RSNA 2019 Space Selection + Housing Webinar

- Exhibitor priority point system
- Live space selection process
- Important dates and payment schedule
- How to reserve hotel rooms for RSNA 2019

Webinar will begin at 1:00 PM CT
Exhibit Space Selection Benefits

- Recognizes companies who support RSNA through its various initiatives
- Reward companies who adhere to meeting policies
- Ability to select best available booth location
Priority Points System

- **Historical**
  - + 4 per year

- **Booth Size**
  - + 1 per 100 sq ft

- **Final Payment**
  - + 5 by July 1

- **Housing**
  - + 5 by Dec 1
  - + 5 for 70%

- **Corporate Partners**
  - + 1 per $1,000

- **Ancillary Space**
  - + 1 per unit
# Space Selection Schedule

<table>
<thead>
<tr>
<th>SUN</th>
<th>MON</th>
<th>TUES</th>
<th>WED</th>
<th>THURS</th>
<th>FRI</th>
<th>Sat</th>
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ANCHORS

ANCHORS

NON-ANCHORS
Communication Timeline

• November 5: 2019 Space Selection webpage available
  – Space Selection Instructions, Floor Plans, Booth Types and Rates, Rules and Regulations, Important Dates and Sponsorship Kit

• November 5: Anchor Time slots emailed
  – November 7, 8, & 12: Anchor Booth Selection

• November 7: Non-Anchor Time slots emailed
  – November 25 – 28: Onsite Space Selection
  – During RSNA 2018: Email reminders (day prior)
  – During RSNA 2018: Welcome Packet (Sunday)
  – During RSNA 2018: Missed Time Slot Notices
RSNA 2019 Exhibit Space Rates

- Preferred Exhibitor Space Rate: $36.00 per square foot, plus $550 for each corner
- Premium Inline Space Rate: $39.00 per square foot, plus $550 for each corner
- Specialty Exhibit Areas
  - IR Zone
  - Publisher’s Row
  - Recruiter’s Row
  - NEW - Radiation Safety Zone
- Contiguous Aisle Space surcharge: $18.00
- Second-Level surcharge: $18.00
RSNA 2019 Exhibit Space Rates

- AI Showcase *(formerly Machine Learning)*:
  - Basic Kiosk: $6,500
  - Deluxe Kiosk: $12,500
  - Booth: prevailing rate
- 3D Printing & Advanced Visualization Showcase
  - Kiosk: $5,500
  - Booth: $40.50 per square foot, plus $550 for each corner
- 25% Discount for Satellite Pricing (same size or smaller)
Exhibit Space Payment Schedule

• Applications received at RSNA 2018 must be accompanied by a 25% deposit of the total rental fee in U.S. funds drawn on a U.S. Bank.
• By April 1, 2019, a second 25% payment installment is due for a total of 50% of the exhibit space rental fee.
• Balance is due by July 1, 2019.
Payment Options

- Wire transfer payment in advance of the meeting. Bring wire transfer confirmation onsite.
- Company Check drawn in U.S. funds drawn on a U.S. Bank paid onsite.
- Credit Cards paid onsite
  - American Express, Diner’s Club, Discover, MasterCard and VISA are accepted
Cancellation or Reduction Terms

• December 31, 2018 is the last day for a full refund or credit issued for the amount of space that has been reduced.

• Between January 1, 2019 and March 31, 2019, 25% of the rental fee for the canceled space will be due to RSNA.

• Between April 1, 2019 and June 30, 2019, 50% of the rental fee for the canceled space will be due to RSNA.

• After June 30, 2019, the exhibitor shall remain liable to RSNA for the total rental fee for the space cancelled.

