



2020 SPONSORSHIP OPPORTUNITIES

ENGAGE + PROMOTE + PARTNER

RSNA[®]
Radiological Society
of North America

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



CONTENTS

+ ENGAGE

The platform you need to reach the right audience!

RSNA lets you speak directly to radiologists, C-Level executives, health care consultants, IT personnel and other key decision makers you want to reach.

About RSNA	2
------------------	---

+ PROMOTE

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

Pre-Meeting Opportunities	4
Thought Leadership	5
Signage.....	5
Attendee Resources.....	5
Exhibit Hall Showcases.....	6
Traffic Generators.....	8
Digital Opportunities.....	9
Year-Round RSNA Communication Opportunities.....	12
RSNA Journals.....	12
Spotlight Courses.....	13

+ 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.

Corporate Partners Program.....	14
Contact Information	16



+ ENGAGE

Develop New Business at RSNA 2020

If it happens in the world of medical imaging, it happens at RSNA first. This is the center of radiologic innovation, sales and thought leadership.

The once-a-year event held at McCormick Place in Chicago, brings together **25,000+ professional attendees** from North America and across the globe. They're ready to buy. And they want to meet you.

You have direct access to decision makers, industry leaders and influencers representing every subspecialty in radiology. Plus, you'll have access to thousands of physicians and health care 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 2020 sponsor.

Decision Makers are Here

25,000+

Professional attendees

12 hours

Average each attendee spends
in our exhibit halls

80%

Attendees have a role in
purchasing

ATTENDEES INCLUDE

- + Radiologists
- + Health Care System CEOs, CIOs and CFOs
- + Radiology Department Heads
- + Hospital Directors and Administrators
- + Practice Managers
- + Biomedical and Clinical Engineers
- + IT Executives and Managers
- + Healthcare Consultants
- + Physicians and Physicists
- + Decision Makers
- + Influencers and Industry Leaders

TOP SPECIALTIES OF PHYSICIAN ATTENDEES

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



+ PROMOTE

RSNA 2020 Opportunities: Put Your Brand Front and Center

Build name recognition. Drive traffic to your exhibit space. Make more sales. RSNA 2020 sponsorship opportunities are designed to help you reach your goals.

+ 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 2020.

Attendee Registration Mailing List Rental

Reach your best prospects by mail before the show and attract them to your booth with your message or special offer for RSNA 2020.

\$0.15/name, \$75 order minimum
(plus postage & shipping)

Attendee Acquisition E-Blasts

Get your company's message out to radiologists, hospital executives and residents before they register for RSNA 2020. Reach this target audience of RSNA members and past attendees early by including your banner in e-blast communications leading up to the annual meeting.

Starting at \$5,000

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.

Starting at \$5,000

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 RSNA registration website—the must-use tool for attendees to register for the meeting.

\$4,000/month

Sponsored E-Blasts

Send your customized HTML message to RSNA attendees via email and increase your visibility at the meeting. Twelve sponsored e-blasts available; limit one per company.

\$15,000



+ THOUGHT LEADERSHIP

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

Corporate Symposium

Host your own Corporate Symposium for RSNA attendees onsite 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, November 29 through Thursday, December 3. **\$25,000**

Innovation Theater Presentation

Launch your product in the Innovation Theater at RSNA 2020. This 20-minute presentation provides a focused, high-value live marketing opportunity that allows exhibitors to reach motivated professionals onsite at the annual meeting. Attendees will gather by the theater to see the latest product launches and advances in medical imaging. **\$3,000**

Lunch & Learn

Host an informational, non-CME educational presentation or procedural instruction during the annual meeting. Companies can invite key prospects to attend and engage with new leads in a meaningful way. The sponsor must provide boxed lunches using the official annual meeting caterer. Three spaces available daily on Monday, Tuesday and Wednesday, November 30 through December 2. **\$15,000 (boxed lunches not included)**

