

# 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

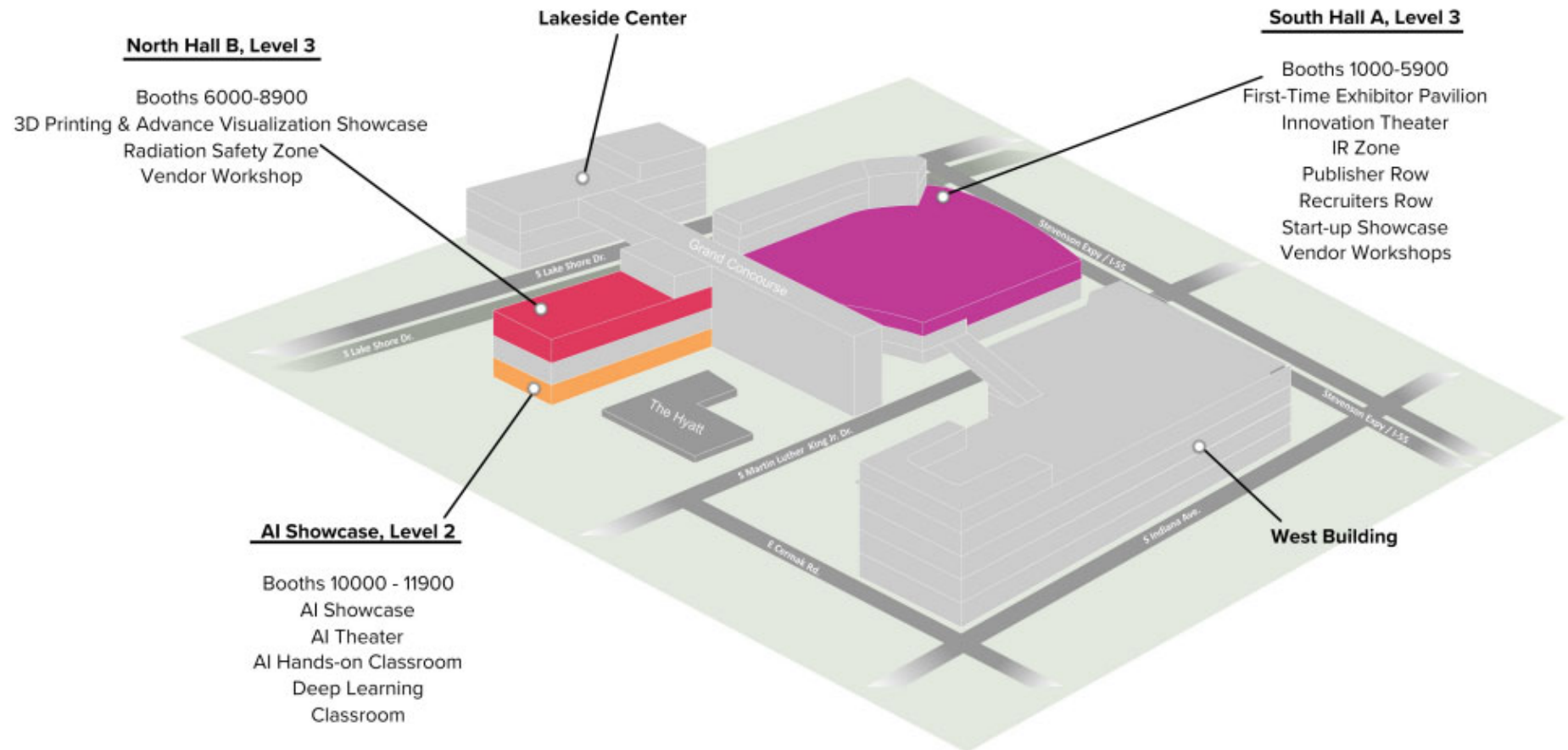
Webinar will begin at 1:00 PM CT



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# RSNA 2019 – Halls Overview