Space reduction may result in booth relocation.
RSNA 2019 Space Selection Room

Located in North Building, Level 2, Room N227A

1. Check-in at Welcome Desk
2. Review the floor plan
3. Wait for your space selection
4. Make your booth selection
   - Contract for Space
   - Make Payment
5. Reserve Hotel Rooms
Onsite Space Selection Process
Onsite Space Selection Process
Onsite Space Selection Process
Onsite Space Selection Process

Exhibitor Booth Sales

1. **Company Information**
2. **Select Booth Space**
3. **Package**
4. **Items**
5. **Confirm Order**
6. **Payment**
7. **Complete**

Online Marketing Options

- An Online Marketing Option must be selected.

**Basic Listing**
(Complimentary with booth purchase):
- Included in booth purchase

**Premium Listing: $600.00**
- Includes the Basic Listing
- Display of Company Logo
- 4 product images with text descriptions
- Display of Company Press Releases
- Receive metrics on number of views your exhibitor listing page receives and access contact information for individuals that have elected to share their information with exhibitors
Onsite Space Selection Process

Exhibitor Booth Sales

STEP 1: Company Information
STEP 2: Select Booth Space
STEP 3: Packages
STEP 4: Items
STEP 5: Confirm Order
STEP 6: Payment
STEP 7: Complete

Additional Available Opportunities

- **Exhibitor Meeting Suites**
  - Exhibitor Meeting Suite (13x13 with ceiling): $11,000.00
  - [ADD TO CART](ADD TO CART)
  - Exhibitor Meeting Suite (13x13): $9,000.00
  - [ADD TO CART](ADD TO CART)
  - Exhibitor Meeting Suite (20x20): $18,750.00
  - [ADD TO CART](ADD TO CART)
Onsite Space Selection Process

Confirm Order

Please confirm that the information below is correct.

Company Information

Exhibiting Company: RSNA
Address: 820 Jorie Blvd Ste 200
City: Oak Brook
State/Province: IL
Zip/Postal Code: 60523
Country: United States of America
Company Phone: 630-579-7835
Company Fax: 630-579-7837
Company Website:
Product Categories: Machine Learning/Computer-Aided Diagnosis Systems
Hold down the Ctrl key to select multiple.
Primary Contact Name: John Jaworski
Primary Contact Title: Director
Primary Contact Email: jaworski@rsna.org
Primary Contact Phone Number: 630-579-7835
Secondary Contact Name: Jodie Eyde
Secondary Contact Title: Manager
Secondary Contact Email: jeyde@rsna.org
Secondary Contact Phone Number: 630-579-7831
Onsite Space Selection Process

Exhibitor Booth Sales

Order Number: 80192

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Subtotal</th>
<th>Payment Schedule</th>
<th>Date Due</th>
<th>Amount Due</th>
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</thead>
<tbody>
<tr>
<td>South Hall, Booth 171 (10 x 20, 200 sq ft)</td>
<td>$8,400.00</td>
<td>First Payment</td>
<td>DUE NOW</td>
<td>$2,350.00</td>
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<tr>
<td>Booth Corner, 2 Corner</td>
<td>$100.00</td>
<td>Second Payment</td>
<td>04/01/2019</td>
<td>$2,350.00</td>
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</tbody>
</table>

Order Total: $9,400.00  
Amount Due Now: $2,350.00

Make Payment

Please select a method of payment to purchase your exhibit space and optional online upgrades.

You have the option to pay by using a credit card or pay by check by selecting the Bill Me option. Your invoice will be automatically generated and sent to the email you have provided. Remember that no exhibit spaces can be approved until payment has been received.

* Payment Type: [ ]

If you have any questions about exhibit space please contact customer service at 630-481-1046 or sales@rsna.org.

Map Your Show is an official vendor of The Radiological Society of North America’s 105th Scientific Assembly and Annual Meeting 2019.
RSNA 2019 Housing Process

After confirming your exhibit space, reserve your hotel rooms:

1. Space Selection Room on Sunday – Wednesday
2. Anytime online at RSNA.org

RSNA will send to the primary contact an email with login information to reserve hotel rooms immediately following your contract approval.
RSNA 2019 Housing Process

Why should you reserve your hotels before leaving RSNA 2018?

