



RSNA 2021 Education Exhibits Rules and Preparation Guidelines

1. Exhibit Hours

The Education Exhibits will be open according to the following schedule:

Sunday	7:30 am - 6:00 pm
Monday - Thursday	7:30 am - 6:00 pm

2. Installation of Exhibits – *NEW HOURS*

Set-up of exhibits may begin on Saturday, November 27 according to the following schedule:

Saturday	12:00 pm - 5:00 pm
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Set-up materials will be available at a table down the middle aisle of the Learning Center hall. **All exhibits must be completely finished and ready for viewing by 7:30 am on Sunday, November 28.**

Exhibitors may seek assistance at the Information Desk in the Connection Center or at the Learning Center Office in the Learning Center, Hall D to verify location, type of exhibit, and space number. RSNA will furnish viewing surfaces for exhibits and set-up supplies as set forth in Rule 6.

REMINDER: To be eligible for an award, the Education Exhibits Awards Committee will only judge exhibits that have uploaded a PDF of their presentation by **Wednesday, October 27**. Upload your PDF by clicking on the 'DPS Upload' link located at the top of your main portal page. Your portal page can be found here: <https://www.abstracksonline.com/dashboard/login.asp?ald=1780&targetMKey={C9BED1EC-3C6C-4528-9726-43357B728A55}&targetMod=submit>.

3. Dismantling of Exhibits

Dismantling of exhibits should not begin before Thursday, December 2 at 4:30 pm. Early dismantling greatly diminishes the educational opportunities for those who attend the meeting on the last day. Lack of compliance with the dismantling times will be noted and may jeopardize acceptance of Education Exhibit applications in the future.

Each exhibitor will arrange for removing exhibit material from McCormick Place. Service will be available through the drayage/decorator contractor for dismantling and shipping exhibits at the close of the meeting. It is necessary to complete bills of lading and other required forms.

4. Contractor Services

RSNA will designate official service contractors to provide all services to the exhibitor. Exhibitors are allowed to carry in all hand-held items. The exhibitor can mount backboard panel exhibit materials. If set-up of any exhibit has not started by 4:00 pm on Saturday, November 27, RSNA may order the exhibit to be set up by the official service contractor and the exhibitor will be billed for all charges incurred. RSNA will not be responsible for any damages.

The official drayage contractor will have complete control of all dock and loading facilities, will receive all direct and advance shipments, and will handle all freight. All services not ordered in advance must be procured through the Exhibitor Service Desk that is maintained at the McCormick Place.

5. Storage of Crates, Portfolios, and Cartons

The official drayage contractor will handle and provide storage space for crates, portfolios, and cartons during the meeting. The contractor will return materials properly marked with "Empty" stickers, provided by the Freeman Companies, at the completion of the meeting. Fire prevention regulations require that wrapping material such as paper, excelsior, etc., be completely enclosed within the packing boxes.

6. Exhibit Design/Construction/Requirements

A. General Requirements

RSNA will provide for each exhibit a sign showing the title, exhibit space number, and author(s). Extra title signs, other than contained within the body of the exhibit, are prohibited for all formats.

RSNA will furnish viewing surfaces for backboard panel exhibits. Staff will be available to assist in mounting backboard panel exhibits (See Rule 2) and miscellaneous supplies will be provided.

RSNA will also provide carpeting for all exhibits and standard electrical service for computer exhibits. Additional electrical service requirements and/or labor charges will be the responsibility of the exhibitor.

Following established medical practice and privacy rights, exhibitors must assure patient anonymity by withholding patient names from all written text, audio material, photographs, and images.

B. Backboard Panel Exhibit

Backboard viewing panels are available in two sizes. The units are 4 feet (1.25 meters) high by 2 or 4 meters wide. A maximum of 4 meters may be requested for a single exhibit. Please note, actual display width is roughly 2 inches less than the meter dimension listed:

2 meter panel display area =	47 1/4" h x 76 15/16" w
4 meter panel display area =	47 1/4" h x 152 1/2" w

All items in a backboard panel exhibit, including text and captions, must be in opaque form (photographs, charts, text, etc.).

C. Custom Application Computer Exhibit

Computer exhibits should be designed to demonstrate teaching points in less than ten minutes. Each computer exhibit may contain only computer equipment; computer module; chairs; instruction panel or handout (optional); and supplemental poster (optional). The size of the instruction panel or handout is limited to 8 1/2 x 11 inches. Posters containing more detailed information about the presentation subject matter may be mounted on the backboard panel surface behind the computer module. The display area measures 25 inches high by 75 inches wide. Other posters, mounted plaques, or easel signs are prohibited on the table or on any floor space surrounding the exhibit.

