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# THE SMART SOLUTIONS YOU NEED TO BRING **YOUR VISION** TO LIFE



Radiological Society of North America  
106<sup>th</sup> Scientific Assembly and Annual Meeting  
McCormick Place, Chicago  
Exhibits: November 29 to December 3, 2020

# BRANDS THAT EXHIBIT AT RSNA **GET RESULTS**



It's no wonder why leading companies return to RSNA's annual meeting, the largest medical imaging conference in the world, year after year. They know this is the place where successful brands generate high-quality leads. They know this is the place to reach the buyers who matter most. And they know there's no other place in the world where you can make this level of impact all in one week.

There are reasons why industry giants and innovative startups alike exhibit at RSNA.

**The proof is in the numbers. Take a look.**

## ◆ **ACCESS**

**80%**  
of attendees  
have a role in  
purchasing

## ◆ **INNOVATION**

**75+%**  
come to see new  
products and  
developments.

## ◆ **TRUST**

**80+%**  
of RSNA  
exhibitors return  
each year

## ◆ **REACH**

**25,000+** professional  
attendees  
**700+** exhibitors  
**140+** new exhibitors in 2019

## ◆ **RESPECT**



**Your competition will be at RSNA 2020. Shouldn't you be, too?**

Take the First Step

**[RSNA.org/ENGAGE](https://www.rsna.org/ENGAGE)**

**October 30, 2020**

Exhibit Space Application Deadline



# WHATEVER YOUR EXHIBITING GOALS, RSNA HAS **A SOLUTION FOR YOU**

RSNA offers you a dynamic range of exhibiting options, with over 450,000 square feet of exhibition space at McCormick Place in Chicago. Our expansive selection makes us the world's leading source for making industry connections that matter most to you.

Partner with RSNA and your brand will experience a new level of success, too. You'll create more awareness around your company. And you'll connect with a lucrative market of more than 25,000 professional attendees across all specialties in the industry.



## **INNOVATIVE EXHIBIT SPACE OPTIONS**

Multiple configurations and customizable spaces bring your vision to life.



## **AI SHOWCASE**

Share your AI innovations in this 148,000 sq. ft. space for the latest AI products and solutions.



## **FIRST-TIME EXHIBITOR PAVILION**

Get maximum exposure with a turnkey exhibit space in this area that highlights what's new in imaging products and services.



## **3D PRINTING & MIXED REALITY SHOWCASE**

The future of radiology is here. Demonstrate your 3D printing, mixed reality and holography products in this exciting space.



## **STARTUP SHOWCASE**

Promote your emerging, innovative products and services in this entrepreneurial hub.



## **NEW! DATA STORAGE AND SECURITY ZONE**

Showcase your data storage and cybersecurity solutions in this new dedicated hub in the South Hall.

# WHAT MAKES RSNA THE LEADING MEDICAL IMAGING CONFERENCE IN THE WORLD?

RSNA's annual meeting is radiology's premier industry event where all your current clients and promising prospects from 115 countries will be together in one place. We are world-renowned. We are the center of radiologic innovation. And we are the place to meet everyone on your target audience list.

## **Radiologists**

**Health Care System CEOs, CIOs and CFOs**

**Radiology Department Heads**

**Hospital Directors and Administrators**

## **Practice Managers**

**Biomedical and Clinical Engineers**

**IT Executives and Managers**

**Healthcare Consultants**

## **Physicians and Physicists**

**Decision Makers**

**Influencers and Industry Leaders**

Exhibiting at RSNA 2020 means you are reaching them all.

**Secure your space for RSNA 2020 today.**

***Sales@RSNA.org***  
**630-481-1046**

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## WHO IS RSNA



### **GLOBALLY CONNECTED**

We're an international society of more than 50,000 members representing 152 countries.



### **THOUGHT LEADERS**

We publish five world-class journals and are established as a leader for peer-reviewed radiology journals.



### **VALUABLE RESOURCE**

We're the bridge between your brand and this highly targeted audience of key decision makers and influencers.



### **INVESTORS IN THE FUTURE**

The R&E Foundation provides millions of dollars in funding for radiology research and education each year.





# MORE SPECIAL EXHIBIT OPTIONS TO HELP **MAKE YOUR MARK**



**Educators Row / IR Zone / Radiation Safety Zone / Recruiters Row**

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## **GIVE YOUR BRAND MORE BUZZ**

We provide a wide range of on-site sponsorship opportunities and year-round promotional vehicles. Blanket the marketplace with your message, build interest and generate leads. Let us help you achieve measurable results.

**Thought leadership and presentation opportunities / Booth traffic generators / High-impact signage**

**Digital and print options / Exhibitor listing upgrades / Pre-meeting marketing opportunities**

### **DON'T WAIT!**

Sponsorships sell out quickly. Visit [\*\*RSNA.org/Promote\*\*](https://www.rsna.org/Promote).



820 Jorie Blvd, Suite 200  
Oak Brook, IL 60523-2251 USA



Take the First Step

***[RSNA.org/ENGAGE](https://www.rsna.org/ENGAGE)***

Or contact us at *[Sales@RSNA.org](mailto:Sales@RSNA.org)* or 630-481-1046

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