1. It’s easy
2. Earn (5) priority points
3. Dismiss housing poachers
4. It’s done…one less thing to worry about later
RSNA 2019 Housing Process

Housing is as easy as...

1. Login
2. Select Rooms
3. Receive Confirmation

Reserve your hotel rooms before you leave RSNA 2018
RSNA Exhibitor Portal
RSNA 2019 Housing Process

Easy Reservation Process

• Request number of rooms for three-peak nights
  – Sunday, Monday & Tuesday
• No guest names needed
  – Add names, dates & deposits by September 11
RSNA 2019 Housing Process

• Select One Hotel Reservation System
  – 24 rooms or less on peak night (Create a Block)
  – 25 rooms or more on peak night (Request a Block)
RSNA 2019 Housing Process

• Create a Block
  – 24 rooms or less on peak night
    • Select hotel rooms from live inventory
    • Credit card guarantee request (not a deposit)
RSNA 2019 Housing Process

• Request a Block
  – 25 rooms or more on peak night
  • Same process as 2018
  • Request received
    – By 4 PM CT on November 30 – 2019 exhibitor priority points total determine assignment order
    – After November 30 – date request is received determines assignment order
Additional Priority Points

Exhibitors who reserve their hotel rooms for RSNA 2019 by 4 pm CT on November 30, 2018, will earn 5 space selection priority points toward the RSNA 2020 annual meeting.
Frequently Asked Question

What if I miss my time slot?

You can come back to the Space Selection Room after the last appointment of the day (4:30-5:00 p.m.) to make your booth selection.
Frequently Asked Question

What if I can’t leave my booth?

1. **Visit Exhibition Services Office at McCormick Place (North Hall near booth 8309)**

2. **Return the application to the Exhibition Services Office with deposit and booth preferences at least 24-hours prior to your appointment.**

3. **At the time of your selection, RSNA will make your exhibit space selection based on your preferences provided.**
Frequently Asked Question

What if I am not ready to commit to exhibiting at RSNA 2019?

If you are not ready to apply for RSNA 2019 during RSNA 2018, exhibit space application will be available online at RSNA.org beginning December 4. Space assignments will be conducted first-come, first-serve.
Frequently Asked Questions

What if I have the same amount of priority points as another exhibitor?

The following tie-breaker system will be utilized:
1. Historical points
2. Housing points (reserving by Dec 1)
3. Housing points (reserving for 70% or more of exhibit staff)
4. Payment points
5. Corporate Partners points
6. Booth size
7. Number of ancillary units
8. Alphabetical order of contracted company name
Frequently Asked Question

What if one company owns two companies?

Subsidiaries and divisions of an exhibiting company that exhibit individually each earn their own set of priority points and select space according to the Priority Point System. Priority Points cannot be combined or shared among companies within the same corporate family.
Frequently Asked Question

What if two companies merge?

If only one company continues to exhibit, the most favorable priority points among all companies will be used.

Notify RSNA Exhibition Services Department of any mergers no later than Friday, November 2, 2018, for consideration during the RSNA 2019 Exhibit Space Selection Process.
Frequently Asked Question

What if we have multiple divisions or a co-marketing venture with another exhibitor and would like to exhibit side-by-side?

All involved companies must notify RSNA Exhibition Services Department in writing on company letterhead no later than Friday, November 2, 2018. Points of all companies in the group will be averaged to determine order of space selection.
Other Questions?
Please submit via the Q&A Box

John Jaworski, CEM
Director: Exhibits + Hotels
630-571-7855
jjaworski@rsna.org

Jorie Dydo
Manager: Exhibits
630-571-7851
jdydo@rsna.org

Exhibition Services
Department
630-571-7850
exhibits@rsna.org

Christina Weres
Senior Manager: Hotels
630-571-7847
cweres@rsna.org