

# Online Exhibitor Listings for RSNA

# 1. HOW WILL ATTENDEES FIND ME?

# 2. BEST PRACTICES FOR EXHIBITORS

3. STANDING OUT



HOW ATTENDEES USE THE ONLINE TOOLS





# ATTENDEE USAGE

"94% of attendees engage in pre-planning efforts." - Center for Exhibition Industry Research (CEIR)

94%



"3 out of 4 attendees have already decided which exhibitors they are going to see before they get to the show." - Center for Exhibition Industry Research (CEIR)

"More than half of all exhibitors will not properly complete their standard listing." - MYS

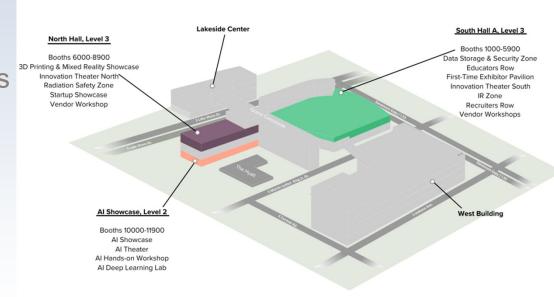
INCOMPLETE





### RSNA

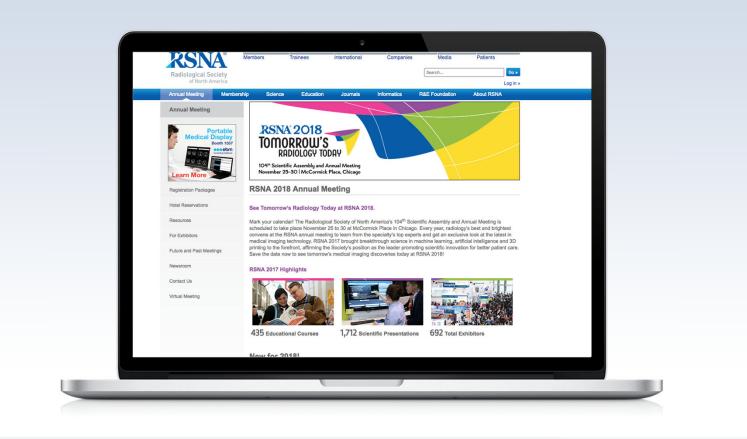
# 3 exhibit halls700+ exhibitors30+ product categories400+ educational sessions







### ATTENDEE USAGE





### BEST PRACTICES FOR EXHIBITORS





# EXHIBITOR LISTINGS

#### All exhibitors receive:

- Company Name / Contact Info
- Company URL
- Social Media Links
- Link to Booth
- Product Categories
- Company Description

#### Success Continental Group

4403 Semper St. Petacciato 58940 P: 1-655-909-0751 View on Floor Plan: South Building - 7515

Add to My Show

http://www.mapyourshow.com

#### ABOUT SUCCESS CONTINENTAL GROUP

For all your digital needs - audio, video, we do it all. Personal computers and smartphones put the ability to access, modify, store and share digital media in the hands of billions of people. Many electronic devices, from digital cameras to drones have the ability to create, transmit and view digital media. Combined with the World Wide Web and the Internet, digital media has transformed 21st century society in a way that is frequently compared to the cultural, economic and social impact of the printing press.

#### Product Categories (9)

- Audio
- Audio > Portable Audio Players
- Automotive Electronics > Accessories Automotive Electronics
- Automotive Electronics > Automotive Electronics
- Connected Home > Energy Management
- Content Distribution
- Electronic Gaming > Accessories Electronic Gaming
- Internet-Based Multimedia Services > Online/Internet
- Lifestyle Electronics > Lifestyle Electronics





# EXHIBITOR DASHBOARD

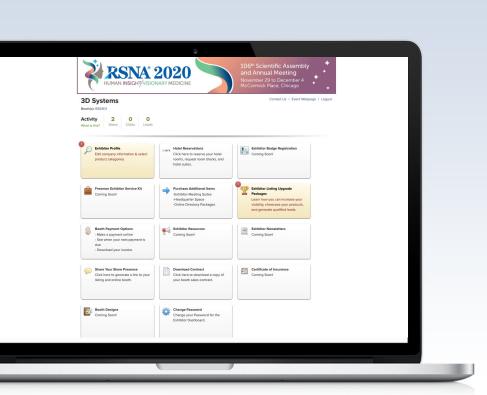
Logistics:

- Exhibitor Manual
- Badges & Housing
- Contact Name/Email/Phone
- Online Payment

#### Marketing:

- Company Information
- Company Description
- Product Categories
- Access to Stats

Login Information Required: <u>exhibits@rsna.org</u> <u>help@mapyourshow.com</u>







# SHARE!

- Email campaigns
- Social media
- Company website
- Blog posts
- Print ads





# STANDING OUT





### PREMIUM LISTING (\$600)

#### 🔊 WISEWEAR

#### **Howard Database Ventures**

195-276 Justo Avenue Sulzano, CO 9654ZF View on Floor Plan: South Building - 7552

P: 1-498-243-1603

http://www.mapyourshow.com

Add to My Show

#### Company Logo

#### 

Barnes Result Lp

P.O. Box 873, 468 Penatibus Ave Bżnyan, TN V5V 8W7

P: 1-581-554-5242

#### ABOUT BARNES RESULT LP

For all your digital needs - study, videe, we do it all. Personal computers and smartphones put the shifty to access, moddy, store and have digital media in the hands of billions of poople. Many discritication devices, from digital camens to driven share the ability to create, transmit, and view digital media. Combined with the Wold Web Web and the intermed, digital media has transformed at Scenarity society in a wy that is frequently compared to the cultural, economic and social impact of the printing press. **V + Perso Release** (c)

