

## RSNA 2019 Rules and Regulations

The RSNA 2019 Technical 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. **New rules for RSNA 2019 are highlighted in red.**

### 1. Agreement to the Rules and Regulations

The RSNA Technical 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 compliance with laws, codes, ordinances, and contracts with the exhibition facility.
3. Ensure all exhibitors are treated fairly.

### 3. Meeting Schedule

The 105th Scientific Assembly and Annual Meeting of the Radiological Society of North America, Inc., commences on Sunday, December 1, at 8:30 AM and adjourns on Friday, December 6, at 3:15 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 exhibit space.

### 4. Exhibit Hours

The Technical Exhibits and AI Showcase will be open to meeting registrants and must be fully operational and staffed Sunday, December 1 through Wednesday, December 4, from 10 AM to 5 PM, and on Thursday, December 5, from 10 AM to 2 PM Exhibitors are not permitted to dismantle their exhibits before 2:00 PM on December 5.

### 5. Exhibit Installation

The exhibitor may not occupy exhibit space until meeting all conditions as set forth in these rules and regulations. All power tools and equipment used in the installation of exhibits must be operated in compliance with safety guidelines, as prescribed by OSHA or other recognized authorities, for the protection of the operator and others working in the vicinity. Table and circular saws, lathes, grinders, sanders and other power equipment may not be setup and/or operated in aisles or unprotected areas. The use of motorized vehicles, including hydraulic lifts, is not permitted by exhibitors or exhibitor appointed contractors (EACs). All lifts and operators must be provided by the appropriate official service contractor. All high work, including the installation and adjustment of all supplemental lighting, requiring cranes and hydraulic lifts, must be completed during the exhibitor's move in schedule. No hi-lifts will be permitted on the exhibit floor after 4:30 PM on Saturday, November 30.

#### ***Hanging of Signs and Lighting Truss (Halls A and B only)***

Installation of approved hanging booth elements will begin on Thursday, November 21. If the hanging sign, banner, or lighting truss is over 250 lbs. and/or has any type of electrical associated with the booth element, installation is required by the electrical contractor. The General Contractor will hang any signs or banners that are less than 250 lbs. and do not require any type of electrical. Items weighing 500 lbs. or more must accompany a drawing reviewed, signed, and stamped by a licensed structural engineer to certify structural integrity and safety. **Hanging signs and lighting truss are not permitted in AI Showcase, Hall C.**

### ***Target Move-in***

Exhibitor freight will be received and installation begun according to the Target Move-in Assignments, which will be available in mid-July. Target assignments will be based on the location of exhibits on the exhibit floor, exhibit size and complexity, impact on surrounding exhibitors and proximity/access to freight doors. Targeted installation of technical exhibits will begin at 8 AM on Thursday, November 21 and will continue through Wednesday, November 27. Exhibit halls will be closed on Sunday, November 24 and Thursday, November 28 (U.S. Thanksgiving Holiday).

### ***Final Exhibit Setup***

If setup of any exhibit has not begun by 1 PM on Saturday, November 30, RSNA may order the exhibit to be setup and the exhibitor billed for all charges incurred. RSNA will not be responsible for any damage incurred. All exhibits must be substantially completed by 6 PM on Saturday, November 30, and all aisles cleared of exhibit materials and crates. All components yet to be installed must be within the exhibitor's space.

### ***Opening Day***

All technical exhibits must be fully operational by 9 AM on Sunday, December 1. After this hour, no installation work will be allowed without special permission from RSNA. No installation will be allowed during the published hours of the RSNA Technical Exhibits, and AI Showcase.

## **6. Dismantling/Exhibit Removal**

Each exhibitor will complete arrangements for removal of its material from McCormick Place in accordance with these rules, and the instructions provided in the Exhibitor Service Kit.

### ***Exhibitor Responsibilities***

All materials must be packed and ready for outbound shipment by 4:30 PM on Monday, December 9. Any materials not called for at that time will be shipped at the exhibitor's expense by a carrier selected by the general contractor. All space occupied by an exhibitor must be surrendered in the same condition as it was at the commencement of occupation. The exhibitor is responsible for removal of excess debris, bulk quantities of printed material, floor covering, all fixing/anchoring material including adhesives, carpet-tape, physical-anchors and any item other than that which can be easily removed by broom sweeping. Fixing/anchoring material, excessive booth materials and/or literature left in the booth at the end of the published exhibitor move-out date that are not labeled for outbound shipment will be considered abandoned and deemed as trash. The exhibitor will be charged for the removal and disposal of these items. Charges may include labor and dumpster fee assessed by the general contractor.