RSNA will provide computer equipment (up to an expense of \$600), electrical service, hard wall suitable for displaying a poster, one table and two chairs within an assigned exhibit space. Hardware requirements that are difficult for RSNA to obtain and support will be the responsibility of the exhibitor. Information on ordering computer equipment was provided at time of acceptance in July.

D. Signage

All exhibit header sign copy is uniform in appearance and provided by the RSNA. Acknowledgements and other items must be included within the text of the exhibit. (See Rule 9)

E. Networking

Ethernet connections (10BASE-T) to the RSNA show network will be available for \$125 to Education Exhibitors using the custom application, stand-alone computer exhibit format. These connections include access to the Internet. Arrangements for connections must be made a minimum of six weeks in advance of the meeting.

7. Security

Each exhibitor is responsible for the safety of his or her own goods, materials, equipment, and exhibit at all times. General guard service will be provided by RSNA for the exhibition period, but neither the



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guard service nor RSNA will be responsible for loss of or damage to, any property.

8. Staffing of Exhibits

Although staffing of all other education exhibits is not mandatory, it adds substantially to the exhibit's educational value.

Exhibits that have been selected for *AMA PRA Category 1 Credit™* are to be staffed during their designated date/time to permit an interchange between the viewer and the author.

9. Commercially Sponsored Exhibits

The author(s) of the exhibit are responsible for the content of all data in the exhibit. If the exhibit deals with a pharmaceutical product, medical device, or any product that is sold on the open market, the content of the exhibit may not be promotional. Only generic names of drugs and other products should be used in the title and/or body of the exhibit. References to commercial products or company logos may not be used in any part of the exhibit.

RSNA Board policy requires that acknowledgement of financial support for research in preparation of an Education Exhibit be stated in the following format: "This (research, exhibit, presentation, etc.) was made possible by a (full, partial, etc.) grant from (company name)." This statement can precede or follow the body of the exhibit but may not be contained within the body of the exhibit itself. Typeface and size should be consistent with the body copy of the exhibit.

The education exhibit should be staffed (See Rule 8) by its author or those associated with the author in the formulation of the content of the exhibit. Staff working at a company's technical exhibit at the meeting

must not initiate conversation, make references to, or staff any education exhibit that is being supported by the company at the meeting.

Education exhibit handouts and/or reprints may not include a product package insert, nor should they bear a company logo or address. Samples, trade packages, products or company promotional literature may not be displayed at the exhibit.

11. Smoking

Smoking is prohibited in the McCormick Place Complex.

12. Amendments/General Supervision

All exhibit matters and questions not covered by these Rules and Regulations are subject to the decision of the RSNA. These Rules and Regulations may be amended at any time by RSNA and all amendments shall be equally binding on all parties. In the event of any amendment or addition to these Rules and Regulations, written notice will be given by RSNA to such exhibitors as may be affected. The abbreviation "RSNA" used in the Rules and Regulations shall mean the Radiological Society of North America, Inc., a not-for-profit corporation, and, as the context may require, its directors, officers, agents, and/or employees duly acting for RSNA in the management of the exhibition.

Radiological Society of North America

Program Services Department
820 Jorie Boulevard, Oak Brook, IL 60523
877-776-2227 (within the U.S.) -or-
630-590-7774 (outside the U.S.)
Email: programs@rsna.org
www.rsna.org



RSNA 2021 Education Exhibits Rules and Preparation Guidelines

Preparation Guidelines for Education Exhibits

Education exhibits are designed to teach or review radiologic signs, pathologic correlations, procedures, techniques, treatments and interventions or other aspects related to the practice of imaging. The dissemination of visual information is the primary advantage of the Education Exhibit. Most exhibits fall into two broad categories:

- Original concepts and investigations which have an important image component
- Compilation of known observations developed as a teaching module or “state-of-the-art” review

The RSNA Scientific Assembly and Annual Meeting will present over 1500 education exhibits to an enthusiastic audience. We are fortunate in having an active, innovative Annual Meeting Program Planning Committee that has developed this highly effective educational technique. The following guidelines have been assembled to help you in the planning and production of your exhibit.

You may want to review abstracts from prior RSNA Education Exhibits and peruse some of the exhibits featured in *RadioGraphics*.