Medical Education Grants

Support an educational track or individual course(s) at RSNA 2020 with an unrestricted educational grant. RSNA courses are filled with essential information to keep physicians informed on various topics. RSNA is committed to providing the highest quality of education to its attendees as the accredited provider of continuing medical education. 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 2020. Companies may offer CME if administered through a third-party provider. **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, exhibitors can conduct sessions throughout the entire meeting in a classroom environment. **Starting at \$30,000**

Virtual Meeting

RSNA's Virtual Meeting will feature all eligible meeting content available through April 30, 2021. Your company's support will be promoted to thousands of RSNA attendees and members and will directly benefit individuals on the viewing platform. **\$30,000**

+ 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: **\$11,000**

Billboards

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

Table Decals

- North Hall: **Starting at \$7,500**

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 2020.

Daily Bulletin

RSNA's official newspaper provides meeting news, hot topics and new product and service information from exhibitors. Include your message in this daily resource. Available Sunday, November 29 through Thursday, December 3. **Sizes: 1/8 page to 2-page spread**
Starting at \$6,950 for five days
Wraparound Band: 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. Promote your company message in this *Daily Bulletin* supplement featuring a floor plan map and the latest technological offerings. Available Sunday, November 29 through Wednesday, December 2. **Sizes: 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 30,000 copies are distributed throughout McCormick Place. **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 inside the annual meeting pocket guide. Your message is reinforced every time an attendee uses the guide. **\$25,000**

RSNA Journals Editors' Choice Digest

Place your company's message on one of only three high-profile positions in this new supplement. It will contain a selection of the latest and greatest articles from RSNA's journals including *RadioGraphics*, *Radiology*, *Radiology: Artificial Intelligence*, *Radiology: Cardiothoracic Imaging*, and *Radiology: Imaging Cancer*. These journals serve as the authoritative reference for the most current, clinically relevant and highest-quality research in radiology. **Starting at \$4,000**

Subspecialty and Topic Brochures

Reach your core audience with this targeted opportunity in a subspecialty brochure—a key piece in an attendee's education planning. Choose from one of over 20 topics, including MRI, Ultrasound, 3D Printing and Informatics. **\$5,000**





+ EXHIBIT HALL SHOWCASES & SPECIAL INTEREST AREAS

Our exhibitor showcases and special interest areas offer your company the opportunity to highlight your solutions in targeted areas on the RSNA 2020 floor. All showcases include satellite exhibiting opportunities that allow you to reach a highly targeted audience in addition to your primary booth. You can also secure high-profile branding and presentation opportunities in some of these specialized areas.

AI Showcase

This central hub for all things related to AI was expanded in 2019 to accommodate increased interest in machine learning and radiology AI software and products. Position your brand as an AI leader with the multiple exhibiting and sponsorship options designed to fit your needs.

Exhibiting Options

Booth and kiosk options are available.

Standard kiosk: \$6,500

Deluxe kiosk: \$12,500

Exhibit space: \$36.50 per square foot plus \$550 per assigned corner based on availability

AI Showcase Sponsor Package

Establish your company as a leader in this ever-evolving field and gain high-impact recognition as a sponsor. Your company will gain significant brand exposure and traction with your best prospects before, during and after RSNA.

Inquire for details.

RSNA AI Theater Presentation

Demo and highlight your product or service with a 20-minute presentation in this open-air theater. It's centrally located in the middle of all the AI Showcase action, uniquely positioning your brand to engage with audiences interested in AI.

\$2,500 (limit one presentation per

AI Showcase exhibitor)

AI Hands-on Workshop

The AI Showcase has industry sponsored, hands-on educational experiences with the latest products and services. Here, exhibitors can provide user training or product instruction in a classroom environment and achieve high-quality engagement.

\$7,500 (available to AI Showcase exhibitors)

Lounge Sponsorship

Make sure your brand stands out in this central AI Showcase location. A lounge sponsorship will drive traffic to your booth with custom messaging in these designated areas.

\$10,000

AI Showcase Banners

Drive attendees straight to your booth. These ground-supported banners will be located near one of the entrance points to the AI Showcase.

