

RSNA EXHIBITOR CHECKLIST

Set your company up for success, follow this easy exhibitor checklist.

6–12 Months Prior

- **Define Your Budget.** Include all expenses such as booth fees, booth services, shipping, travel expenses, marketing, etc.
- **Follow Payments Schedule.** Make a schedule of RSNA payment deadlines. If your booth is paid in full by July 1, 2020, you will earn 5 exhibitor priority points.
- **Familiarize Yourself With The RSNA Website.** Review upcoming important dates, exhibitor rules and regulations, plus other key meeting information. Available at [» RSNA.org/Exhibitor-Resources](https://www.rsna.org/Exhibitor-Resources)
- Review the **RSNA Marketing Tips** to ensure your success and maximize potential new sales. Learn about RSNA promotional offerings at [» RSNA.org/Promote](https://www.rsna.org/Promote)

3–6 Months Prior

- **Determine Booth Contractors.** Select your booth designer, builder, other booth suppliers, transportation companies, etc. A list of official RSNA contractors will be in the service kit beginning mid-July 2020.
- **Set Your ROI.** Develop measurable meeting objectives.
- **Finalize Booth Design.** Make sure designs are on schedule and ready for transport to RSNA 2020. Island, Peninsula and Mobile booths must submit their design for review by August 31, 2020.
- **Develop Booth Activities.** Consider various booth promotions such as raffles and giveaways. Set aside premium items for VIP customers. Create booth presentations, either video or live, in person.
- **Finalize Staff Travel.** Reserve hotel rooms at special RSNA meeting rates and book your airfare using the RSNA meeting discount code with preferred carriers. Exhibitors who reserve hotel rooms for at least 70% of badged exhibitor personnel through the RSNA Housing Reservation System by November 6, 2020, earn (5) five exhibitor priority points toward RSNA 2021 Space Selection.

2 Months Prior

- **Secure Catering.** Order catered snacks and beverages for your booth, meeting suite or headquarter office space.
- **Order Booth Services.** Coordinate your booth furnishings, carpeting, electrical, internet and lead management requirements through the official contractors found in the exhibitor service kit.
- **Register Staff.** Order badges for your staff and distributors. Each exhibitor receives 5 complimentary badges per 100 sq. ft. Additional badges can be ordered for a fee.
- **Submit RSNA Request Forms.** Review all RSNA request forms found inside the RSNA Exhibitor Service Kit such as forms to conduct raffles, giveaways, press conferences, booth design approval, etc.

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1 Month Prior

- **Schedule Booth Labor.** If you are unsure of your requirements, Freeman can assist with the various union jurisdictions at McCormick Place. Full-time exhibitor employees can also perform work within their exhibit.
- **Register Your EAC:** If you are not using one of the official RSNA exhibitor contractors, register your exhibitor-appointed contractor (EAC) with RSNA.
- **Ship Materials.** Set your target move-in assignment at McCormick Place and ship your booth materials directly to McCormick Place or Freeman's Advance Warehouse.

Upon Arrival

- **Check on Your Booth Shipment.** Have your booth materials arrived at McCormick Place? If not, check-in with the Freeman Freight Desk.
- **Set Up Your Booth.** Supervise labor setting up your booth or have full-time employees setup the exhibit. Display marketing materials for the meeting.
- **Conduct a Pre-Show Staff Meeting.** Meet with staff members working the booth to review your goals for RSNA 2020.

During RSNA 2020

- **Locate Exhibitor Welcome Packet.** Helpful meeting information will be placed in your booth Sunday morning.
- **Engage.** Booth staff should be engaging with attendees, asking questions, demonstrating products and capturing leads.
- **Reserve a Booth for RSNA 2021.** Select your exhibit location for next year's meeting and reserve hotel rooms for your team.

After RSNA 2020

- **Follow Up With Leads.** Promptly distribute leads to appropriate reps, have a pre-established lead follow-up plan (and tools for reps to use), make reps accountable and measure ROI.
- **Host a De-Brief Meeting.** Review what worked and what didn't. Make adjustments for next year's meeting.

For further assistance, please contact

Jorie Dydo at 1-630-571-7851 or jdydo@rsna.org

Sherry Gendel at 1-630-481-1091 or sgendel@rsna.org