View on Floor Plan:

South Building - 6077

Press Release Title Mobile App Audio



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Wed. Nov. 22

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Bartinati

#### Press Releases



BAILEY BROS.						
Bailey Brothers						
BOUT BAILEY BROTHERS						
ing Brothers has been serving the Bectlerd Falls community since 1958 By 1928 these more branches (general is rounding communities, Since then we're served anial businesses and individuals in (gotatia New York,						
is day sur Noot has remained or our customers. Our aim is to provide the services large basis Noon to effer with a contribute it (basis) promers, we are consented to serving the conservative in which we hat, were, we place the nort larger more able to environe, stop by one of our 11 banches for a personal wait or which we have the Noot Inserv larger we can help you.						
WEW ON THE FLOOR PLAN						
+ North Building - 362						
CONTACT US						
C 1948 Poplar Street Bedford Falls, NY 13148						
5 v 1468-527-8822 v 8/2-527-8801						
www.balleybrittersht.com						
RODUCT CATEGORIES						
Accounts + theoring and terrings	-Lores - Berries					
- Cesh Management - Paynell	- Mesthant Services - Credit Card Processing					
- Cash Management is Deposit Services	- Meshart Services > Reconcilation					

#### Product Images

1

Date	Contact	Company	Location	Sales Person	Rank
4/27/18	Benjamin Dunlap bdunlap@mapyourshow.com	MYS	Cincinnati, OH United States	Sales Person	Unranked \$
4/12/18	Candice Adkins Thompson@Vent.com	Ramirez Result	no location	Sales Person	Unranked \$
4/12/18	Deirdre Terrell Guarantee@Baker.com	Ruiz Facilities	no location	Sales Person	Unranked \$
4/12/18	Michael Jordan Risk@Advantage.com	Black Costs	no location	Sales Person	Unranked \$
4/12/18 <i>®</i>	Ruth Smith Campbell@Advertisement.com	Willis Decision	no location	Sales Person	Unranked \$
4/12/18	Basil Dodson Diaz@Aftershock.com	Owens Success	no location	Sales Person	Unranked \$
4/12/18	Eden Delaney Thompson@Vitreous.com	Collins Bacteria	no location	Sales Person	Unranked \$
4/12/18	Odessa Richmond Wilson@Carve.com	Hunt Volume	no location	Sales Person	Unranked \$

#### Access to Opt-In Online Leads

Receive metrics on number of views your exhibitor listing page receives and access contact information for individuals that have opted in and are interested in your company



# PREMIUM PLUS LISTING (\$1,000)

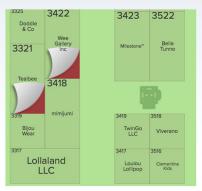
* Bailey Brothers		
ABOUT BALLEY BROTHERS Baley Brothers has been serving the Declard Falls corre surrounding communities, Since their vertice served ana	nundu since 1858. Bu 1928 three nore branches (period to 6 businesses and individuals in Upstale from Tate.	* Committee to our customers. A
personal touch, its failey brothers, we are converted to	or aim is to provide the services larger banks have to offer with a serving the communities in which we hav, work, and play the invite 10 branches for a personal visit or visit us online. We look forward	
VIEW ON THE FLOOR PLAN		
+ North Building - 282		0107235
CONTACT US		Committed to our ousborners arrow 1858. Pro- we can help you and your tamity
C 1048 Poplar Street Beckint Falls, NY 13548		
C // 1468-527-8822		
www.balleybrothersbit.com		
PRODUCT CATEGORIES		
+ Accounts + Checking and Serings	-Lors > Burres	
Cesh Management + Payrett	- Merchant Services + Credit Card Processing	
<ul> <li>Cash Management &amp; Deposit Services</li> </ul>	Mechant Services > Recorcilatory	

Additional Area

Product Gallery

EATURED EXHIBITORS (11)			Floor Plan View
Exhibitor Name	Booth(s)	Additional Info	Add to My Show
7AM Enfant	2717		☆
Bumkins	849		\$
Doodle Pants	B4724	120	\$
Kaydee Baby	81528		\$
Petit Bamboo	1224		\$
Rabbit Skins	B4931		\$
Rose Textiles	P105, P106	and the second se	\$
ro sham bo baby, Inc.	B4830	the second	\$

#### **Priority Placement**



#### **Corner Peel**



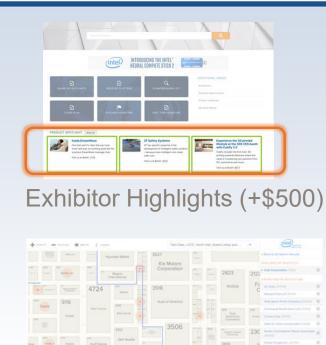
Letter of

Save Time!





### LIMITED SPONSORSHIPS (Includes the PREMIUM PLUS LISTING)





Floor Plan – North Hall, South Hall & Al Showcase Available (+\$4,000)

**TOPCON** 12702



Home Page (+\$5,000)

### CONCLUSION





# TAKEAWAYS / ACTION ITEMS

- Update your company description & categories
- Conduct your own keyword searches
- Share your presence at the show
- Upgrade?

