

RSNA 2020 Booth Space Selection Guidelines

The following guidelines outline the process that RSNA will use to conduct the exhibit space selection process for the RSNA 2020 Annual Meeting. First-round space selection will take place on-site at RSNA 2019.

Technical Exhibit Priority Point System

A priority point system has been developed to recognize a company's support of RSNA and reward exhibitors for upholding meeting policies during their previous exhibit participation. RSNA 2019 contracted exhibitors will have the opportunity to select their booth position for the RSNA 2020 Annual Meeting between the dates of December 1 and 4 at McCormick Place during RSNA 2019. The order of space selection will be determined by each exhibitor's cumulative number of points via the following criteria as of November 8, 2019:

- Four (4) historical points for each year of participation as an RSNA technical exhibitor since 1996.
- Five (5) housing points for reserving RSNA 2019 hotel rooms by Friday, November 30, 2018.
- Five (5) housing points for reserving RSNA 2019 hotel rooms for at least 70% of badged exhibitor personnel (RG41) through the RSNA housing system for RSNA 2019 by November 8, 2019. Distributors are not included in this formula.
- Five (5) payment points for paying RSNA 2019 technical exhibit space rental fees in full by July 1, 2019.
- One (1) Corporate Partners point for every \$1,000 spent on RSNA's Corporate Partners program initiatives, which include meeting sponsorships, subscriptions, and more. (Includes payments and contracts for RSNA 2019 made between November 1, 2018 and October 31, 2019.)
- One (1) booth size point for each 100 square feet of paid technical exhibit space and paid exhibit kiosk at RSNA 2019.
- One (1) ancillary space point for each Headquarter Office and Meeting Suite rental at RSNA 2019.

Exhibitors will be ranked based on cumulative priority points earned using the above point system. Tie-breaker procedures will be enforced when multiple companies have earned the same number of priority points. The tied companies' points will be analyzed in the following order until one organization clearly outranks the other(s). The sequence for analysis will be: (1) historical points, (2) housing points, (3) housing points — 70%, (4) payment points, (5) Corporate Partners points, (6) booth size points, (7) ancillary space points and (8) alphabetical order of contracted company name.

Mergers

When exhibitors have merged with, have been purchased by, or have purchased another company; provided that only one company continues to exhibit, the most favorable priority points earned by a single company, among all companies involved, will apply. During subsequent years of participation, the most favorable historical points earned by a single company among all companies involved, will be the prevailing number of historical points considered for the merged company. RSNA Exhibition Services Department must be notified of any mergers no later than October 31, 2019, for consideration during the RSNA 2020 Exhibit Space Selection Process. After the merger/acquisition, if two or more companies continue to exhibit individually, Company Subsidiaries and Divisions guidelines would apply.

Company Subsidiaries and Divisions

Subsidiaries and divisions of an exhibiting company participating with their own exhibit space would complete a separate Technical Exhibits Space Application/Contract, earn its own set of exhibitor priority points, and select space according to the Technical Exhibit Priority Point System. Exhibitor priority points cannot be combined or shared among companies within the same corporate family.

Joint or Co-Marketing Ventures

If two or more exhibiting companies wish to be located together in the Technical Exhibition, all involved companies must notify RSNA Exhibition Services in writing on company letterhead no later than October 31, 2019. Points of all companies wishing to be located together will be averaged to determine order of their collective exhibit space selection. Each exhibiting company would maintain their own company identity.

Company Name Change

If a company name changes since its most recent participation, please indicate the previous company name on the application to be properly awarded historical points. If a name change occurs after the space application process, please notify the RSNA Exhibition Services Department to update your record accordingly.

Penalties

The RSNA Technical Exhibitors Rules and Regulations serve to protect the integrity of the exhibition; ensure compliance with laws, codes, ordinances, and contracts with the exhibition facility and ensure all exhibitors are treated fairly. If an exhibitor fails to comply with these rules and regulations, the exhibitor may be penalized, including loss of points, charged a higher exhibit space rental rate, and/or assessed a penalty fee.