## **7. Contractor Services**

### ***Official Contractors***

RSNA will designate official service contractors to provide all services to the exhibitor other than supervision. The general contractor must also provide installation and dismantling services for Headquarters Offices, Meeting Suites, and exhibitor kiosks. Electrical, plumbing, cleaning, telephone, security, drayage, rigging and catering services must be provided by the official contractor. The general contractor will have control of the dock and loading facilities and will receive direct and advance shipments and van loads, handle freight and provide all rigging labor and equipment. Full-time employees of an exhibiting company may deliver materials to McCormick Place via the designated selfunloading/loading docks. Please see the RSNA ASUV Policy found inside the RSNA Exhibitor Service Kit available mid-July for complete guidelines.

### ***Exhibitor-Appointed Contractors (EAC)***

#### ***Request to Use an EAC***

Exhibitors using contractors other than the official RSNA contractors for labor, supervision or any other service, must submit an Exhibitor-Appointed Contractor Request on or before Friday, October 18. No requests, addenda or substitutions received after that deadline will be considered. Only requests from exhibitors (not EACs) will be considered.

### ***EAC Terms and Conditions***

A request will be approved only if it will not interfere with or prejudice the orderly setup, interim services or dismantling of the exhibition. Requests will not be approved if they are inconsistent with the commitments made and obligations assumed by RSNA in any contract with official service contractors or in its lease with McCormick Place. All EACs shall abide by the terms, conditions, rules and regulations set forth herein. EACs may not solicit exhibitors. Violation of any rule or regulation may, at the discretion of RSNA, result in removal of the appointed contractor from the exhibit floor.

### **8. Storage of Crates and Boxes**

The City of Chicago Bureau of Fire Prevention Regulations prohibits the storage of cartons or other materials (regardless of construction) behind exhibits or anywhere on the exhibit floor. The official drayage contractor will handle and provide storage space for crates, boxes, skids, etc., during the exhibition and return properly marked materials at the completion of the meeting. Materials not in accordance with these regulations will be discarded.

### **9. Exhibit Design**

The regulations listed herein are presented to create and maintain an open atmosphere on the exhibit floor. To this end, 100 percent occupancy of allowed exhibit space is discouraged. In designing exhibits, good judgment and consideration for neighboring exhibitors and attendees should be primary objectives. If floor plans (where required) are not submitted in advance for review and approval or exhibit construction is determined to be in violation of exhibit design regulations, RSNA has the right to mandate modification or prohibit construction of the booth. Booths are subject to onsite review and modification, where necessary, will be at the exhibitor's expense. Exhibits built in non-compliance of the RSNA regulations are subject to a fine of up to \$50,000 USD.

#### **A. General Requirements**

All exhibits must conform to and enhance the professional, educational and instructional atmosphere of the meeting. Overstatement in the design is to be avoided. Exhibitors are required to provide floor coverings for all booths. Appropriate display components and furniture must be provided by the exhibitors at their expense. If location of columns, utilities or other architectural components of the facility are considerations in the construction of an exhibit, it is the responsibility of the exhibitor to physically inspect the facility to verify all dimensions and locations. Materials used in the exhibit hall must be flame retardant in accordance with the City of Chicago Fire Ordinances. Exhibitors shall possess a certificate of flame retardation for all display materials used in their exhibit. This certificate must be made available for inspection on demand by the City of Chicago. Electrical equipment and display components must conform to City of Chicago Electrical Code. Please refer to the McCormick Place Facility Regulations for complete and detailed information.

Every effort has been made to ensure the accuracy of all information distributed by RSNA; however, up-to-the minute information is not always available. With this in mind, RSNA, McCormick Place and their contractors or agents make no warranties as to the precise accuracy of floor plans issued in conjunction with or pertaining to the exhibition.

#### ***Signage***

Exhibitor identification in all RSNA publications and on all signs and booth graphics must be the company name submitted and approved by RSNA on the Application/Contract. Where product/brand names are used in the primary identification, product/brand names may not appear in type larger than that of the company name. Wholly owned subsidiaries of the exhibiting company may, however, be identified as long as the principal identification is the parent company name and logo.

All island exhibits in Halls A and B (20'x20' or larger) and mobile units are permitted to have hanging signs and banners. These booth elements must be fixed and located within the confines of the booth. Hanging signs or banners between contiguous exhibits will not be considered. Maximum height permitted for hanging signs and banners is 24' at top. **Hanging signs are not permitted in AI Showcase, Hall C.** Exhibitors wishing to hang signs and banners are required to indicate the request on the RSNA Island or Mobile Booth Design Form and submitted with complete accurately scaled drawings on or before Friday, September 6. All requests must be reviewed and approved by RSNA.