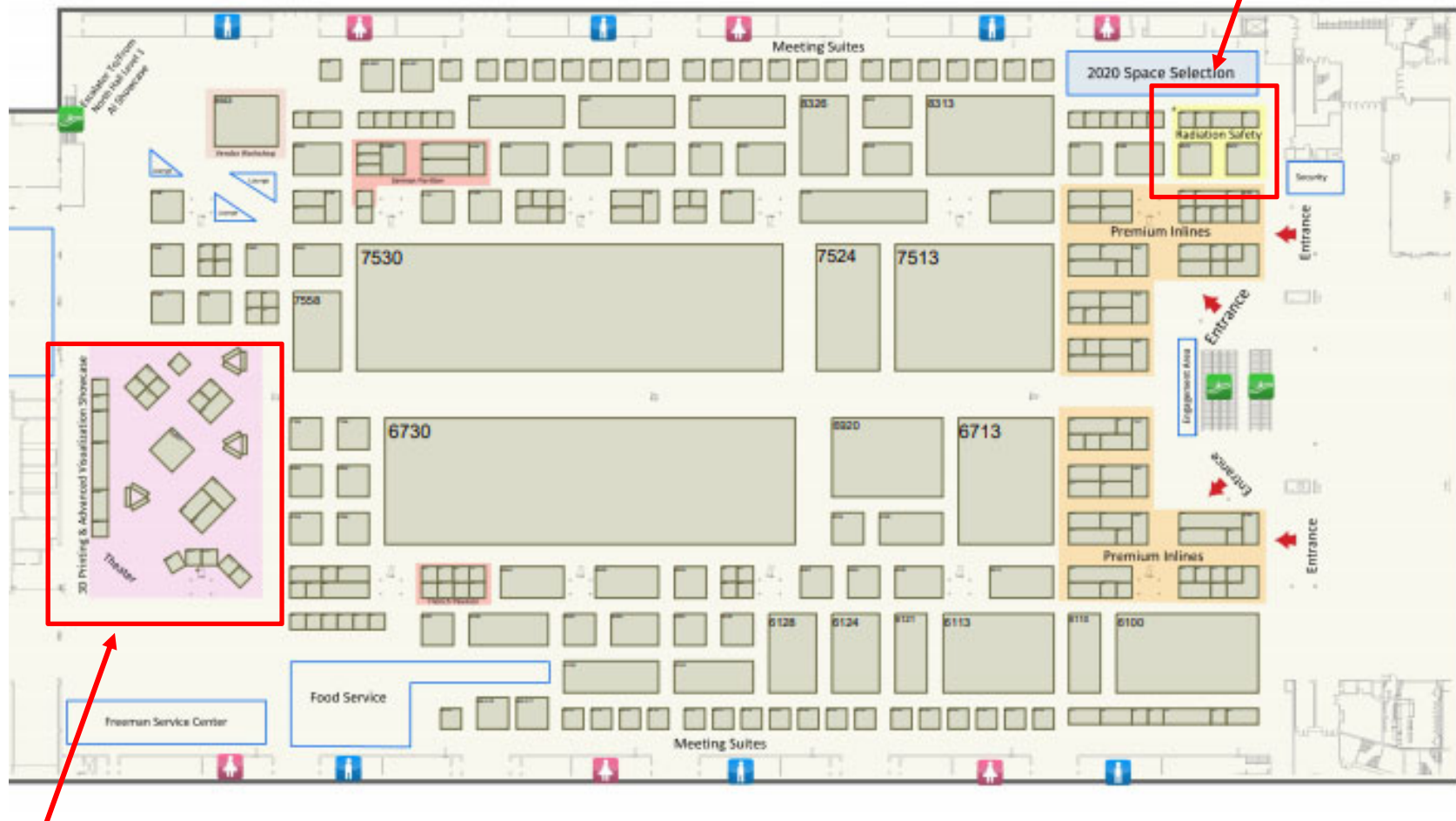


# RSNA 2019 – South Hall A



# RSNA 2019 – North Hall B

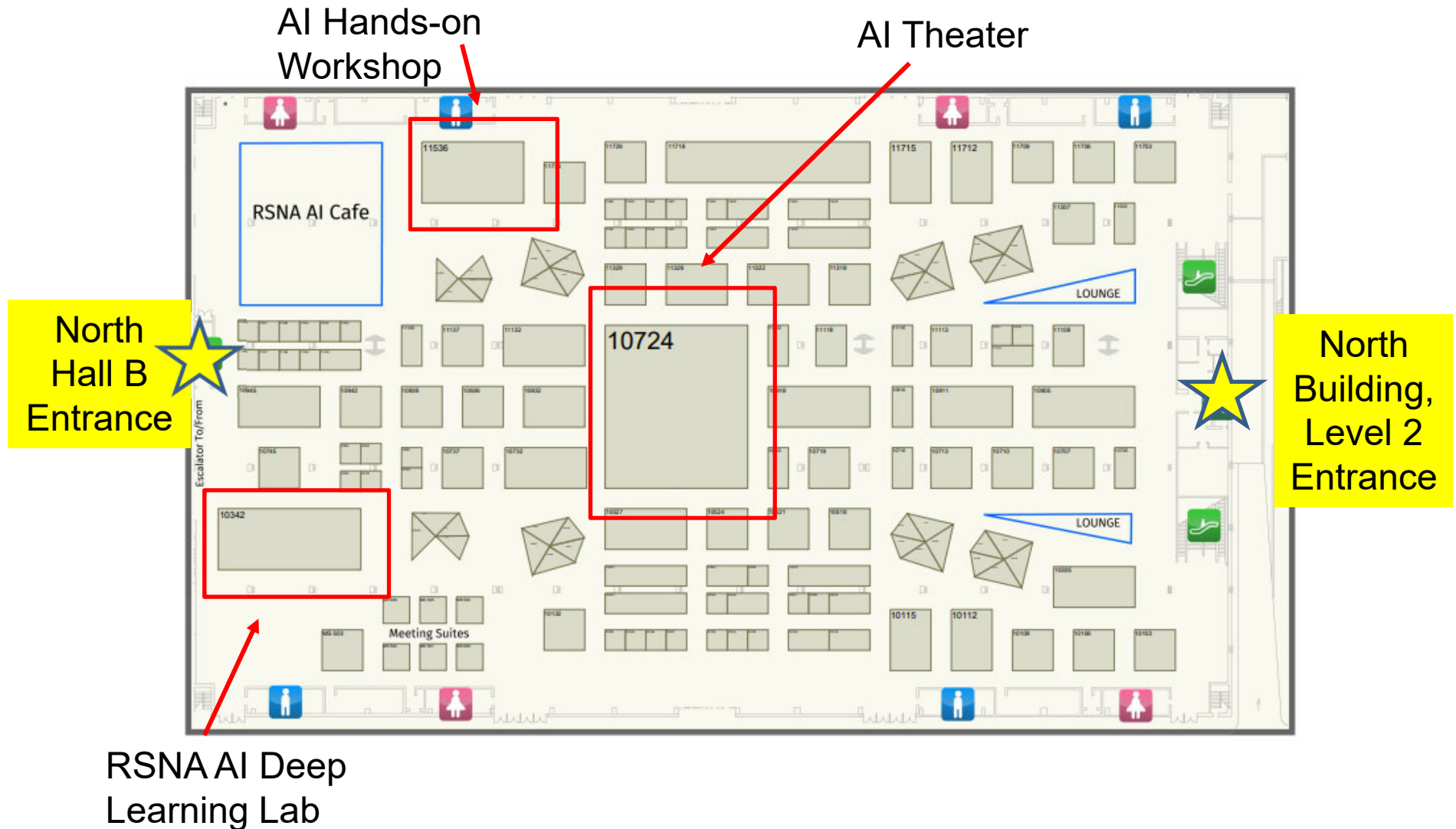
Radiation  
Safety Zone



3D Printing & Advanced Visualization Showcase

# RSNA 2019 – AI Showcase

## North