Meeting App

Put your brand at the fingertips of attendees as the exclusive sponsor of the official RSNA Meeting App and create brand awareness in pre-meeting and on-site communications. Sponsorship includes a splash page, notifications and banners.

**\$50,000 (exclusive to one company)**

### Website Banners

Position your banner on *RSNA.org* and Meeting Central during the year or during the week of RSNA 2019. Attendees will see it before and during the event to build interest in your brand with estimated Meeting Central page views up to 7.5 million each November and December.

**Starting at \$3,000**

## EXHIBIT HALL OFFICE & MEETING SPACE

### Headquarter Offices

Located in the Technical Exhibit Halls, Headquarter Offices are a quiet area away from your booth that you may use as a company break/lunch room, check-in point for staff, internal meeting location or coatroom. Headquarter Offices are restricted to exhibit personnel only and should not be used in conjunction with booth activities. Available for rent in 100 square-foot increments.

**Starting at \$1,300**

### Meeting Suites

An RSNA Meeting Suite is the ideal place to connect with staff, customers and potential clients. Meeting Suites are available to both exhibiting and non-exhibiting companies and, with convenient locations within the exhibit hall to conduct business privately.

**Starting at \$9,000**

Rates and specifications for  
all opportunities available at  
***RSNA.org/Promote.***

# PROMOTE

## Reach RSNA Members All Year Long

RSNA membership is comprised of more than 54,000 individuals worldwide dedicated to shaping the future of radiology. Members include radiologists, radiation oncologists, medical physicists, nuclear medicine physicians and radiologic scientists.

In addition to hosting the RSNA annual meeting, the Society also publishes two leading peer-reviewed journals: *Radiology*, the authoritative reference for the most current, clinically relevant radiology research, and *RadioGraphics*, the only journal dedicated to continuing education in radiology.

In 2019, we add to that tradition with three new bi-monthly online publications: *Radiology: Artificial Intelligence*, *Radiology: Cardiothoracic Imaging* and *Radiology: Imaging Cancer*. While setting a new standard for scholarship and research, these highly focused publications give you access to a coveted audience.

Through its Research & Education Foundation, RSNA provides millions of dollars in funding to young investigators to help build the future of the specialty.

Beyond that, RSNA also offers a diverse portfolio of year-round promotional opportunities for you to communicate with RSNA members. From international Spotlight Course sponsorships, presentations and exhibits, to member newsletters, RSNA journals, and web site placements—RSNA's trusted, targeted channels let you engage with an audience you simply cannot find anywhere else.

Connect with RSNA members as they engage in these trusted radiology resources.