Inline and Peninsula exhibits are not permitted to hang signs or banners.

### ***Supplemental Overhead Lighting***

Overhead lighting systems, attached to the facility building structure, may be requested by exhibitors with island exhibits (20' x 20' or greater) and mobile units in Halls A and B. Exhibitors wishing to hang lighting systems will be required to submit a Lighting Truss Diagram to RSNA along with the RSNA Island or Mobile Booth Design Form on or before Friday, September 6. All requests must be reviewed and approved by RSNA. Lighting instruments, regardless of type, must be positioned inside the perimeter boundaries of the purchased floor space and cannot affect other exhibitors. **Hanging truss and lighting are not permitted in AI Showcase, Hall C.** Projecting light beams or images outside the perimeter boundary of the booth (including external aisles) is prohibited. Special effects (spinning or rotating) must not interfere with other exhibits or detract from the professional atmosphere of the exhibition.

### ***Request to Back-Out Overhead Lights***

Exhibitors with island booths measuring 1,000 square feet or greater may request overhead exhibit hall lights to be shut off. Make your request by using the Island Booth Design Form found in the RSNA Exhibitor Service Kit. Lights may only be turned off when directly overhead and in the confines of your booth. No light will be turned off if located outside the confines of your booth or too close to an aisle. Exhibitors are not permitted to modify or mask house lights without review and approval by an RSNA representative. RSNA has the final decision on which building lights will remain operational. The exhibitor will be responsible for all costs associated with this request. To request a lighting grid illustration showing location and number of lights over your booth, contact the official utility provider listed in the RSNA Exhibitor Service Kit.

### ***Exhibit Elements Not Permitted***

Balloons, flashing lights and strobe lighting of any kind are prohibited. Any changes required to bring an exhibit into compliance will be made at the exhibitor's expense. Exposed parts of any display must be finished so as not to be objectionable to other exhibitors or to RSNA.

### ***B. Inline Exhibits (10' x 10' or multiples thereof)***

The minimum exhibit space is 10' x 10'. The back 5' of the basic exhibit may be occupied up to a height of 8'. The front 5' of the rented space may be occupied from the floor up to a height of 4'. Equipment may exceed the 4' height limit but may not be higher than 8' and must be placed so as not to block the view or impede the sight lines of adjacent exhibits. Live or video demonstrations must be confined to the back 5' of the rented space. RSNA shall, at its own expense, provide basic furnishings such as side and back wall drape and a standard booth sign.

### ***C. Peninsula Exhibits (10' x 20' or larger "end cap")***

Only a 10' wide back wall can be built within a peninsula exhibit. No part of the back wall may exceed a height of 8' from the floor of the exhibit hall. Complete accurate scaled drawings of all peninsula booths must be submitted to RSNA for review and approval with the Peninsula Booth Approval Form by Friday, September 6.

### ***D. Island Exhibits (20' x 20' or larger "island")***

When assigning exhibit space, RSNA considers island design elements and their effects on surrounding exhibits. Regulations governing such exhibits include:

- All island exhibits must have access from all four sides. For an exhibit with limited access, the exhibit booth space assignment will be at the discretion of RSNA.
- Complete accurate scaled drawings, both concept and construction, indicating applicable setback, exhibit height, hanging sign, live demonstration areas, food and beverage services and supplemental/back out lighting requests must be submitted to RSNA for basic approval with the Island Booth Approval Form by Friday, September 6. If floor plans are not submitted and approved, and construction is determined to be in violation of regulations, RSNA has the right to prohibit construction of the booth. Island booths are subject to onsite review and required modification where necessary, at the exhibitor's expense.
- Exhibit and/or display components exceeding 12' in height, and all hanging signs and lighting truss must be approved by a licensed structural engineer prior to installation. A copy of the engineer's certificate or stamped floor plans must be available for onsite inspection.

- The east-west dimensions of any island exhibit space must be 20', 50' or 80' wide. RSNA may consider exceptions based on exhibit design elements, location and impact on surrounding exhibits.
- No part of any island exhibit may exceed a height of 24' from the floor of the exhibit hall in Halls A and B.
- No part of any island exhibit may exceed a height of 18' from the floor of the exhibit hall in AI Showcase, Hall C.
- 20' wide island exhibits must maintain a 1' setback of all exhibit structure 8' in height, from the floor. Reception counters/information kiosks may not be closer than 2' from the aisle.
- 50' wide island exhibits must maintain a 2' setback of all exhibit structure 8' in height, from the floor. Reception counters/information kiosks may not be closer than 3' from the aisle.
- 80' wide island exhibits must maintain a 3' setback of all exhibit structure 8' in height, from the floor. Reception counters/information kiosks may not be closer than 4' from the aisle.
- All island exhibits may occupy space from 8'-24' in height, from the floor in Halls A and B; and 8' to 18' in AI Showcase, Hall C. See Island Exhibit Diagram.
- Theater presentations and/or product demonstrations must be set back from the aisle to allow for chairs and standing room within the booth to accommodate attendees.
- Bridging of aisles between contiguous exhibits will not be considered.