Continuing Medical Education Credits

The Education Exhibits section of the RSNA Scientific Assembly and Annual Meeting is a valued source of continuing medical education (CME) for physicians. CME credit will be available for select Education Exhibits Sunday through Thursday, during which time an author of the exhibit will be in attendance for formal interaction with attendees.

Types of Displays

Backboard Panel Exhibit

RSNA provides backboard panels for photo prints, radiographic images, prints, drawings and charts. (See Rule 6B) The backboard panels have a homosote backing, a semi-firm material suitable for Velcro, pins, tacks or staples. The material for the backboard panels can be easily carried to the meeting with no shipping costs. Large or small sheets of paper, as well as mounted or matted material, can be displayed. As with other exhibits, it is important to use readable textual information and to avoid glare from images.

Use a good quality adhesive to bond images and text to mounted backing materials. Spray adhesive is not recommended. Prepare the elements of your presentation in advance to fit onto the size module you selected. On-site, RSNA will provide the supplies needed to mount your material to the panels.

Custom Application Computer Exhibit

Presentation of material using computer module techniques (web-based and/or database-driven) can be an effective method of exhibit design. Computer exhibits that are primarily content oriented rather than of methodological nature are included in the Education Exhibits section. One example is computer-aided instruction (CAI) in any area of radiology. When preparing a computer exhibit, maximum user friendliness is encouraged, particularly for exhibits that will not be consistently monitored by an author. An accompanying instruction panel is suggested. (See Rule 6C)

Planning

Use Original Images

Wherever possible, use original images and art to avoid the additional costs and potential complications from obtaining reprint permission. This will help expedite the editorial process should your exhibit be selected for possible publication in *RadioGraphics* and will allow RSNA to reproduce your exhibit in its entirety, adding to its educational value.

Keep It Simple

Establish your objective, define it with a simple, unambiguous title and stick to your focus throughout your presentation. The reader should be able to absorb the general theme of your exhibit within five minutes. Avoid extraneous details that do not relate to your main point. If you are working with a complicated subject, your goal should be to make it as simple and as straight forward as possible.

Make It Logical

Present your points in a logical sequence. Haphazard arrangement will cause confusion. Avoid placing items out of sequence in favor of a more attractive design.

Make It Visually Appealing

Your exhibit will be competing for attention with several hundred others. Ideally, it should have an eye-catching feature that directly relates to your subject matter. The attendee will originally see the exhibit as a total unit and will formulate a first impression based on its overall appearance. A cluttered exhibit with a minimum number of images will often be skipped. Since an education exhibit is primarily a visual teaching aid and not a scientific manuscript, impressive visuals will make attendees stop to take a closer look. However, too much color, undue exaggeration and too many details will turn them off.

Remember Your Audience

Plan your layout so that people can read from top to bottom, moving from left to right. Avoid horizontal rows that require the viewer to return to the left side to read through the exhibit. The most important materials in your exhibit should be placed in the optimal viewing area, about 15 inches below and 15 inches above eye level. Those who wear bifocals find it especially difficult to look at an exhibit with a poor layout. Constant physical straining to see an exhibit adds to the fatigue involved in walking the exhibit floor.

Make It Self Explanatory

Keep text at a minimum at a size that is easy to read. At the same time, make sure the exhibit includes sufficient text and captions to convey your message whether or not someone is available to discuss the presentation.

Preparation

While the inspiration and message from the exhibit are the most important aspects, many presentations now make use of professional resources including a medical artist and/or photographer, typesetter, paste-up artist, exhibit builder, etc. Although the services of these outside professionals add to the cost of an exhibit, they can actually save you time and frustration.



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Artwork and Design

Creative and attractive artwork adds to the visual impact of an exhibit. Make sure drawings and illustrations are large and bold enough to be viewed by someone standing several feet away. Choose a color that will add to the appeal of your presentation. Be aware that certain color combinations, such as red type on a blue background, may not be visible to people who are color-blind.

Type Size and Font

Type is available in a variety of sizes and styles. Select a style of type that is easy on the eye, such as Helvetica. Print size for capital letters should be no smaller than 30 points or 9 mm.

Photography and Images

Good quality black-and-white photos or transparencies may be adequate to convey your message. However, your images contain somewhat subtle anatomic or pathologic details; color may be well worth the additional cost. Most good quality 35-mm slides will enlarge to 5 x 7 inches without loss of detail. When not practical to use full-size radiographs or copies, you may use reduced-size transparencies. To focus attention to a particular point of interest, you may want to trim or

“crop” radiographs and other exhibit materials. Visuals that relate to each other, such as medical images and pathologic specimens, should be of equal size to produce an effective comparison.