RSNA 2020 Space Selection Process

Anchor Exhibitor Space Selection

Based on RSNA 2019, the twelve (12) exhibitors with the most square feet of exhibit space will be deemed Anchor Exhibitors for RSNA 2020 and will be eligible for advance space selection. Anchors will select their RSNA 2020 booth space via scheduled conference calls beginning Wednesday, November 13, 2019. Anchor space selection appointments will be announced on November 11, 2019.

Using the enhanced priority point system:

- The four (4) companies with the most square footage at RSNA 2019 will be ranked in order based on their priority points and will select from four predetermined anchor zones (A–D) indicated on the preliminary floor plan (available September 30, 2019).
- The remaining eight (8) Anchor Exhibitors will be ranked in order based on their priority points and will select from nine predetermined anchor zones (1-9) on the preliminary floor plan.

On-site Exhibit Space Selection

Companies that are non-eligible Anchor Exhibitors for RSNA 2020 will be able to select their space during the RSNA 2019 Annual Meeting, Sunday, December 1 to Wednesday, December 4, 2019. RSNA will communicate the meeting time and location for the booth selection process in an email invitation on November 13, 2019.

Exhibitor order will be determined by the company's priority points. Selection will take place on a live floor plan. Exact booth space will be determined at the discretion of RSNA in an effort to manage exhibit hall traffic.

Companies who cannot attend their pre-scheduled appointment are invited to request and submit a Proxy Form to RSNA no later than Sunday, December 1, 2019. Companies who miss their pre-scheduled appointment are invited to select their space on a first-come, first-served basis after 4:30 PM on the day of their appointment.

Space requests from Standard Exhibitors will not be assigned until all Preferred Exhibitors have been assigned space during the On-site Exhibit Space Selection Process.

Remaining Exhibit Space

RSNA 2019 exhibitors who did not participate during the on-site booth selection process and new companies that apply after December 7, 2019, will be assigned exhibit space on a first-come, first-served basis upon receipt of a signed Technical Exhibit Space Application/Contract and deposit.

Exhibit Space Rental Rates

Preferred Exhibitor Space Rate: \$36.50 per square foot, plus \$550 for each corner

Premium Inline Space Rate: \$39.50 per square foot, plus \$550 for each corner

RSNA offers you a range of exhibit spaces. Whether you need a turnkey space or a fully customizable inline, peninsula or island booth, RSNA has an option for you.

You can also choose to exhibit in special interest areas like Data Storage & Security Zone (New for 2020!), Educators Row (formerly Publishers Row), IR Zone, Radiation Safety Zone, and Recruiters Row, or one of our other highly popular Showcase areas.

AI Showcase

Share your breakthroughs and innovations in AI & Machine Learning in our largest showcase. Located in North Hall C, Level 1, It's an exciting centerpiece attracting thousands of attendees who want to be at the forefront of this disruptive technology.

Preferred Space Rate: \$36.50/sq. ft. + \$550/corner

Standard Kiosk: \$6,500 Deluxe Kiosk: \$12,500

3D Printing & Mixed Reality Showcase

Demonstrate your 3D printing equipment, software and augmented reality, holography, mixed reality and virtual reality platforms. This will be a focal point in the North Exhibit Hall.

Preferred Space Rate: \$36.50/sq. ft. + \$550/corner

Standard Kiosk: \$5,500

Preferred Exhibitor status is offered to exhibitors who continually support RSNA by repeating their participation as an exhibitor at the annual meeting and by complying with the Exhibitor Rules and Regulations. These companies are awarded Preferred Exhibitor status, as are all first-time exhibitors.

Premium Inline Spaces are the booths near the Grand Concourse entrances to the Technical Exhibit Halls. These booths are indicated on the floor plan and will be assessed the premium inline space rental rate. This area is reserved for exhibitors with inline booths.

Satellite Space Rate is a 25% discount on space rate, kiosk rate, or corner fee. This discount is available to exhibitors who take a secondary booth within one of RSNA's special interest areas or showcases. Secondary booth must be the same size or smaller to receive the satellite space rate. Eligibility requirements may apply.

Any company that has exhibited at any RSNA annual meeting in the last five (5) years and has been found in violation of RSNA Exhibitor Rules and Regulations at the most recent RSNA meeting at which it exhibited will be charged the standard exhibit space rate which is 50% greater than the Preferred Exhibitor space rate.