\$7,500

AI Challenge

Support RSNA's popular AI Challenge. This program is dedicated to fostering and demonstrating AI and machine learning capabilities. Your company will establish itself as a leader, become visible to teams on the cutting edge of AI models and methodologies and be included in several high-profile recognition opportunities.

\$15,000 (limited to three sponsors)



Satellite Location Discount

Existing exhibitors that purchase satellite booths or kiosks in any of the showcases or special interest areas—in addition to their primary booth space—will receive a 25% discount toward their secondary space. *Eligibility and exclusions apply.*

3D Printing & Mixed Reality Showcase

Exhibitors showcase their 3D printing, virtual reality, augmented reality, mixed reality and holography platforms in this exciting space.

Exhibiting Options

Choose a kiosk or booth that will allow your company to network with key prospects and demonstrate your products.

Kiosk: \$5,500

Exhibit space: \$36.50 per square foot plus \$550 per assigned corner based on availability

3D Printing & Mixed Reality Theater Presentation

Position your brand in front of important buyers with a 20-minute presentation on the latest technologies transforming radiology. Captivate imaging experts and RSNA attendees interested in learning about the latest innovations in 3D printing and mixed reality for medical applications.

\$1,500 (available to 3D Printing & Mixed Reality Showcase exhibitors)

NEW! Data Storage and Security Zone

The need for comprehensive cybersecurity solutions and adequate storage is increasing. Showcase your data storage and cybersecurity solutions to RSNA attendees in this new dedicated hub in the South Hall.

Exhibit space: \$36.50 per square foot plus \$550 per assigned corner based on availability

IR Zone

The IR Zone is a dedicated area with a focus on interventional radiology. Located in the South Hall, the IR Zone makes it easier for interventional radiologists to locate and interact with companies offering products specific to their subspecialty.

Exhibit space: \$36.50 per square foot plus \$550 per assigned corner based on availability

Radiation Safety

Dedicated to the latest advances in radiation safety, this area lets companies showcase related products and services including shielding, dose management, wearables and more.

Exhibit space: \$36.50 per square foot plus \$550 per assigned corner based on availability

Recruiters Row

RSNA is the gathering place for the top minds and talent in the radiology field. Recruiters Row is the perfect place for organizations to meet with potential candidates onsite at RSNA. Recruiters Row features a lounge for candidates and employers to meet in a relaxed setting and provides computer access to RSNA's online job board platform—Career Connect.

Exhibit space: \$36.50 per square foot plus \$550 per assigned corner based on availability

+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 2020 Registration and Hotel Reservation brochure, promotional meeting e-blasts, *RSNA News* magazine and *RSNA Insider* e-newsletter. During the annual meeting, your logo will be included in the RSNA 2020 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 R&E 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

All-Attendee Registration Confirmation E-Blast

Feature your digital banner in a final pre-meeting confirmation e-blast. This is a critical piece of communication for RSNA professional registrants and is sent to all pre-registered attendees. The e-blast includes a call to action instructing attendees to bring their printed or electronic confirmation email to registration locations throughout McCormick Place to scan and print their badge. Every pre-registered attendee can see your company's banner in this e-mail multiple times.

\$20,000

Charging Stations

Promote your company with branding on the popular Charging Stations where meeting attendees charge their personal electronic devices. Grab their attention with high impact locations throughout McCormick Place, including 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 400 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

Grand Concourse Signage and Coat Check Service Package

RSNA's complimentary coat and bag attending service is bustling with activity each day of the meeting. Located in the Grand Concourse, Level 1, your company's message will be featured on highly visible signage to 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

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 2020 *Daily Bulletin*, the meeting's official daily newspaper.

Thousands of attendees read the meeting newspaper each day, both in print and online.

Daily Bulletin article sponsors can enhance their presence with a front-page, quarter-page ad beside their article for an extra fee.

