Radiological Society of North America

First-Time Exhibitor Webinar
Webinar Topics

RSNA Topics
Pre-Show Planning
Material Handling
Cost Saving Tips
On-Site Tips
Where To Go For Assistance
Questions?
Navigating to the RSNA exhibitor web pages

www.RSNA.org
First Time Exhibitors web page

How to find it:

Tools & guides

Planning your exhibit and build a timeline of important conference deadlines utilizing these resources we’ve prepared for you. View the floor plan, checklists for marketing, hotel and travel information and best practices for exhibiting at RSNA 2021.

Questions? Contact our Exhibition Services team.

Preparing for the meeting

Information to help you plan and get ready:
- RSNA 2019 exhibitor portal
- RSNA 2019 exhibitor overview
- Registration
- Hotel and travel information
- International exhibitor guide
- Sponsorship opportunities
- Floor plan
- Delegates

What you can do:

Home Base

Overview

Guide Through Most Important Things (with links)

Tips

Additional Resources

First-time RSNA exhibitors

Getting started

We look forward to seeing you at RSNA this year. This overview gives first-time exhibitors the essential benchmarks for getting ready for the event. It provides returning exhibitors with a quick refresher on the essentials.

1. Get your booth ready

   - Need a booth?
     - Contact Freeman, the show’s general contractor, for booth packages. They can help you select a booth to fit your needs, from basic configurations to customized solutions.
     - Already have your booth?
       - It’s time to order the items and services that will bring your booth to life.
RSNA 2019 Exhibitor Portal

How to find it:

For exhibitors
- Why exhibit
- Exhibit spaces
- Badge registration
- Hand and food information

Tools & guides
- RSNA 2019 exhibitor portal
- Exhibitor best practices
- International exhibits guide
- Exhibitor Service Kit
- Meeting and function space rental
- Logos & promotional tools
- Target move-in assignments

For exhibitors
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Exhibitor Service Kit
- The RSNA Exhibitor Service Kit helps with all your exhibit needs prior to and during the show.
- You’ll find forms related to services and guidelines of RSNA and McCormick Place, as well as forms and information concerning marketing, promotion, registration, hotel and travel.
- If you have any questions regarding the Service Kit, please contact RSNA Exhibition Services team at exhibits@rsna.org.

Freeman Exhibitor Service Kit
- Official contractor forms, including booth furniture rental, electrical, lead management, floral, photography and more can all be found on Freeman’s website.

RSNA guidelines
- Marketing tools - Free
- Numark exhibitors - RSNA

Marketing and promotional tools
- Online exhibitor login - Free
- RSNA guidelines - RSNA
RSNA 2019 Exhibitor Portal

What you can do:

- Invoices and payments
- Exhibitor Listing
- Update Contacts/Company Info
- Reserve Hotel Rooms
- Register for Exhibitor Badges
- Order Meeting Suites/HQ Space
- Exhibitor Service Kit
- Upload COI
- Exhibitor Newsletter Archives
Pre-Show Planning

Begin planning 45-180 days from the move-in date
Booth Packages & Custom Exhibits
Elevating your exhibit experience
All-Inclusive Pricing
One Convenient Invoice
On-Site Transportation Experts
Reliable Customer Service
Call 1-800-995-3579 for a Quote
Specialty Contractors
Additional Service Providers

Floral Exhibits
Datasis Computer Rental
Rogers Worldwide International Shipping & Customs
Experient Lead Retrieval
SAVOR Exhibit Catering & Bottled Water Service

Liability Insurance
Rain protection
Chicago Talent Network Booth Personnel
AF Services Inc (South Hall) United Security (North Hall) Security
McCormick Place/SMG Telephone
Photography Oscar and Associates

Order information, brochures, and contact information located on FreemanOnline®
3. Freeman Exhibitor Service Kit

The RSNA Exhibitor Service Kit helps with all your exhibit needs prior to and during the show. In the tables below, you’ll find forms related to services and guidelines of RSNA and McCormick Place, as well as forms and information concerning marketing, promotion, registration, hotel, and travel.

Freeman Exhibitor Service Kit

Official contractor forms, including booth furniture rental, electrical, lead management, floral, photography and more can all be found on Freeman’s website.
Welcome RSNA 2019 Exhibitor!

On behalf of RSNA, we would like to thank you for your support of RSNA 2019 and welcome you to Chicago, IL! The Technical Exhibits portion of the annual meeting will be held in McCormick Place, Sunday, December 1 - Thursday, December 5.