Additional Surcharges:

- Aisle space between contiguous booths of the exhibitor will be assessed Contiguous Aisle Space surcharge at \$18.25 per square foot for Preferred Exhibitors. All setback rules outlined in Rule 9 of the Exhibitor Rules and Regulations apply to this area.
- Booths with two-story exhibits will be assessed a Second Level Space surcharge of \$18.00 per square foot for Preferred Exhibitors on the total square footage of the second level.

Please review RSNA website, <https://www.rsna.org/en/annual-meeting/exhibitors/exhibit-spaces> for a complete list of exhibiting options and rates.

Technical Exhibit Space Payment Schedule

Technical Exhibit Space Applications/Contracts received during the On-site Exhibit Space Selection Process (December 1 to December 4, 2019) must be accompanied by a 25% deposit of the total rental fee in U.S. funds drawn on a U.S. bank. Exhibitors may also pay the entire amount at this time.

Exhibit space will be not held or confirmed until the appropriate deposit is received. Please contact the RSNA Exhibition Services Department for a proforma invoice in advance of the 2019 annual meeting to expedite the payment process.

Checks should be made payable to Radiological Society of North America, Inc. By submitting your check, you authorize RSNA to convert the check into an electronic funds transfer. Please be aware that your account may be debited as soon as the same day your payment is received. RSNA accepts the following credit cards: American Express, Diners Club, Discover, MasterCard, and Visa. The RSNA tax identification number is 15-0539115.

Payments should be made following these guidelines:

- **For applications/contracts submitted by March 31, 2020**, 25% of the exhibit space rental fee is due immediately. By April 1, 2020, an additional 25% is due. The remaining balance is due by July 1, 2019.
- **For applications/contracts submitted between April 1 and June 30, 2020**, 50% of the exhibit space rental fee is due immediately. The entire remaining balance is due by July 1, 2020.
- **For applications/contracts submitted after June 30, 2020**, 100% of the exhibit space rental fee is due immediately.

Exhibitors may wire transfer payment to:

JP Morgan Chase Bank, NA, 10 S. Dearborn St., Chicago, IL 60603 USA
ABA Transit Number: 071000013
Swift Code: CHASUS33
Account Number: 4184254

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

Cancellation or Reduction of Exhibit Space

Written notification of cancellation or reduction of exhibit space must be received by the RSNA Exhibition Services Department on or before the dates specified below, and is subject to the following refund provisions as outlined in the Exhibit Space Payment Policy.

- **If space is canceled or reduced by December 31, 2019**, a full refund will be made or credit issued for the amount of space that has been reduced.
- **If space is canceled or reduced between January 1, 2020 and March 31, 2020**, 25% of the rental fee for the canceled space will be due to RSNA.
- **If space is canceled or reduced between April 1, 2020, and June 30, 2020**, 50% of the rental fee for the canceled space will be due to RSNA.
- **If space is canceled or reduced after June 30, 2020**, the exhibitor shall remain liable to RSNA for the total rental fee for the space canceled.

Refunds for reduced space will not be remitted until after RSNA 2020 has occurred and issued in the same form as received.

Wire transfer payments will be refunded via check in U.S. dollars. Space not claimed and occupied prior to 1:00 PM on Saturday, November 28, 2020, for which no special arrangements have been made with RSNA, may be resold or reassigned by RSNA without obligation on the part of RSNA to refund exhibit fees, and without obligation to assign the contracted exhibitor to another space.

Reserve your hotel rooms for RSNA 2020

Before leaving RSNA 2019, reserve your housing for next year's meeting. Early reservations ensure you get the finest selection of rooms and our large-group, RSNA-negotiated discounts. The login information and housing website will be shared at the Space Selection Welcome Desk. Housing website will be available beginning Sunday, December 1, 2019. Order of access is determined by your space selection order. Computers will also be available in the Space Selection Room (near booth 8300 in North Hall B) on Sunday–Wednesday.

Exhibitors who reserve their RSNA 2020 hotel rooms by Friday, December 5, 2019, will earn (5) points toward RSNA 2021 Space Selection.

Please refer to RSNA Exhibitor Housing Terms and Conditions for complete details available online beginning November 11, 2019.

Questions

If you have questions about the RSNA 2020 booth space selection process, please contact:

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