Lighting

Backboard panel units supplied by RSNA will not include lighting. Facility lighting from overhead will be used.

Dimensional Material

Anatomic or pathologic models or small pieces of equipment can enhance your exhibit when appropriate. Despite tight security precautions, RSNA cannot be responsible for theft. Valuable components should be removed and stored safely at the end of each exhibit day.

Brochures and Handouts

Take-home literature is a great service to attendees. If you prepare a special brochure or handout, please include a reference list.



RSNA 2021 Education Exhibits Rules and Preparation Guidelines

Frequently Asked Questions

HOW MUCH TIME WILL IT TAKE?

Before beginning an exhibit, you should be prepared to invest many hours of work. Careful planning and time allocation are a necessity. Even after all the material is gathered and the decisions are made on the type of exhibit, it usually takes 30 to 60 days for exhibit layout and construction.

You will also have a considerable time commitment at the meeting itself. All exhibits must be set up and ready for viewing by the opening of the meeting. At the end of the meeting, the exhibit must be dismantled.

The exhibitor's attendance substantially enhances the educational value. If your exhibit is selected as a CME activity, you or one of your colleagues will be required to be present at the exhibit for approximately 60 minutes on an assigned day and time during the week.

Such commitment reaps its own rewards; the most important of which is the sense of personal accomplishment. A recent survey indicates that many RSNA meeting attendees consider Education Exhibits of equal or greater importance than papers, particularly for delivery of state-of-the-art information. Most professional attendees spend several hours in the Education Exhibits area. Perhaps the best measure of exhibitor satisfaction is that well over half are repeat exhibitors.

ALL THAT FOR JUST ONE WEEK?

Not necessarily. Many exhibits live on long after the meeting. They can be shown at subsequent radiological meetings as well as AMA and international group meetings. Program chairs from other medical societies and editors of scientific journals review RSNA exhibits to find material of interest. Many exhibits can become valuable teaching modules for use in post-graduate education programs or in one's own department.

Your exhibit may also be chosen for publication in *RadioGraphics*. If so, you will be asked to expand the exhibit by creating a manuscript based on its educational concepts. Each issue of this RSNA journal includes several exhibits in their entirety. Your work may be permanently available and may be listed as a peer-review publication in your CV.

HOW ARE EXHIBITS JUDGED FOR AWARDS ?

Awards for outstanding exhibits are a highlight of the RSNA Scientific Assembly. A panel of judges has been appointed by the RSNA Board of Directors. The Annual Meeting Program Planning Committee has no influence on the awards. An award for an outstanding exhibit is a highly valued form of professional recognition. RSNA considers every exhibit to be a significant achievement and a valuable contribution to our body of knowledge.

HOW MUCH WILL IT COST?

Award-winning exhibits have been produced for less than \$500. There have also been outstanding exhibits that cost several thousand dollars. The success of an exhibit depends on its ability to capture attention and convey information in a concise and memorable manner. Ingenuity can often be a substitute for money. With some thought, you will probably be able to devise an effective presentation with the resources that are available.

It is the policy of the RSNA, as well as most scientific organizations, that preparation of or involvement in an Education Exhibit by a health industry company must be acknowledged by appropriate signage in the exhibit itself and in the program abstract.

WHAT DOES THE RSNA \$600 SUBSIDY COVER?

Exhibitors who choose a computer exhibit format are eligible to make use of a \$600 subsidy (one per exhibit) to order network connections (\$125 each) and specific computer equipment from the official RSNA hardware equipment supplier. Eligible exhibitors receive the appropriate order forms shortly after notification of acceptance in late June. These forms must be completed and returned by the required deadline date. Computer equipment that is difficult for RSNA to obtain and support will be the responsibility of the exhibitor to provide. If RSNA determines that it cannot support the computer equipment request of the exhibitor, or an exhibitor prefers to provide his own computer equipment, the \$600 subsidy may be applied toward reimbursement of specific inbound and outbound shipping, handling and drayage charges incurred for this purpose.

In each case, the exhibitor must submit a list of equipment that will be shipped to the meeting. After the meeting, reimbursement will be processed by RSNA upon written request and receipt of original invoices. Please plan ahead. On-site orders or additions to existing orders are more expensive than items ordered in advance. Unused subsidy amounts cannot be transferred or applied to another exhibit. The subsidy amount does not cover equipment that is difficult for RSNA to obtain and support or any additional items (labor, signage, furnishings, special lighting, etc.) that may be ordered through the official contractor.