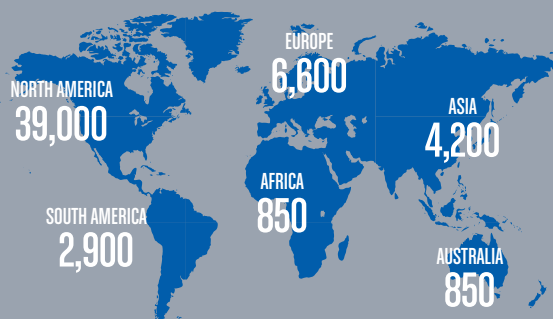
**54,000+**  
Total Membership

### LEADING RADIOLOGY SPECIALTIES

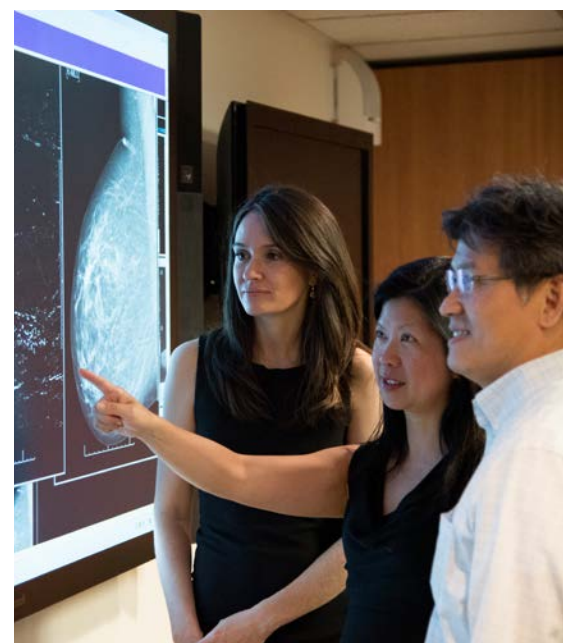