Exhibitors are reminded that structures within the RSNA exhibition are subject to public accommodation provisions under the Americans with Disabilities Act of 1991 (ADA). Exhibits that utilize second-level space shall provide appropriate accommodations in accordance with the ADA. Elevated floor structures placed within the setback area of island exhibits must be ramped on all sides of the exhibit. Elevated floor structures within any island exhibit that are not ramped must be marked or lighted appropriately around their perimeter.

#### **E. Mobile/Transportable Exhibits**

Equipment exhibitors' mobile units must be positioned to allow ample room on all sides for stairs, ramps and general attendee traffic. Mobile van units must utilize a 15'-wide space, and trailers must utilize a minimum 20'-wide space. Location may be determined by proximity to drive-in freight doors to permit ease of move-in and move-out. Information indicating method of transport and unit function must accompany the application. Arrangements must be made in advance with the official general contractor for placement of mobile units on the exhibit floor. Variations from the agreed upon time/date arranged for placement of exhibitors' units may result in the loss or relocation of exhibit space. Mobile units should have their fuel tank locked and sealed. Amount of fuel in tank should not be greater than 1/8 tank. Fueling or de-fueling of vehicles on the exhibit floor is prohibited. Batteries must be disconnected once the vehicle is positioned. One key to the vehicle must remain in the booth at all times. Mobile trailer units must be in compliance with fire prevention codes according to the McCormick Place Rules and Regulations and the Americans with Disabilities Act.

#### **F. Kiosks**

Artificial Intelligence Showcase, 3D Printing and Advanced Visualization Showcase and Start-up Showcase kiosks labor, materials and services will remain under control and supervision of the general contractor. EACs may be used only for internal set-up of kiosks. Furnishings included in the kiosk package cannot be substituted.

### **10. Care of Exhibit Space**

RSNA will provide aisle carpet cleaning service. The exhibitor must, at its own expense, maintain and keep its exhibit clean and in good visual and working order in accordance with these Rules and Regulations and all other applicable rules and ordinances.

### **11. Headquarter Office Space and Meeting Suites**

All Headquarter Office and Meeting Suite labor, materials and services will remain under the control and supervision of the general contractor. EACs may be used in this area for internal setup only. Additional information regarding construction, labor and service costs is available through the general contractor. The official convention center caterer must supply all food/beverage service in the Headquarter Offices and the Meeting Suites.

## **A. Headquarter Office Space**

Headquarter Office space may be used to fulfill the following functions: coat check, food service, lead processing and off-site booth services, such as message center, appointment scheduling, lead tracking and sales staff orientation. This area is restricted to occupancy by exhibit personnel only; professional attendees are not permitted entry and the area should not be used in conjunction with any exhibit booth sales, promotion, marketing, demonstration activities.

## **B. Meeting Suites**

Meeting Suites are available for full-duration-of-the-meeting rental to host meetings with customers, potential customers and staff. Educational sessions and product demonstrations are not permitted inside Meeting Suites. Professional attendees are permitted in this area. Exhibitors are permitted to serve food in this area.

## **12. Exhibit Hall Attendance/Exhibitor Registration**

Exhibition hall attendance is limited to qualified exhibitors, professional registrants and spouses/family members. Exhibitor badges are produced using only the company name submitted on the Application/Contract. The official RSNA badge is not-transferrable and must be worn at all times while in the exhibit hall. Do not deface badges by inserting company business cards or applying novelty items. Defaced badges will be confiscated and the wearer escorted off the exhibit floor. Badge Allotment: Each exhibiting company is allotted five (5) complimentary badges for each 100 square feet of exhibit space purchased. A fee will be assessed for each badge produced over this complimentary allotment. No refunds will be issued for badges purchased but not used.

An exhibitor badge allows access to the technical exhibit halls, the Learning Center, and educational sessions if space permits after all badged professional registrants have entered. CME or CE credit is not tracked or awarded to those with exhibitor badges. Exhibitor personnel that wish to obtain CME/CE credit must register as a full conference professional attendee and pay the applicable registration fee.