The RSNA Exhibitor Service Kit is a resource and tool that includes forms and general information about RSNA, Freeman, McCormick Place and ancillary vendors which will help you successfully plan your exhibit at this year’s meeting. The kit also includes RSNA rules, regulations, and guidelines for participating in the show and RSNA forms that you may have to submit.

The Freeman Exhibitor Service Center will be open in both the North and South Halls. Exhibitors may verify and adjust their requirements for installation, furniture, audio/visual and other auxiliary services at the service desk.
Important Deadlines

Dates & Times

PRE-SHOW

Advance Warehouse Freight Receiving Begins:
Thursday, October 24, 2019

Freeman Advance Order Discount Deadline:
Thursday, October 31, 2019 (Save up to 40%)
Exhibit floor covering is mandatory

Last Day For Advance Warehouse Freight:
Wednesday, November 13, 2019

MOVE-IN

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Notes</th>
</tr>
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<tbody>
<tr>
<td>Thursday, November 21</td>
<td>8 AM - 4:30 PM</td>
<td>(Targeted)</td>
</tr>
<tr>
<td>Friday, November 22</td>
<td>8 AM - 4:30 PM</td>
<td>(Targeted)</td>
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<tr>
<td>Saturday, November 23</td>
<td>8 AM - 4:30 PM</td>
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<tr>
<td>Sunday, November 24</td>
<td></td>
<td>HALL IS DARK</td>
</tr>
<tr>
<td>Monday, November 25</td>
<td>8 AM - 4:30 PM</td>
<td>(Targeted)</td>
</tr>
<tr>
<td>Tuesday, November 26</td>
<td>8 AM - 4:30 PM</td>
<td>(Targeted)</td>
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<tr>
<td>Wednesday, November 27</td>
<td>8 AM - 4:30 PM</td>
<td>(Targeted)</td>
</tr>
<tr>
<td>Thursday, November 28</td>
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<td>HALL IS DARK</td>
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<tr>
<td>Friday, November 29</td>
<td>8 AM - 4:30 PM</td>
<td></td>
</tr>
<tr>
<td>Saturday, November 30</td>
<td>8 AM - 4:30 PM</td>
<td></td>
</tr>
</tbody>
</table>

Exhibits must be fully installed & operational by:
Sunday, December 1st 2019 by 9 AM
**Exhibit Hours & Move-Out**

**EXHIBIT HOURS**
- Sunday, December 1 10 AM - 5 PM
- Monday, December 2 10 AM - 5 PM
- Tuesday, December 3 10 AM - 5 PM
- Wednesday, December 4 10 AM - 5 PM
- Thursday, December 5 10 AM - 2 PM

**MOVE-OUT**
- Thursday December 5 2 PM - 10 PM
- Friday December 6 8 AM - 4:30 PM
- Saturday December 7 8 AM - 4:30 PM
- Sunday December 8 HALL IS DARK
- Monday December 9 8 AM - 4:30 PM
- Tuesday December 10 8 AM - 12 PM

**EMPTY RETURN**
Up to 6 hours

Carriers to check-in no later than:
- Tuesday, December 10, 2019 at 9 AM

All exhibit material must be removed by:
- Tuesday, December 10, 2019 at 12 PM
What is a **Target Date**?

- The date and time your carrier should check-in at the Marshaling Yard
- **Target Floor Plan** is located on the RSNA show page and FreemanOnline homepage
- **Target dates** apply to display and exhibit material not product
- If carriers arrive after the target date and time, they may have to wait until the end of day to be off-loaded
Chicago Labor Union Jurisdiction

An exhibitor or full-time company employee may do work within their booth and are permitted to use hand tools and ladders. Set-up and plug in exhibitor’s electrical equipment.

The use of forklifts, pallet jacks, condors, scissor lifts, motorized dollies or hydraulic equipment is not permitted.
Hanging Sign Tips

• Permitted in HALLS A & B only *not* in Hall C (AI Showcase)

• Hanging Signs are only permitted in Island and Mobile booths

• Must ship to Advance Warehouse no later than Wednesday, November 13, 2019

• Must ship separately than display

• Submit a Structural Integrity Form

• Submit a Diagram for placement

• Always provide on-site contact information

• Review Hanging Signs Procedures and Rules

Note: RSNA must review and approve booth designs for all Island, Mobile, and Peninsula booths
Order in Advance by October 31, 2019
Include an electrical floor plan w/details – always!
Always provide on-site contact information
Location and load of main power drop
Location and load of all outlets
Booth orientation - please provide surrounding aisle and/or booth #'s
Advance orders installed prior to your arrival
Freeman Carpet will be installed prior to arrival
Usage guidelines provided in the Exhibitor Manual
Material Handling
Our Service Promise

Material Handling
Shipping vs. Material Handling

before event
from your location or previous event
venue dock
advance warehouse

during event
your exhibit

after event
to your location or next event
venue dock

storage for empty containers
Material Handling Agreement and shipping labels will be delivered directly to your booth.
Material Handling
FreemanOnline
SHOP PRODUCTS & SERVICES > Material Handling & Labels

Stand Out!
Exhibits & accessories suited for your space.