Building, Level 2



# RSNA 2020



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



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# RSNA 2020 – South Hall A

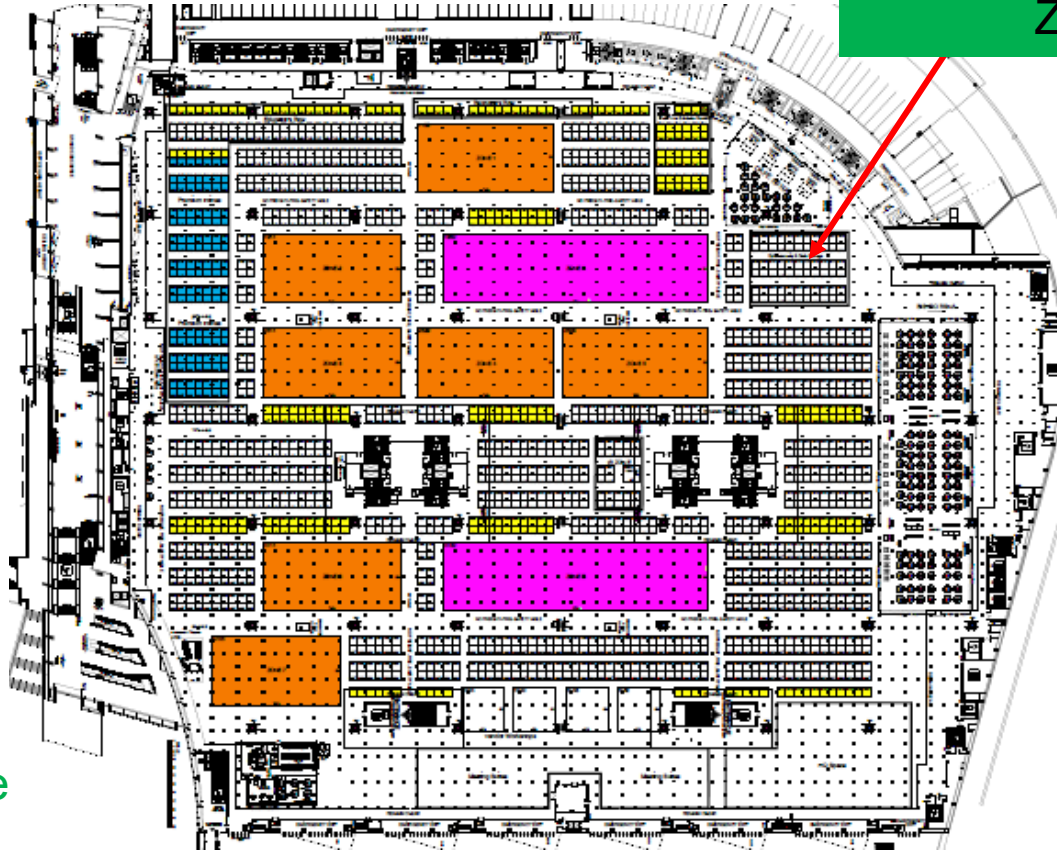
Data Storage  
& Security  
Zone

## KEY

- ANCHOR ZONES A-D