\$10,000 (limit one article per exhibitor)

\$3,000 (quarter page ad beside front page article)

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 unique opportunity to drive traffic to your booth with your company's message and brand facing the front and back of the Hall.

\$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)



+ 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 2020.

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 2020 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 onsite communications. Sponsorship includes a splash page, notifications and banners.

\$50,000 (exclusive to one company)

Website Banners

Position your banner on all pages of *RSNA.org* and Meeting Central during the year or during the week of RSNA 2020. 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



Exhibitor Listing Upgrades

Reach your audience and get even more attention for your brand with an Exhibitor Listing Upgrade.

Premium Listing

Grab the attention of attendees before the meeting by enhancing your listing with your company logo, product images, and company press releases. Receive metrics on the number of views your exhibitor listing page receives.

\$600

Premium Plus Listing

An upgraded Premium Plus Listing lets you draw attention to your business with 4 video panels, a highlight to your online booth with a corner peel, priority placement at the top of all online searches, and inclusion in the Featured Exhibitor List.

\$1,000 (includes the Premium Listing)

Additional Enhancements

Exhibitor Highlights Sponsorship

Showcase your image or video on the main online listing home page. The image will link attendees directly to your company's listing.

\$1,500 (limited to the first 21 exhibitors. Price includes Premium Plus Listing.)

Product Category Sponsorship

Establish your company as a leader in a product category with this option. It guarantees that you will have the #1 listing in the category and places your custom banner at the top of the online category list.

\$3,000 (limit one sponsor per category. Price includes Premium Plus Listing.)

Floor Plan Sponsorship

Sponsor one of three floor plans—and drive traffic to your exhibitor listing.

\$5,000 (limit one sponsor per hall. Pricing includes Premium Plus Listing.)

Exclusive Facility Overview Sponsorship

Exclusive opportunity to display your banner on the online facility overview of McCormick Place showing all exhibit hall locations.

\$5,000 (exclusive to one company. Pricing includes Premium Plus Listing.)

Exclusive Exhibitor Listing Home Page Banner

Exclusive opportunity to display your message on the home screen of the online directory page.

\$6,000 (exclusive to one company. Pricing includes Premium Plus Listing.)



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

+ PROMOTE

Reach RSNA Members & Customers All Year Long

RSNA members are comprised of 50,000+ individuals from around the world who are dedicated to shaping the future of radiology. Members include radiologists, radiation oncologists, medical physicists, nuclear medicine physicians and radiologic scientists.

The Society publishes five world-class journals, setting the standard for scholarship and research that help members stay informed and up to date. From the educational content in *RadioGraphics* to the medical imaging advances in *Radiology*, *Radiology: Artificial Intelligence*, *Radiology: Cardiothoracic Imaging* and *Radiology: Imaging Cancer*, RSNA's premier journals keep our readers current on the latest developments in the field.

Through the 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 global Spotlight Course sponsorships, presentations and exhibits, to member newsletters, RSNA journals, and website 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.

50,000+
Total Members

LEADING RADIOLOGY SPECIALTIES

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

GLOBAL MEMBERSHIP

- + RSNA members represent 152 countries around the world



+ YEAR-ROUND RSNA COMMUNICATION OPPORTUNITIES

Build awareness all year. Drive sales. Engage with top prospects beyond the annual meeting. RSNA offers you the ability to promote in year-round print and digital opportunities you can't find anywhere else. Opportunities in *RSNA News*, *Weekly*, *Insider*, *RF Buzz* and *RSNA.org* will keep your brand top-of-mind with the right audiences.

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

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 *RSNA News*. Sent to 18,000 practicing members, your story will be included among other must-read news.

\$10,000

Member E-Newsletter Opportunities

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 40,000+ RSNA members monthly.

\$3,000

RF Buzz E-Newsletter

Radiology news, featured job postings and information about RSNA products and services. Reaches 16,000 residents and fellows quarterly.

\$1,200

RSNA.org Banner

Make your brand highly visible to RSNA members and online readers. Position your banner on *RSNA.org* during the year.

Average 2.6 million page views per month.