Basic electrical service and electrical connections are provided by RSNA at no cost to the exhibitor. RSNA will notify the exhibitor if electrical service requested is considered beyond the basic service provided by the Society. RSNA cannot assume any liability for media (software, audio tape, videotape, etc.), equipment or peripherals supplied by the exhibitor.

Invoices, on-site orders or additions/changes to advance ordered items may be tallied on separate bills, but will be combined into one accounting after the end of the meeting. Any final amount exceeding the \$600 RSNA limit is the responsibility of the exhibitor.

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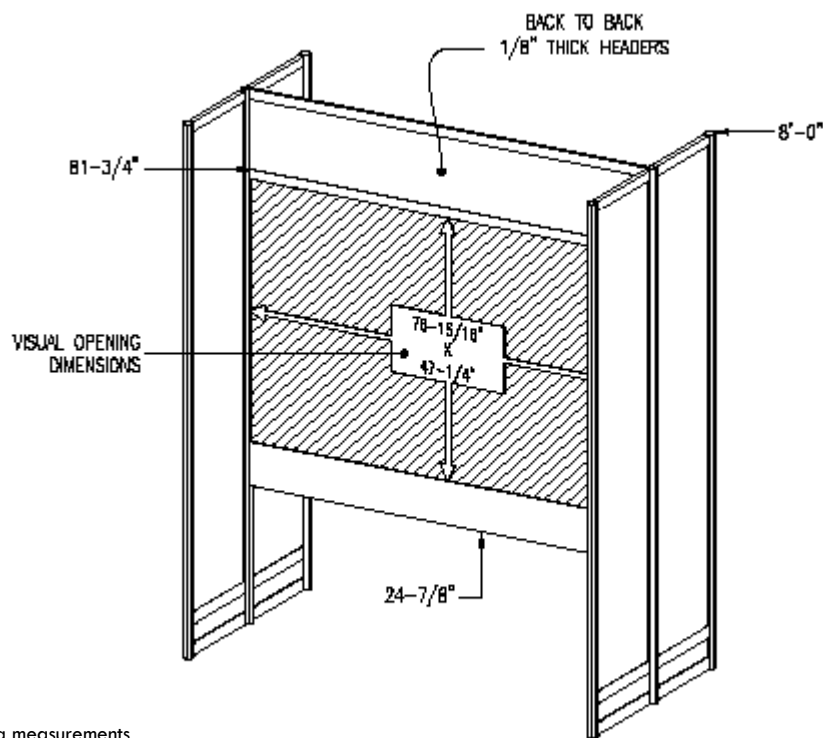
(Rev 10/2021)



ISOMETRIC VIEW
Not To Scale

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RSNA 2 METER BACKBOARD PANEL UNIT



Useable display area measurements
In inches: 76 – 15/16 inches wide by 47 – 1/4 inches high.
In meters: 1.95 meters wide by 1.2 meters high

All items in a backboard panel exhibit, including text and captions, must be in opaque form.

RSNA provides a backboard panel display surface for photo prints, radiographic images, prints, drawings and charts. (See Rule 6B) The backboard panels have a homosote backing, a semi-firm material suitable for Velcro, pins, tacks, or staples. The material for the backboard panels can be easily carried to the meeting with no shipping costs. Large or small sheets of paper, as well as mounted or matted material, can be displayed. As with other exhibits, it is important to use readable textual information and to avoid glare from images.

Use a good quality adhesive to bond images and text to mounted backing materials. Spray adhesive is not recommended. Prepare the elements of your presentation in advance to fit onto the size module you selected. On-site, RSNA will provide the supplies needed to mount your material to the panels.