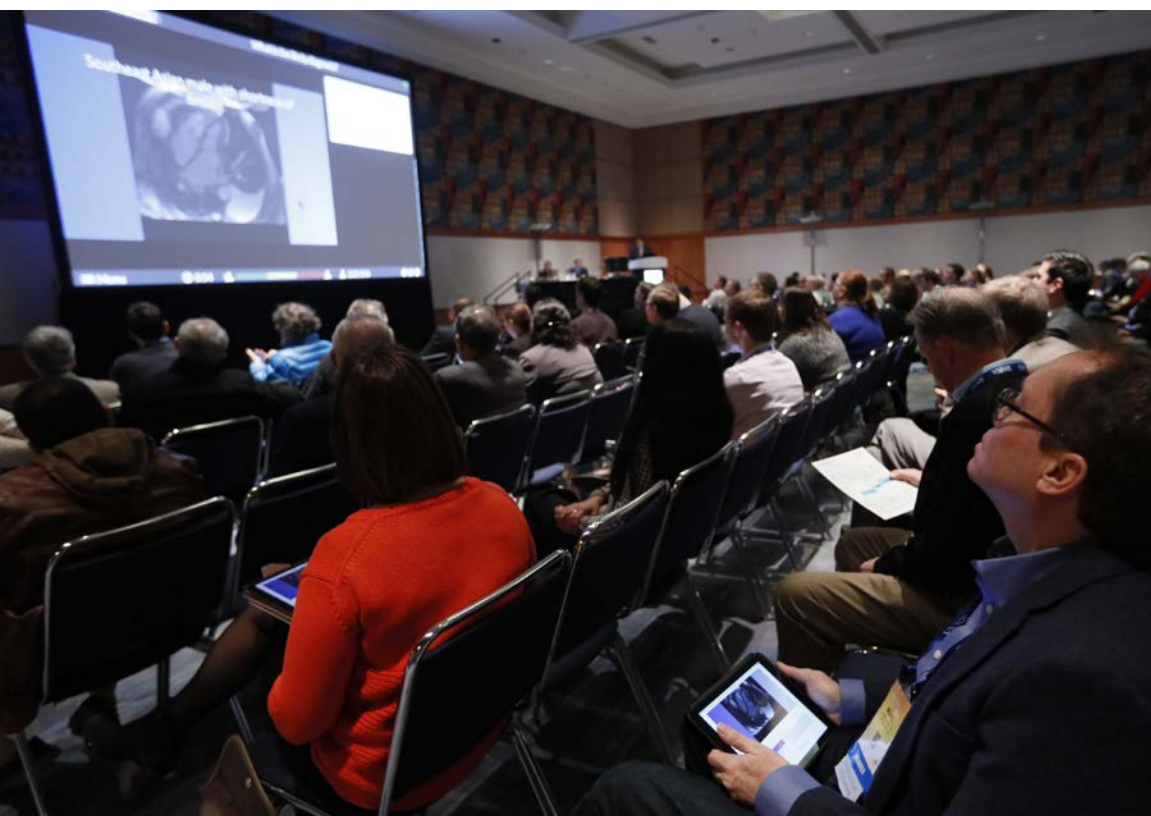
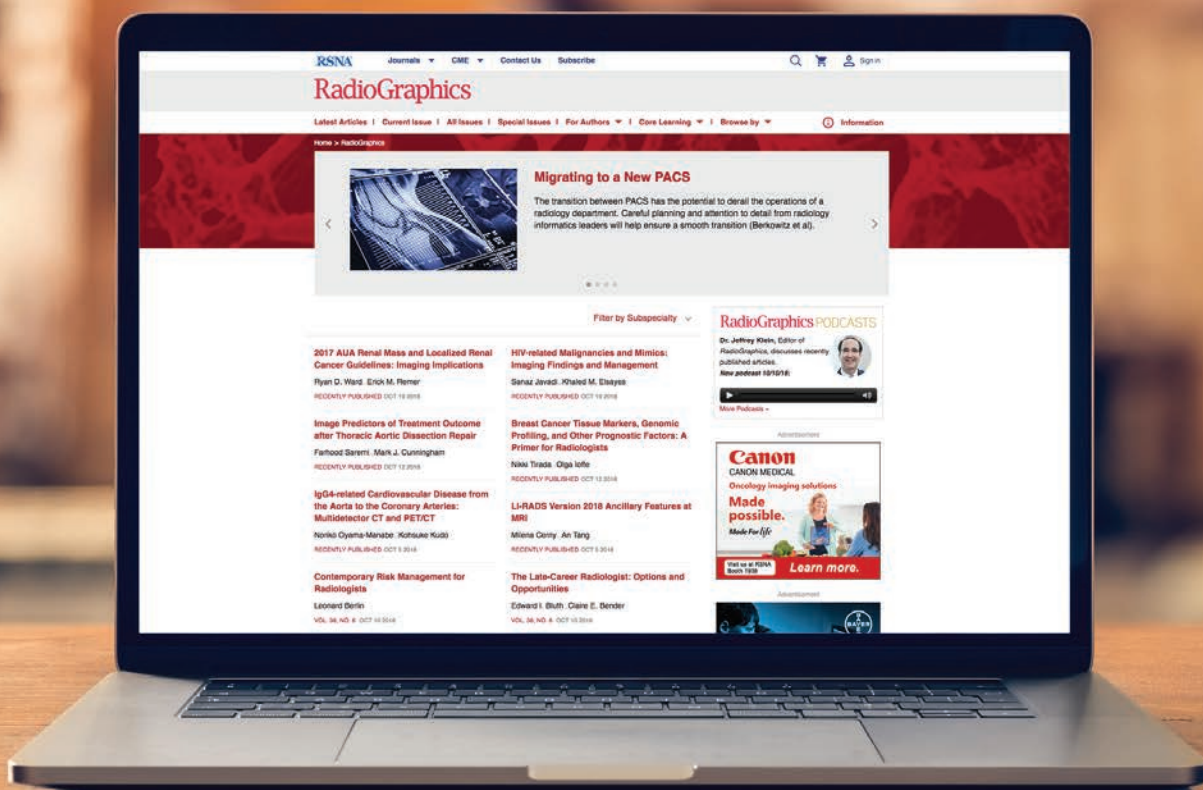
- » Diagnostic
- » Neuroradiology
- » Breast
- » MRI
- » Interventional
- » Musculoskeletal