Starting at \$3,000

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. 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.

+ RSNA JOURNALS

RSNA expanded our journal offerings, giving your company more ways to target key audiences. Promote your brand to RSNA's journal subscribers with placements in these five world-class publications. Subscribers include radiologists, medical physicians, physicists and radiologic administrators, as well as teaching institutions, libraries and developers of radiologic equipment and technology.

Print promotional opportunities are available in *Radiology* and *RadioGraphics*. Digital promotional opportunities are available for all five journals.

Radiology

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

Print opportunities starting at \$705

Digital opportunities starting at \$2,500

Radiology: Artificial Intelligence

Highlights the emerging applications of machine learning and artificial intelligence in the field of imaging across multiple disciplines. Published bi-monthly and available exclusively online.

Digital opportunities starting at \$2,500

Radiology: Imaging Cancer

The best clinical and translational cancer imaging studies across organ systems and modalities. Published bi-monthly and available exclusively online.

Digital opportunities starting at \$2,500

RadioGraphics

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

Print opportunities starting at \$705

Digital opportunities starting at \$2,500

Radiology: Cardiothoracic Imaging

Features research advances and technical developments in medical imaging that drive cardiothoracic medicine. Published bi-monthly and available exclusively online.

Digital opportunities starting at \$2,500



+SPOTLIGHT COURSES

RSNA's Spotlight Courses connect our audience to the education, tools and resources they need to advance the field of radiology. They also provide a winning platform for brands to connect with engaged and interested prospects. Courses include opportunities for education and networking to help connect your company with a targeted, engaged audience. For domestic and international opportunities, RSNA provides many promotional options to help your brand stay top of mind before, during and after these events.

Thought Leadership

Position your company as leader in your field and showcase your expertise during panel discussions, Lunch & Learns, industry presentations and other educational opportunities.

Exhibits

Captivate our engaged and interested audiences with a demo of your product, service or solution. Identify leads and convert prospects in a dedicated space.

Break and Reception Sponsorships

Capture the attention of attendees while they're on break from sessions or during a dedicated networking reception.

E-Blasts

Garner attention for your brand before the event with this digital promotional opportunity. Our e-blast promotions will help your company reach your key audience with targeted distribution.

Attendee Materials

Your brand will be highlighted during and after the event in attendee materials. Attendees will keep your company top of mind during the sessions as they use attendee materials with your brand highlighted.

Inquire for more details.

2020 Spotlight Course Schedule

Neuroradiology with AI

Florence, Italy | April 3-4, 2020

MSK

Buenos Aires, Argentina | June 26-27, 2020

AI Hands-on Workshop

London, United Kingdom | July 2020

Topics in Radiology

Singapore, Singapore | August 21-22, 2020

Pulmonary Disorders

USA | September 2020

RSNA Medical 3D Printing in Practice

Chicago, Illinois | March 6 - 8, 2020

Promote your company at RSNA's 3D printing course where attendees will discover the latest technology, techniques and research advancements in medical 3D printing. Access a targeted audience of leading group physicians across specialties, technologists and engineers who will attend lectures, abstract presentations and hands-on sessions. Network and garner potential leads with radiologists, non-radiology medical professionals and surgeons who want to meet top industry vendors.

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 Opportunities
- + 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/about/thank-you](https://www.rsna.org/about/thank-you)
- 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)