Exhibitor representatives must remain in the rented space and are not admitted to the exhibit floor for the purpose of viewing other exhibits. Exhibitor personnel may not enter another exhibitor's booth space without obtaining exhibitor's permission. Be considerate of other participating companies. Exhibitor personnel are strictly prohibited from entering an unstaffed booth of another exhibitor at any time. Exhibiting companies are responsible for monitoring their own space. Exhibitors are strictly prohibited from soliciting/conducting business outside their booth.

It is a violation to admit a person eligible for professional registration (radiologists, physicians, hospital support personnel, etc.) as exhibitor personnel. False certification of individuals as exhibitor representatives, misuse of exhibitor badges or any other method of assisting unauthorized persons to gain access to the exhibit floor will be cause for loss of priority points, a change of exhibiting status and/or payment of the registration fee for each violation.

Children under the age of 16 are not allowed on the exhibit floor at any time.

## **13. Security**

Each exhibitor is responsible for safeguarding its goods, materials, equipment and exhibit at all times. Perimeter guard service will be provided by RSNA for the exhibition period, but neither the guard service nor RSNA will be responsible for loss of or damage to any property. All equipment, cartons and booth materials may not be removed from the exhibit halls without completing a Property Pass. Passes may be obtained onsite from the security guard, floor manager or RSNA Exhibition Services.

## **14. Booth Activities**

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 permitted under Rule 18, must be confined to the exhibitor's exhibit space. All booth activities must be professional and educational in nature and related to the field of radiology.

## **A. Device/Drug Products**

Equipment for demonstrations must not pose a safety hazard. If the equipment has energy beams that are hazardous, such energy beams must be made non-operative before installation. 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.

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 exhibit hall and/or forfeiture of exhibit space.

## **B. Crowd Control**

As a matter of safety and courtesy to others, all presentations, demonstrations and marketing/promotional activities, including meetings with customers and staff, must be confined to the exhibit space so as not to interfere with traffic flow in the aisles or encroach into neighboring exhibits. Adequate space/seating for presentations and demonstrations must be provided within the exhibitor's booth. RSNA reserves the right to have the exhibitor discontinue any activity or dismantle any display/demonstration feature that interferes with the normal traffic flow.

Exhibitors are required to allocate adequate exhibit space near these gathering zones to conveniently accommodate company personnel and visitors. Companies anticipating large crowd gatherings are responsible for keeping the aisles around their space clear.

## **C. Drawings and Raffles**

Drawings and raffles may be conducted according to the following guidelines: The selection process for drawings and raffles cannot take place on the exhibit floor during normal hours of operation. Winners do not have to be present to win. 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.

With the exception of drawings and raffles, contests and games of any kind in conjunction with exhibitor activities are prohibited. All drawings and raffles must be approved by RSNA in advance of the annual meeting.

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.

## **D. Food and Beverages**

Exhibitors are permitted to serve food and beverages within limits of the following guidelines:

1. Bite-size snacks and beverages may be distributed to meeting attendees in the exhibitor's booth and cannot be displayed as a promotion or to attract attendees. Refer to Booth Catering Menu for approved options.
2. Food and Beverages may be provided to meeting participants during the course of a meeting within a private, fully enclosed conference room inside the exhibitor's booth as well as Meetings Suites and Headquarter Office Space. Refer to the Private Meetings Catering Menu for options.
3. All food and beverages must be coordinated through the convention center official caterer and provided in generic cups or glasses supplied by the official convention center caterer; food preparation and cooking inside the exhibitor's booth are prohibited.
4. Alcoholic beverages are strictly prohibited.

## **E. Giveaways**

Handout materials are to be straightforward, professional and non-combative in nature. Small token gifts that are not worn or displayed and may be carried in the pocket, are acceptable and may be distributed from the exhibitor's booth without prior approval. Such token gifts must meet American Medical Association ethics guidelines and should not be of substantial value. A complete list of approved giveaways will be included in the RSNA Exhibitor Service Kit. It is the responsibility of the exhibitor to receive prior approval for any handout/novelty item that may be questionable in nature.



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.

## **F. Imaging/Scanning**

Ultrasound scanning of live human models by exhibitors is permitted, subject to the live ultrasound scanning terms and conditions described in the form and agreement which must be completed and entered into between Exhibitor and RSNA. All scanning must be performed within the assigned booth space or vendor workshops during technical exhibit posted hours of operation. Exhibitors must adhere to the following live ultrasound scanning regulations.