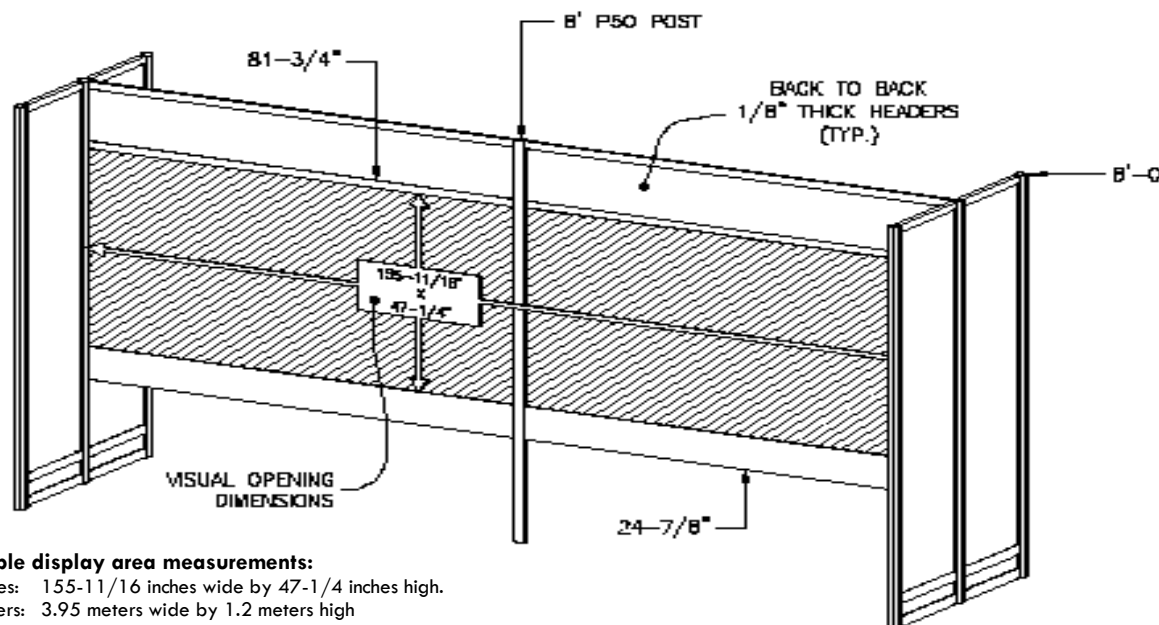
RSNA will provide for each exhibit a sign showing the title, exhibit space number, and author(s). Extra title signs, other than contained within the body of the exhibit, are prohibited.



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RSNA 4 METER BACKBOARD PANEL UNIT

ISOMETRIC VIEW
Not To Scale



Useable display area measurements:

In inches: 155-11/16 inches wide by 47-1/4 inches high.
In meters: 3.95 meters wide by 1.2 meters high

All items in a backboard panel exhibit, including text and captions, must be in opaque form.

RSNA provides a backboard panel display surface for photo prints, radiographic images, prints, drawings and charts. (See Rule 6B) The backboard panels have a homosote backing, a semi-firm material suitable for Velcro, pins, tacks, or staples. The material for the backboard panels can be easily carried to the meeting with no shipping costs. Large or small sheets of paper, as well as mounted or matted material, can be displayed. As with other exhibits, it is important to use readable textual information and to avoid glare from images.

Use a good quality adhesive to bond images and text to mounted backing materials. Spray adhesive is not recommended. Prepare the elements of your presentation in advance to fit onto the size module you selected. On-site, RSNA will provide the supplies needed to mount your material to the panels.

RSNA will provide for each exhibit a sign showing the title, exhibit space number, and author(s). Extra title signs, other than contained within the body of the exhibit, are prohibited.



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Custom Application Computer Exhibits

Presentation of material using computer exhibits can be an effective method of exhibit design. Computer exhibits which are web-based applications and/or use an application server, CGI script, or access a custom database are considered custom application, stand-alone computer exhibits. When preparing a computer exhibit, maximum user friendliness is encouraged, particularly for exhibits that will not be consistently monitored by an author. An accompanying instruction panel is suggested. Exhibits should be designed to demonstrate teaching points in ten minutes or less.

Computer Exhibit Description

The exhibit module measures 6 feet wide x 30 inches deep x 8 feet high and contains computer equipment, table, and chairs. An instruction panel or handouts are permitted. The size of the instruction panel or handout is limited to 8 1/2 x 11 inches. Posters containing more detailed information about the presentation subject matter may be mounted on the backboard panel surface behind the computer module. The poster display area measures 25 inches high by 75 inches wide. Other posters, mounted plaques, or easel signs are prohibited on the table surface or on any floor space surrounding the exhibit. (See RSNA 2021 Education Exhibit Rules and Regulations for complete information.)

RSNA Computer Equipment Subsidy

The RSNA will provide computer equipment (up to an expense of \$600), standard electrical service, a table for equipment, and seating to accommodate up to two people. Hardware requirements that are difficult for RSNA to obtain and support will be the responsibility of the exhibitor. Rental equipment order forms were provided to the author in August. (See 'What Does the RSNA \$600 Subsidy Cover' in the 'Frequently Asked Questions' section of the Exhibit Guidelines.)