Manage Your Cargo

Shipping Services

Material Handling & Labels
Self-Loading/Unloading at the Exhibition Hall:

- Obtain an ASUV ramp pass at the Marshalling yard Office (3050 S. Moe Drive)
- Use of two wheel dollies is permitted
- Cases with built in wheels can be rolled to booth space
- Use of pallet jacks is not permitted

Move-in:
Saturday, November 30, 2019 8 AM – 4 PM

Move-out:
Thursday, December 5, 2019 2 PM – 5:30 PM

Each hall will have one dedicated “ASUV” Area

Hand Carry Items Option – From Parking Lot:

You may hand carry items or utilized non-motorized, non-hydraulic hand truck or dolly transport our items to the Exhibit area. (During move-in/move-out)

http://mccormickplace.com/exhibitors/asuv.php
Cost Saving Tips
Cost Saving Tips

- Order by the discount deadline date for each contractor
- First-time 10% discount on all non-exclusive Freeman services
- Order pre-arranged booth packages
- Shipping to the Advance warehouse
- Consolidated shipments (200 lbs. min)
- Reduce your exposure to special handling
- Carrier to skid/shrink wrap boxes and cases
- Avoid shipping loose or pad-wrapped pieces
- Schedule labor on straight time
- Pay attention to shipping deadlines
- Additional Resources: Exhibit Like An Expert
On-Site Tips
When You Arrive

- Make your way to your exhibit space
- Furniture arrives per the delivery schedule located at the Freeman Service Desk
- Obtain empty stickers from the Freeman Service Desk
- Bring all tracking numbers & order confirmations
- If ordered labor, check-in at the Freeman Service Desk
- Wear comfortable shoes
- Count on Freeman personnel to answer your exhibit-related questions!
North Hall Service Desk location near 6156 (vendor workshop)
South Hall Service Desk located near cafés A1 & A2
Open for extended hours
Dedicated phone number
Delivery schedule
Pick up empty & trash stickers
Arrange for outbound shipping
Order show services
Track freight shipments
Review Invoices
Any and all questions

Easy Access to Freeman
Freeman Concierge

Brings the service to you!

“I really liked the fact that you assigned a customer service agent to me and provide me with a cell number.”
-Exhibitor at RSNA

“I found my concierge to be extremely helpful since she was able to come to my booth rather than me having to find the Freeman area at the show, this made a huge difference in how I view Freeman.”
-Exhibitor at World Gas Conference
Welcome to your booth!

Freeman is at your service, in person and online. We want to make sure you have everything you need to get moved in and set up, so your booth is ready to go when the show opens. Our team members are here to help, so please contact your show site concierge for information about exhibitor services, labor, freight, or any other questions. Our goal is to help you exceed your goals and elevate your experience.

Thank you — we look forward to helping you have a great show!

Concierge for your booth:
John Smith – 1-XXXX-XXXX-XXXX

Your Freeman service center location and phone number:
Central Hall – 1-XXXX-XXXX-XXXX

Your Freeman audio visual contact and phone number:
John Smith – 1-XXXX-XXXX-XXXX

While at show site, use the handy FreemanOnline mobile app to track freight, order last minute products and services, submit concierge services requests, register to receive important notifications, and much more.

Download the FreemanOnline app at folmobile.freemanco.com
Where to go for assistance?
Our Promise to You!

Local Freeman Office
Chicago: (773) 473-7030
Monday thru Friday
8:00 AM – 5:00 PM CST
FreemanChicagoES@freeman.com

Customer Support Center: (888) 508-5054
Monday thru Friday
7:00 AM – 7:00 PM CST
Saturday
8:00 AM – 5:00 PM CST
thank you

To view this webinar, visit RSNA Exhibitor Best Practices page
https://www.rsna.org/annual-meeting/exhibitors/tools-and-guides/exhibitor-best-practices