### GLOBAL MEMBERSHIP

RSNA members represent  
115 countries around the world







# Year-round Opportunities

Build awareness. Drive sales. Engage with top prospects. RSNA offers you the ability to do all three with year-round print and digital opportunities you just can't find anywhere else. From industry leading-publications like *Radiology* and *RadioGraphics*, to brand-new online journals launching in 2019—*Radiology: Artificial Intelligence*, *Radiology: Cardiothoracic Imaging*, *Radiology: Imaging Cancer*—to everyday resources like *RSNA News* and *RSNA.org*, *Insider*, *RF Buzz* and *Weekly*, keep your brand top-of-mind with the right audiences.

## DIGITAL OPPORTUNITIES

### Banners

Grab the attention of online readers with a host of banner ad opportunities: *Radiology*, *RadioGraphics*, *Radiology: Artificial Intelligence*, *Radiology: Cardiothoracic Imaging*, *Radiology: Imaging Cancer*, or on *RSNA.org*. Multiple sizes available.

- **RSNA.org Banner** (Avg. 2,600,000 page views per month and over 7.5 million page views each November and December)  
Starting at \$3,000
- **RadioGraphics Banner** (Avg. 1,025,000 page views per month)  
Starting at \$2,500
- **Radiology Banner** (Avg. 750,000 page views per month)  
Starting at \$2,500
- **Radiology: Artificial Intelligence Banner**  
Starting at \$2,500  
Launching early 2019
- **Radiology: Cardiothoracic Imaging Banner**  
Starting at \$2,500  
Launching mid 2019
- **Radiology: Imaging Cancer Banner**  
Starting at \$2,500  
Launching late 2019

### Member E-Newsletters

With regular distribution to an interested audience seeking the latest updates, RSNA's e-newsletters offer an affordable choice for sponsors.

- **RSNA Weekly E-Newsletter**—Current news related to radiology and clinical practice from a wide array of news sources, both domestic and international. Reaches 40,000+ RSNA members every Tuesday.  
\$2,000
- **RSNA Insider E-Newsletter**—Member announcements and the latest medical news impacting the specialty. Reaches 43,000 RSNA members monthly.  
\$3,000
- **RF Buzz E-Newsletter**—Radiology news and information about products and services. Reaches 16,000 residents and fellows quarterly  
\$1,200

### Diagnosis Live Licensing

RSNA's Diagnosis Live™ is a unique audience response system that uses gaming technology to enhance learning retention and engagement. Companies can license this proprietary software to use in education sessions or company training. Presenters can easily add their own content and questions into the platform and participants use their own mobile devices to submit answers instantly and enjoy friendly competition to sharpen their skills. Please inquire for details to learn more about licensing options and the ways in which you can take advantage of this exclusive software.

**Inquire for more details.**

## PRINT OPPORTUNITIES

Reach RSNA members with the Society's premier publications. Your promotion in these respected publications generates interest from active, involved and influential physicians who make and/or recommend purchasing decisions. Subscribers include radiologists, medical physicians, physicists and radiologic administrators, as well as teaching institutions, libraries and developers of radiologic equipment and technology.

### Radiology

The authoritative reference for the most current, clinically relevant and highest quality research in radiology. Circulation of 10,500.

**Sizes: 1/2 to full page**

**Starting at \$705 for a 1x placement**

### RadioGraphics

The only peer-reviewed journal devoted exclusively to continuing medical education in radiology and a top source for earning SA-CME credits. Circulation of 14,000.

**Sizes: 1/2 to full page**

**Starting at \$705 for a 1x placement**

### RSNA News

Up-to-date news about radiologic research, education and practice issues, as well as RSNA programs, delivered to practicing members each month and archived online. Circulation of 18,000.

**Cover II and IV**

**Starting at \$4,500**

### New! RSNA News Industry Focus Article

Work with an RSNA writer to craft a story including your company's message in a special Industry Focus article in the *RSNA News*. Sent to 18,000 practicing members, your story will be included among other must-read news.

**Inquire for more details.**







PROMOTE



# RSNA SPOTLIGHT COURSE

## RSNA SPOTLIGHT COURSES

Come along as RSNA travels to world-class cities, bringing esteemed RSNA education to regions across the globe. RSNA Spotlight Courses deliver cutting-edge programming with topics that are on the forefront of radiology and customized to each region's needs. These courses reach a targeted, global audience of radiologists who are committed to becoming thought leaders in their region. Your company can engage with Spotlight Course attendees in a variety of ways, from unique sponsorship placements to direct interaction with decision-makers through exhibit space and industry presentations.

### 2019 Spotlight Courses

#### April 2019: Santiago, Chile—Chest Imaging Course

Providing practical applications in chest imaging, the Spotlight Course in Santiago, Chile will deliver education that radiologists can use in their practice to ultimately improve patient care. This two-day course will be presented in Spanish and will include original course content presented by regional experts from North and Latin America.