- ANCHOR ZONES 1-9
- INLINE ONLY
- PREMIUM INLINE ONLY

## Highlights

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



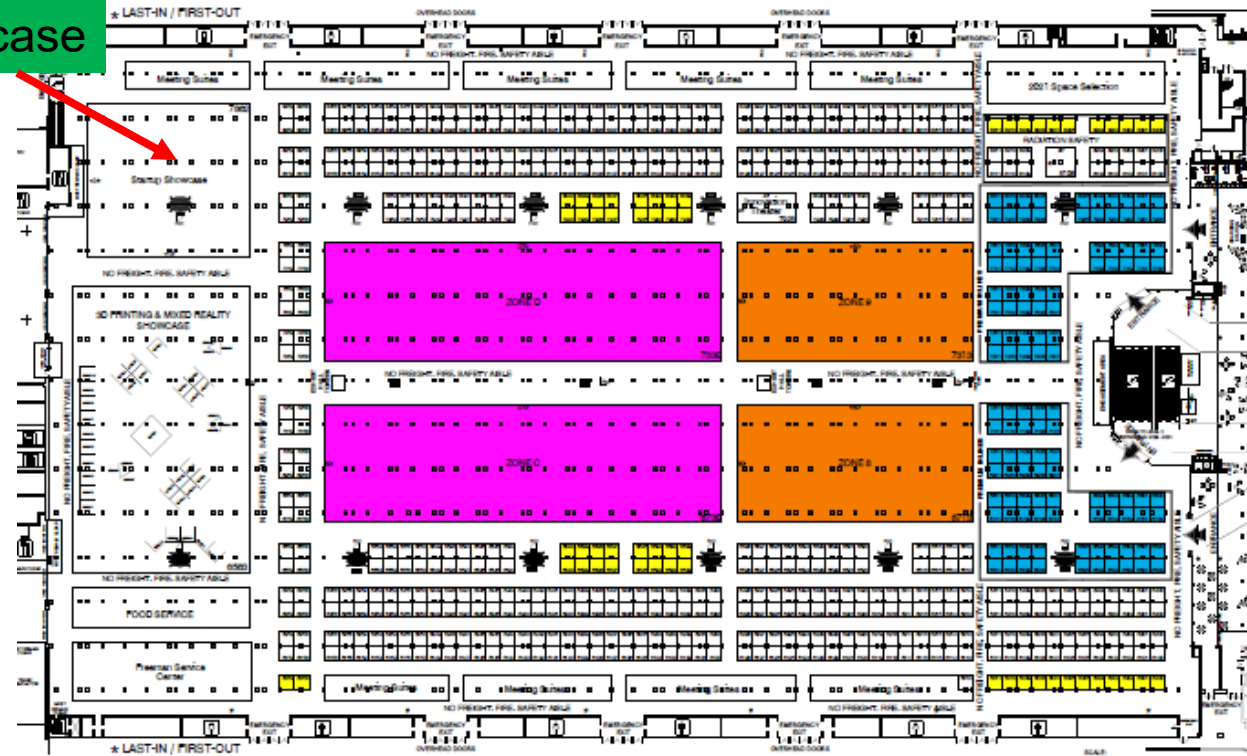
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# RSNA 2020 – North Hall B