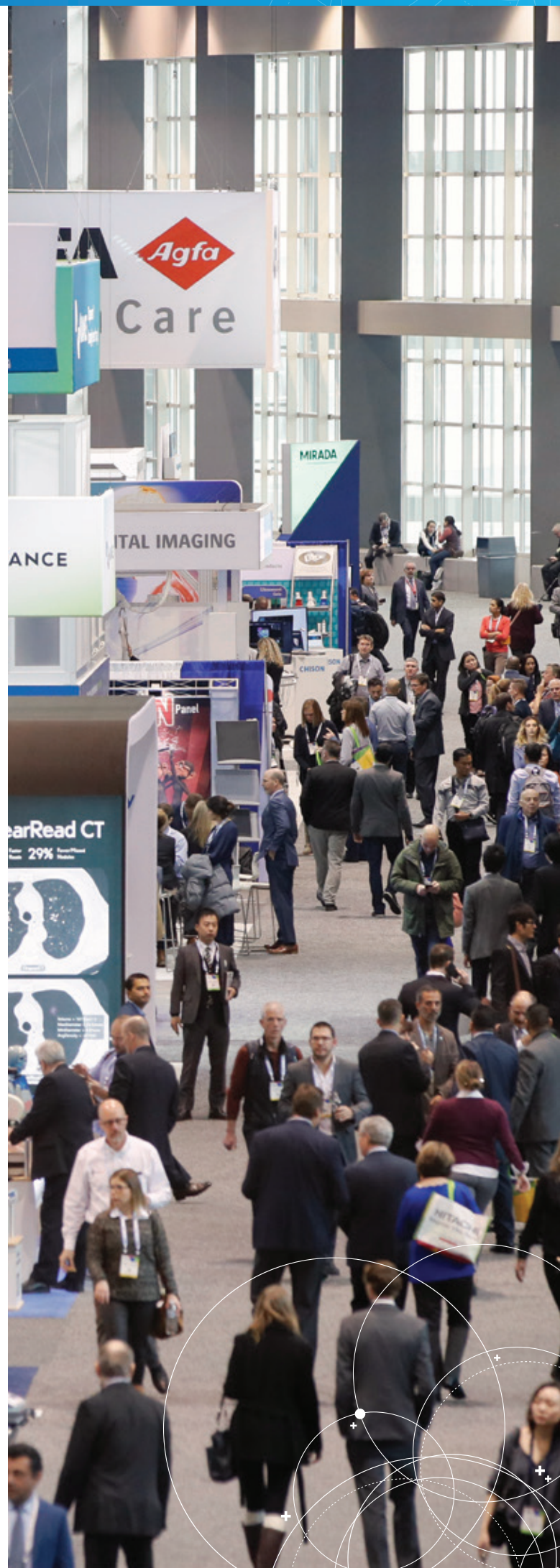
- Recognition in *RSNA Insider* (1 time per year)
- Company name in RSNA Corporate Partners ad in RSNA print journals (2 times per year)
- Company logo on [RSNA.org/about/thank-you](https://www.rsna.org/about/thank-you)
- Company logo in annual meeting related media
- Company logo on Corporate Partners 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/about/thank-you](https://www.rsna.org/about/thank-you)
- 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

Participation in any of the opportunities listed in this Corporate Sponsorship Kit also earns one (1) Technical Exhibits priority point for every \$1,000 spent. RSNA's Technical Exhibits Priority Point system recognizes a company's support of RSNA and rewards exhibitors for upholding meeting policies. The order of space selection is determined by an exhibitor's cumulative number of points. Visit [RSNA.org/Exhibitor-Resources](https://www.rsna.org/Exhibitor-Resources) for complete details. Payments and contracts for RSNA 2020 must be received between November 1, 2019, and October 31, 2020, to receive Technical Exhibit priority points for RSNA 2021 and to receive recognition as a 2020–2021 Corporate Partner, November 1, 2020, to October 31, 2021.



ENGAGE PROMOTE PARTNER

Contact Information

For more information or to book an opportunity, contact:

JACLYN KELLY

Director: Corporate Relations
1-630-590-7793
jkelly@rsna.org

LISA LAZZARETTO

Assistant Director: Corporate Relations
1-630-571-7818
llazzaretto@rsna.org

LINDSEY HAMMOND

Manager: Corporate Relations
1-630-571-7817
lhammond@rsna.org



Radiological Society
of North America

820 Jorie Boulevard, Suite 200
Oak Brook, Illinois 60523-2251 USA
Telephone: 1-630-571-2670
Main Fax: 1-630-571-7837

RSNA.org/Promote