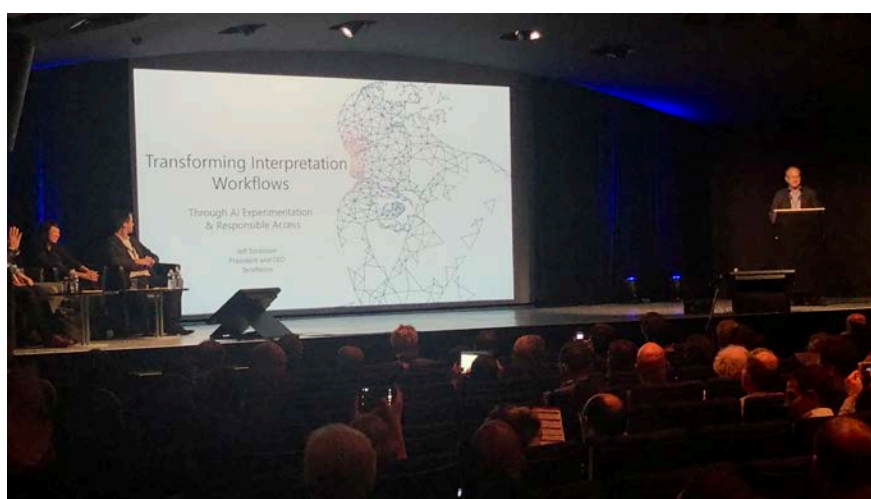
#### May 2019: Paris, France—AI Course

With a singular focus on artificial intelligence, the Spotlight Course in Paris will be the only educational experience of its kind in Europe. This two-day course will be presented in English and offer all radiologists in all subspecialties the opportunity to learn more about integrating artificial intelligence in their everyday work and leave with a better understanding of how artificial intelligence can help, and not replace, human radiologists.

#### May 2019: San Francisco, California—Radiology in the Age of AI

Artificial intelligence will change the way radiologists practice, and professionals are eager to discover the ways that emerging AI tools and methodologies may improve diagnostic care. Highlighting the application of artificial intelligence on medical imaging, this course is the perfect opportunity to position your brand as a leader in the future of radiology. This two-day Spotlight Course in San Francisco, California will be presented in English.

Inquire for more details.



# PARTNER

## Corporate Partners Program

RSNA values the industry partners that help keep radiology at the forefront of science and technology. To show our appreciation, RSNA established the Corporate Partners Program that acknowledges partners at the annual meeting and throughout the year with benefits like logo recognition and acknowledgment in RSNA's prominent publications and resources.

Participation in any of these opportunities applies toward recognition in RSNA's Corporate Partners Program, which begins when spending totals \$50,000 or more:

- » Meeting Sponsorships
- » Thought Leadership
- » R&E Foundation Support
- » Print and Digital Advertising
- » Journal Subscriptions







## CORPORATE PARTNERS RECOGNITION LEVELS

### Gold (\$200,000)

- First right of refusal on new sponsorship opportunities for 14 days prior to public release
- Recognition in *RSNA News* (2 times per year)
- Recognition in *RSNA Insider* (1 time per year)
- Company logo in RSNA Corporate Partners ad in RSNA print journals (2 times per year)
- Company logo on [RSNA.org/Corporate-Partners](http://RSNA.org/Corporate-Partners)
- Company logo in annual meeting related media
- Company logo on Corporate Partners meeting signage
- Corporate Partners ribbons for name badge(s) during annual meeting
- License to use RSNA Corporate Partner logo
- 1 Technical Exhibit Priority Point per \$1,000 spent

### Silver (\$100,000)

- Recognition in *RSNA Insider* (1 time per year)
- Company name in RSNA Corporate Partners ad in RSNA print journals (2 times per year)
- Company logo on [RSNA.org/Corporate-Partners](http://RSNA.org/Corporate-Partners)
- Company logo in annual meeting related media
- Company logo on Corporate Partners meeting signage
- Corporate Partners ribbons for name badge(s) during annual meeting
- License to use RSNA Corporate Partner logo
- 1 Technical Exhibit Priority Point per \$1,000 spent

### Bronze (\$50,000)

- Company name in RSNA Corporate Partners ad in RSNA print journals (2 times per year)
- Company logo on [RSNA.org/Corporate-Partners](http://RSNA.org/Corporate-Partners)
- Company logo in annual meeting related media
- Company name on Corporate Partners meeting signage
- Corporate Partners ribbons for name badge(s) during annual meeting
- 1 Technical Exhibit Priority Point per \$1,000 spent



### EARN TECHNICAL EXHIBITS PRIORITY POINTS

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