Startup Showcase

## KEY

- ANCHOR ZONES A-D
- ANCHOR ZONES 1-9
- INLINE ONLY
- PREMIUM INLINE ONLY



## Highlights

Radiation  
Safety Zone  
3D Printing &  
Mixed Reality  
Showcase

Startup Showcase



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# RSNA 2020 – AI Showcase

## North Building, Level 2

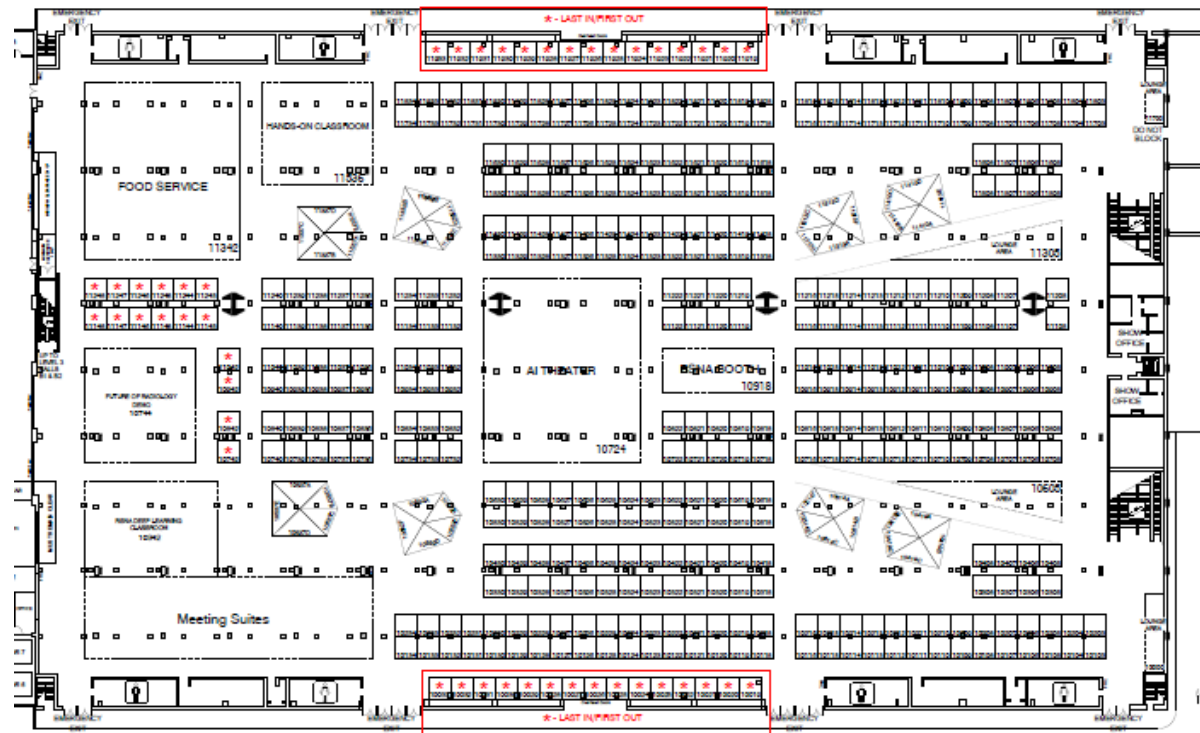
### Highlights

AI Showcase Theater

RSNA AI Deep Learning Lab

AI Hands-on Workshop

Network Lounges



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# 2020 Space Selection Process

- Anchor Exhibitor Space Selection
  - Top12 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



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# 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



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# 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*



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# 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



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# 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



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# 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*)



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# 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



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# 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.



