RSNA 2020 Space Selection + Housing Webinar

- RSNA 2019 Update & 2020 Floor Plans
- Exhibitor priority point system
- Space selection process
- Important dates and payment schedule
- How to reserve hotel rooms for RSNA 2020

Webinar will begin at 1:00 PM CT
RSNA 2019 – Halls Overview

North Hall B, Level 3
- Booths 6000-8900
- 3D Printing & Advanced Visualization Showcase
- Radiation Safety Zone
- Vendor Workshop

Lakeside Center

South Hall A, Level 3
- Booths 1000-5900
- First-Time Exhibitor Pavilion
- Innovation Theater
- IR Zone
- Publisher Row
- Recruiters Row
- Start-up Showcase
- Vendor Workshops

West Building

AI Showcase, Level 2
- Booths 10000 - 11900
- AI Showcase
- AI Theater
- AI Hands-on Classroom
- Deep Learning Classroom
RSNA 2019 – North Hall B

3D Printing & Advanced Visualization Showcase

Radiation Safety Zone
RSNA 2019 – AI Showcase
North Building, Level 2

AI Hands-on Workshop
AI Theater
RSNA AI Deep Learning Lab
North Hall B Entrance
North Building, Level 2 Entrance
RSNA 2020

- Meeting Dates: Sunday, November 29 – Friday, December 4, 2020
- Technical Exhibits: Sunday, November 29 – Thursday, December 3, 2020
RSNA 2020 – South Hall A

Highlights
- Educators Row
- Recruiters Row
- IR Zone
- First-Time Exhibitor Pavilion
- Data Storage & Security Zone

KEY
- Anchor Zones A-D
- Anchor Zones 1-9
- Inline Only
- Premium Inline Only
RSNA 2020 – North Hall B

Highlights
Radiation Safety Zone
3D Printing & Mixed Reality Showcase
Startup Showcase
RSNA 2020 – AI Showcase
North Building, Level 2

**Highlights**

- AI Showcase Theater
- RSNA AI Deep Learning Lab
- AI Hands-on Workshop
- Network Lounges
2020 Space Selection Process

• Anchor Exhibitor Space Selection
  – Top 12 exhibitors based on booth size at RSNA 2019
  – Select from pre-selected Anchor Zone
    • Top 4 – Zones A – D
    • Next 8 – Zones 1-9
  – Selection is conducted November 13-18 via conference call

• On-Site Selection Process
  – Remaining companies will select during RSNA 2019 via scheduled appointment
Exhibitor Priority Point System

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

- **Historical**: + 4 per year
- **Booth Size**: + 1 per 100 sq ft
- **Final Payment**: + 5 by July 1
- **Housing**: + 5 by Nov. 30, + 5 for 70%
- **Corporate Partners**: + 1 per $1,000
- **Ancillary Space**: + 1 per unit
Communication Timeline

• November 11: Space Selection webpage available
  – Space Selection Instructions, Floor Plans, Booth Types and Rates, Rules and Regulations, Important Dates and Sponsorship Kit

• November 11: Anchor Time slots emailed
  – November 13, 14, & 18: Anchor Booth Selection

• November 13: Non-Anchor Time slots emailed
  – December 1 - 4: Onsite Space Selection
  – During RSNA 2019: Email reminders (day prior)
  – During RSNA 2019: Welcome Packet (Sunday)
  – During RSNA 2019: Missed Time Slot Notices
RSNA 2020 Exhibit Space Rates

- Preferred Exhibitor Space Rate: $36.50 per square foot
- Premium Inline Space Rate: $39.50 per square foot

Other fees:
- Corner(s) assigned: $550/each
- Second-Level surcharge: $18.25
- Contiguous Aisle Space surcharge: $18.25
RSNA 2020 Exhibit Space Rates

• AI Showcase
  – Basic Kiosk: $6,500
  – Deluxe Kiosk: $12,500
  – Booth: $36.50 per square foot, plus $550 per corner

• 3D Printing & Mixed Reality Showcase
  – Kiosk: $5,500
  – Booth: $36.50 per square foot, plus $550 for each corner (*traditional pipe and drape*)
RSNA 2020 Specialty Space Areas

• Specialty Exhibit Areas
  – **NEW:** Data Storage & Security Zone
  – Educators Row *(formerly Publishers Row)*
  – IR Zone
  – Recruiters Row
  – Radiation Safety Zone
RSNA 2020 Exhibit Space Rates

• 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.
Exhibit Space Payment Schedule

• Applications received at RSNA 2019 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, 2020, a second 25% payment installment is due for a total of 50% of the exhibit space rental fee.

• Balance is due by July 1, 2020.
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
Payment

Need an invoice to begin processing your deposit?

Email: exhibits@rsna.org

Include:
1. Anticipated booth size
2. Number of corners
Cancellation or Reduction Terms

• December 31, 2019 is the last day for a full refund or credit issued for the amount of space that has been reduced.

• Between January 1, 2020 and March 31, 2020, 25% of the rental fee for the canceled space will be due to RSNA.

• Between April 1, 2020 and June 30, 2020, 50% of the rental fee for the canceled space will be due to RSNA.

• After June 30, 2020, the exhibitor shall remain liable to RSNA for the total rental fee for the space canceled.

Space reduction may result in booth relocation.
RSNA 2020 Space Selection Room

Located in North Building Hall B, behind booth 8300

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
RSNA 2020 Housing Process

After confirming your exhibit space, reserve your hotel rooms:

1. Space Selection Room from Sunday – Wednesday
2. Anytime online at RSNA.org/Exhibitor-Housing

RSNA will send to the primary contact an email with login information to reserve hotel rooms immediately following your contract approval.
Why Reserve Through RSNA

1. Negotiated discounted hotel room rates.
2. RSNA provides exceptional customer service.
3. Free transportation to/from McCormick Place
4. Variable price on shoulder nights for extended stays.
5. Continue to earn your hotel loyalty points.
6. Support the RSNA annual meeting
RSNA 2020 Housing Process

Also…it’s easy as…

1. Login
2. Select Rooms
3. Receive Confirmation

Plus:
- Earn (5) priority points
- Dismiss housing poachers
- It’s done…one less thing to worry about later
Login - RSNA Exhibitor Portal
Select Room

Easy Reservation Process

• Request number of rooms for three-peak nights
  – Sunday, Monday & Tuesday

• No guest names needed
  – Add names, dates & deposits by September 9
Select Hotel Room

- 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 2020 Housing Process

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

Reminder: Earn five (5) bonus points by reserving your hotels by Friday, December 6.
RSNA 2020 Housing Process

• Request a Block
  – 25 rooms or more on peak night
  • Share contact information, peak night requirements, and up to 10 preferred hotels.
  • Request received
    – By 4 PM CT on December 6 – 2020 exhibitor priority points total determines assignment order
    – After December 6 – date request is received determines assignment order
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. Send a request to exhibits@rsna.org for a Proxy Space Selection Form.
2. Return the form to exhibits@rsna.org with 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 2020?

If you are not ready to apply for RSNA 2020 during RSNA 2019, exhibit space application will be available online at RSNA.org beginning December 10. Space assignments will be conducted on a first-come, first-served basis.
Frequently Asked Question

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 November 30, 2018)
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 1, 2019, for consideration during the RSNA 2020 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 1, 2019. 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

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