- Exhibiting companies conducting live ultrasound scanning during RSNA annual meeting are asked to review FDA's policy on over the counter marketing of ultrasound devices. It is the responsibility of each company to decide what types of activities are appropriate as they relate to tradeshow and events.
- Booth must be 20'x20' or larger.
- Demonstration areas must be set-back from aisles a minimum of ten-feet to accommodate visitors and prevent traffic flow restriction in aisles.
- Live ultrasound scanning should be performed only by a qualified healthcare professional.
- Exhibiting companies must adhere to the "As Low as Reasonably Achievable (ALARA)" principles of limited exposure on appropriate body areas.
- Scanning is restricted to the following body regions: head, neck, upper abdomen and extremities.
- Use of ultrasound contrast material is strictly prohibited.
- All scanning equipment must have received FDA clearance.
- Companies are required to pre-scan all models with a physician present. Scanning of pregnant women and individuals under 18 years of age is prohibited. If a previously unknown pregnancy is detected during a scan, the scanning session must be terminated immediately.
- Models must be registered through the exhibitor badge registration process. Models will not be permitted into the exhibit hall without the appropriate badge and must be properly attired. Loose sweat suit, t-shirts, and sneakers are acceptable. Tight-fitting or otherwise inappropriate garments are not permitted.
- Models must give consent to the exhibitor by signing a formal document that explains the nondiagnostic nature of the scan. Female models must also sign a formal document confirming that they are not pregnant. Each exhibitor must have a readily available written policy that explains how to deal with serious incidental findings.
- Exhibitors shall defend, indemnify, and hold harmless RSNA, McCormick Place and the officers, directors, agents, and employees of each against all claims, actions, causes of actions, liabilities, losses, damages and expenses, including reasonable attorney fees and costs, resulting from the live ultrasound scanning, or an exhibitor's failure to comply with applicable law or these rules and regulations.

RSNA, at its sole discretion, reserves the right to discontinue any exhibit booth activity for any violation of RSNA Rules and Regulations including, but not limited to, activity that is nonprofessional in nature or interferes with normal traffic flow. Violation of these rules could lead to loss of scanning privileges during current and future meetings. Companies performing live ultrasound scanning must complete and return the RSNA official Live Ultrasound Scanning Form/Agreement by October 25, 2018. Any other live imaging, diagnostic/therapeutic or health screening procedures are prohibited. Off-site transfer of images to exhibit space is permitted.

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 display on the RSNA exhibit floor.

### **G. Market Research**

Exhibitors may conduct market research as a booth activity. Attempting to survey or gather data in other areas of the convention center is strictly prohibited.

### **H. Presentations**

Demonstrations, product literature and handout materials are to be straightforward, professional and non-combative in nature and must avoid the use of sideshow or theatrical gimmicks. Activity and attire of models and demonstrators shall be consistent with the professional atmosphere of the RSNA meeting. The use of live animals, magicians, puppet shows, fortune tellers, dancers, celebrities or celebrity look-alikes, live performances of music, costumed characters, mimes, robots, balloons or other entertainment is prohibited. Presentations should be directed into the booth and not into the aisle. Live presentation and product demonstration areas should be positioned well within the island booth setback requirements as outlined in Section 9D.

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 Technical Exhibit Halls are prohibited. Companies requesting to conduct booth presentations must complete and return the RSNA Booth Presentation Request Form by October 25, 2018. 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.

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.

### **I. Selling of Products/Services**

Order taking and sales of exhibited products are permitted. Purchased items taken out of the hall must be small enough to be easily hand-carried. Signs or advertising of product pricing will not be allowed. It is the responsibility of each exhibiting company that sells items on the exhibit floor to contact the Illinois Department of Revenue regarding state sales tax collection. Please contact the Illinois Department of Revenue at 1-800-732-8866 at least six weeks before the meeting.

### **J. Sound**

Sound must be at a level that does not disturb neighboring exhibits (80 decibels when measured by RSNA from any adjacent aisle) and presentations must be done in a manner that does not encourage congregation of attendees in aisles. Exhibitors using audio systems should direct the sound into their booth and not towards the aisle or neighboring exhibits. The exhibitor will be required to stop using a system if, in RSNA's opinion, the sound level or presentation is objectionable to attendees or adjacent exhibitors. The following steps will be taken by RSNA to ensure that appropriate sound levels are followed: First Violation: The offending exhibitor will be notified (via the RSNA Technical Exhibition Violation Notice) and instructed to comply with stated guidelines. Second Violation: The offending exhibitor will be issued a Second Violation Notice indicating non-compliance and instructed to reduce the volume immediately and will lose four priority points associated with next successive participation. Third Violation: Immediately following issue of Third Violation Notice, electrical sources will be terminated at exhibitor's expense for remainder of the day and eight priority points will be deducted from the next successive participation. The exhibitor will assume full responsibility for any damage to their exhibit or demonstration resulting from failure to adhere to exhibition sound level requirements.