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# 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.



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# 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



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# Payment

Need an invoice to begin processing your deposit?

Email: [exhibits@rsna.org](mailto: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.

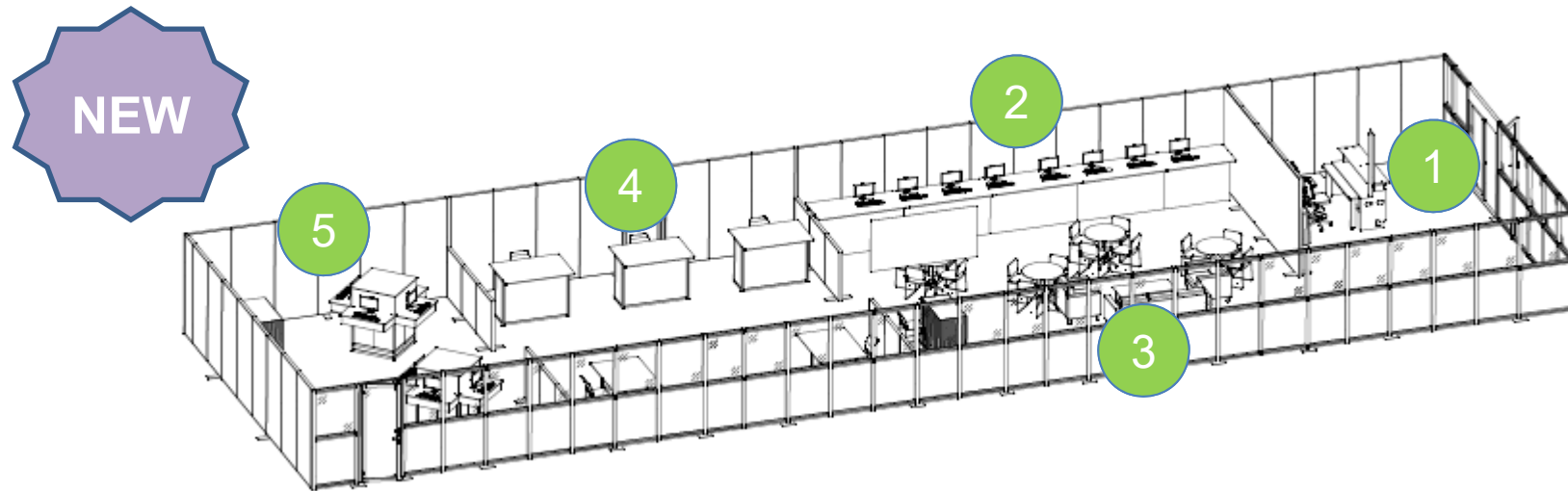
**Space reduction may result in booth relocation.**



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# 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](https://www.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.*



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# 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



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# 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



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# Login - RSNA Exhibitor Portal



[Contact Us](#) | [Event Webpage](#) | [Logout](#)

Booth(s):

**Activity**

[What is this?](#)

0  
Views

0  
Clicks

0  
Leads

**Exhibitor Profile**  
Edit company information & select product categories.

**Hotel Reservation and/or Badge Registration**  
Coming Soon!

**Freeman Exhibitor Service Kit**  
Coming Soon!

**Purchase Additional Items**  
-Exhibitor Meeting Suites  
-Headquarter Space  
-Online Directory Packages

**Exhibitor Listing Upgrade Packages**  
Learn how you can increase your visibility, showcase your products, and generate qualified

**Booth Payment Options**  
- Make a payment online  
- See when your next payment is due  
- Download your Invoice

**Exhibitor Resources**  
Coming Soon!

**Exhibitor Newsletters**  
Coming Soon!

**Share Your Show Presence**  
Click here to generate a link to your listing and online booth.

# 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



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# 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)



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# 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.



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# 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



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# 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.*



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# Frequently Asked Question

## What if I can't leave my booth?

1. *Send a request to [exhibits@rsna.org](mailto:exhibits@rsna.org) for a Proxy Space Selection Form.*
2. *Return the form to [exhibits@rsna.org](mailto: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.*



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# 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](https://www.rsna.org) beginning December 10. Space assignments will be conducted on a first-come, first-served basis.*



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# 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*



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# 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.*



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# 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.*



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# 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.*



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# Other Questions?

Please submit via the Q&A Box

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