## 15. Photography

Photography and video recording will be used throughout McCormick Place. By registering, you acknowledge the possibility of being photographed or filmed and give RSNA consent to potentially use your image for marketing or promotional purposes.

### *News Media*

During exhibit hours, members of the media with RSNA press badges may photograph, videotape or mechanically record the exhibit floor for news reporting purposes only. News media must have advance consent of exhibitors before photographing or taping in their booths. All registered members of the press, sign an agreement to abide by these rules.

### *Professional Attendee*

Exhibitors may not deny a reasonable request from an attendee to photograph or videotape an exhibit from the aisle.

### *Exhibitor*

Arrangements for photography and film/video recording must be made 30-days in advance through the RSNA Technical Exhibits Department. Exhibitors will be asked to refrain from photographing, film/video recording if such activity interferes with setup, exhibition activities or teardown.

- Exhibitor employees registered and wearing RSNA exhibitor badge, are allowed to photograph and film/video record their own company's booth during permitted access hours.
- Third party and film-crew photography and video recording contractors, conducting services during normal hours of operations, are not permitted to interfere with normal operations at any location throughout the exhibit hall; use of electrical lighting is prohibited. All personnel of third-party and film-crew contractors must be accompanied by an RSNA-appointed escort. RSNA-appointed escorts are available for a fee, and paid for in advance or onsite by the individual exhibitor. Availability of official escorts is limited; escorts are assigned to exhibitors on a first-come, first-served basis.
- Third-party and film-crew photography and video recording contractors conducting services outside normal hours of operation are not permitted without prior approval of show management.

Each exhibitor is responsible for controlling access to its booth and may prevent non-qualified people (including exhibitor personnel) from gaining access to, photographing, and/or video recording contents of its exhibit or its presentations inside the boundaries of its rented space. Contact an RSNA floor manager or the RSNA Exhibitor Help Center if you experience problems with another exhibitor videotaping your exhibit (if possible, photograph or video record the inappropriate activity for proof and ease of reference).

### *Penalties for Unauthorized Use of Cameras*

First Violation: Confiscation of film/digital media, camera or both. Deduction of four priority points associated with next successive participation.

Second Violation: Confiscation of film/digital media, camera or both. Deduction of eight priority points associated with next successive participation and removal of individual taking unauthorized pictures from exhibit floor.

## 16. Media

Exhibitors may schedule press conferences within their booth Sunday, December 1, from 10 AM to 5 PM, Monday, December 2 through Wednesday, December 4, from 8 AM to 5 PM, and on Thursday, December 5, from 8 AM to 2 PM and/or at an off-site location during nonmeeting hours.

Press conference requests must be submitted to RSNA for review and approval using the Press Conference Request Form by Friday, October 25. Approved press conference requests will be posted onsite in the RSNA Newsroom. Exhibitors are responsible for inviting the press to the event.

RSNA will designate an area for the display of exhibitor news materials within the RSNA Newsroom office. Complete newsroom guidelines can be found in the exhibitor service kit in the Newsroom Guideline Form.

## **17. Housing**

All hotel sleeping rooms and suites reserved by participating exhibitors at the RSNA annual meeting must be coordinated through the RSNA official Housing Contractor or RSNA's official international travel agents. Exhibitor employee/agent sleeping rooms should be requested only in the exhibitor housing block. The RSNA Exhibitor Housing website will open November 25, 2018; reservations will be regulated via the exhibitor priority point system. Rooms reserved by any method other than the RSNA official Housing Contractor or RSNA's official international travel agents for qualified participants (fitting RSNA registration category criteria), will be considered in violation of RSNA's Rules and Regulations and will jeopardize Preferred Exhibitor status. The policy applies to primary and all subsidiary/affiliate companies (domestic and international) of the technical exhibiting company. Exhibitors distributing any form of printed material, display/demonstration of equipment, services and product presentations to RSNA registrants or guests, outside of the exhibitor's assigned booth space, is strictly prohibited. Advertising, signs, placards, and banners displayed in hotels are prohibited.

Exhibitors who reserve their RSNA 2019 hotel rooms by Friday, November 30, 2018, will earn five (5) priority points toward RSNA 2020 Space Selection. Additionally, five (5) priority points can also be earned by exhibitors reserving hotel rooms for at least 70% of badged exhibitor personnel (RG41) through the RSNA housing system by Friday, November 8, 2019.

Company cancellation of contracted exhibitor space/meeting-suite automatically forfeit use of the RSNA exhibitor housing system; company will be responsible for all applicable cancellation fees.

## **18. Exhibitor Function Space**

Exhibitor-sponsored meetings may be conducted in conjunction with the annual meeting subsequent to RSNA approval and according to the following guidelines:

### ***Entertainment/Social Events:***

Receptions or dinners, where there is no educational or promotional programming, held in hotels, restaurants, private clubs or other facilities, are limited to a predetermined guest list of not more than 1,000 guests including radiologists, their guests, other registered participants of the annual meeting. (Employees/agents of the host company shall be considered over and above this number.) The same guest limitation policy applies to cultural events; concerts, theater productions and museum events. These events may not conflict with the official RSNA program or exhibit hours. Product and/or equipment demonstrations are prohibited. Please refer to the Exhibit Space Function Form available on or about June 1, 2019 for complete guidelines.

### ***Focus Groups:***

Meetings that target a specific group of attendees to obtain specific data must not exceed 50 persons and may not conflict with the official RSNA program or exhibit hours. Product and/or equipment demonstrations are prohibited.

### ***Staff/Company Meetings:***

Attendance is limited to exhibiting company staff and should not include professional attendees. Date and time restrictions are not applicable.

## **19. Smoking**

McCormick Place is a smoke-free facility. A smoke-free policy is enforced and in effect during installation, meeting operation and dismantling hours. Designated smoking areas will be provided and located out of doors by McCormick Place in accordance with Illinois state law.

## **20. 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, e.g. emails, professional bags, Daily Bulletin, media wall, etc.

Distribution of printed material, displaying/demonstrating equipment, product/service presentations to RSNA registrants or guests, outside of the exhibitors assigned booth space, is prohibited. Exhibitors may not engage in any type of marketing activities at hotels throughout entire duration of the annual meeting. In accordance with the guidelines of the Accreditation Council for Continuing Medical Education, unless approved by RSNA, at no time are exhibitors allowed to offer CME credit in conjunction with content delivered at the annual meeting.

RSNA strongly discourages exhibiting companies from displaying marketing and promotional information in the public domain (within 30 mile radius of the event) via means outside of RSNA official promotional opportunities, e.g. Banners, billboards, signage or other activities.

## **21. Violations and Penalties**

Violations such as, but not limited to, late payments, unauthorized giveaways and misuse of exhibitor badges, 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. 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 option of RSNA, result in forfeiture of the exhibitor's right to occupy exhibit space, and such exhibitor shall forfeit to RSNA all monies paid or due. Upon evidence of substantial violation, RSNA may take possession of the space occupied by the exhibitor and remove all persons and goods. The exhibitor shall pay all expenses and damages that RSNA may incur through the enforcement of this rule.

## **22. Procedures for Identifying and Managing Violations**

All facets of the exhibition are managed by the RSNA Exhibition Services according to policy established by the RSNA Board of Directors and Technical Exhibits Committee. Floor managers and the Technical Exhibits Committee will assist with supervision of the exhibition, including routinely monitoring the exhibit hall during installation, exhibition and dismantle for possible violations.

Identification of a rule violation results in written communication to exhibitor representatives explaining the nature of the violation. The written notice explains the timing/process for correcting the violation: (a) immediately, if violation poses a safety hazard, (b) by 6 PM the evening before official opening, when the violation occurs during installation, or (c) before opening of the next exhibition day, if the violation occurs during an official day of exhibition.

Written notice will identify specific time for re-inspection of specified violation. If the violation has not been corrected by that time, a second notice will be issued and priority points for subsequent meeting participation are forfeited and exhibitor is subject to a fine of up to \$50,000 USD.

Further failure to correct the violation will result in loss of Preferred Exhibitor status for subsequent meeting participation. (The Standard Exhibitor space rate is 50 percent higher than the Preferred Status rate). Written notification of violation(s) and change of exhibitor status will be sent to the official representative and chief executive officer of the exhibiting company before distribution of the subsequent prospectus. Exhibitors must fully comply with rules and regulations at a subsequent exhibition to qualify for future reinstatement of Preferred Status.

In any case involving a willful or grossly negligent violation or a violation causing or threatening a significant safety hazard or disruption of the exhibition, the RSNA Exhibition may, in addition to penalties described in paragraphs 2 and 3, expedite enforcement of the additional penalties described in Section 21.

Exhibitors should contact RSNA Exhibition with questions concerning procedures for identifying and managing violations of the RSNA Technical Exhibition Rules and Regulations.

### **23. RSNA Logo Use**

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 kinds 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, RSNA will grant permission 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](mailto:marketing@rsna.org) or by mail at RSNA, 820 Jorie Blvd, Ste. 200, Oak Brook, IL 60523.

### **24. 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 2019 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.