



Radiological Society
of North America

RSNA 2027 Space Selection Process Overview

Webinar will begin at 10:00 AM CT

Today's Presenters



Jim Donovan, CEM, DES
Director: Corporate Relations
& Exhibition Services



Sherry Gendel, CMP, CEM
Asst. Director: Corporate &
Exhibition Services



Jorie Dydo, CEM
Senior Manager: Exhibit
Operations



Christina Weres
Senior Manager: Hotel
Services

Housekeeping

- Options for Live Language Translation
 - Accept invite sent during session
 - Use link in Chat
 - Scan QR code
- Questions into Q&A instead of Chat
- Recording presentation
 - Recording and slides available in 2 places:
 - On Exhibitor Best Practices web page
 - In Exhibitor Resource Center – Resources section



<https://attend.wordly.ai/join/OGVT-2218>

Agenda

- RSNA 2026 update
- Exhibitor Priority Point System
- RSNA 2027 floor plans and space selection process
- RSNA 2027 exhibit space rates and payment schedule
- Reserving hotel rooms for RSNA 2027
- Sponsorship opportunities & Corporate Partner Program
- Q&A

RSNA 2026 ANNUAL MEETING UPDATE

RSNA 2026 Meeting Dates

- Meeting Schedule
 - Sunday, November 29 – Thursday, December 3
- Technical Exhibits
 - Sunday, November 29 – Wednesday, December 2
 - 10:00 am to 5:00 pm

RSNA 2026 Meeting Metrics

- As of 19 October
- Total Registrants:
 - Is 16,782
- Total Professional Registration
 - Is 10,365 of which 9,197 are In-person

Total Professionals	10,365
Professionals - Geographic Region	
North America (US, Canada, Mexico, Other)	6,382
Africa	100
Asia	1,373
Europe	1,834
Oceania	157
South America	519
Professionals - Attendance	
In-Person	9,197
Virtual	1,168
Professionals - Registration Category	
Radiologist and Physician	4,550
Radiologist Physicist/Scientist	448
Medical Imaging Professional	1,205
Residents, Trainees & Students	2,827
Healthcare Facility & IT Management	445
Commercial Industry Personnel	436
Investor/Venture Capitalist	46
Other Professionals	408

RSNA 2026 Exhibitor Metrics

- Technical Exhibits as of Tuesday, 19 October
 - Over 730 exhibitors
 - 417,900 sq. ft.
 - 142 first-time exhibitors

RSNA 2026 Exhibit Hall Specialty Areas



- AI Showcase, South Hall A
 - AI Theater and Radiology Reimagined Booth
- Educators Row
- Recruiters Row
 - Professional Portrait Studio
 - RSNA Career Connect Booth
- First-Time Exhibitor Pavilion

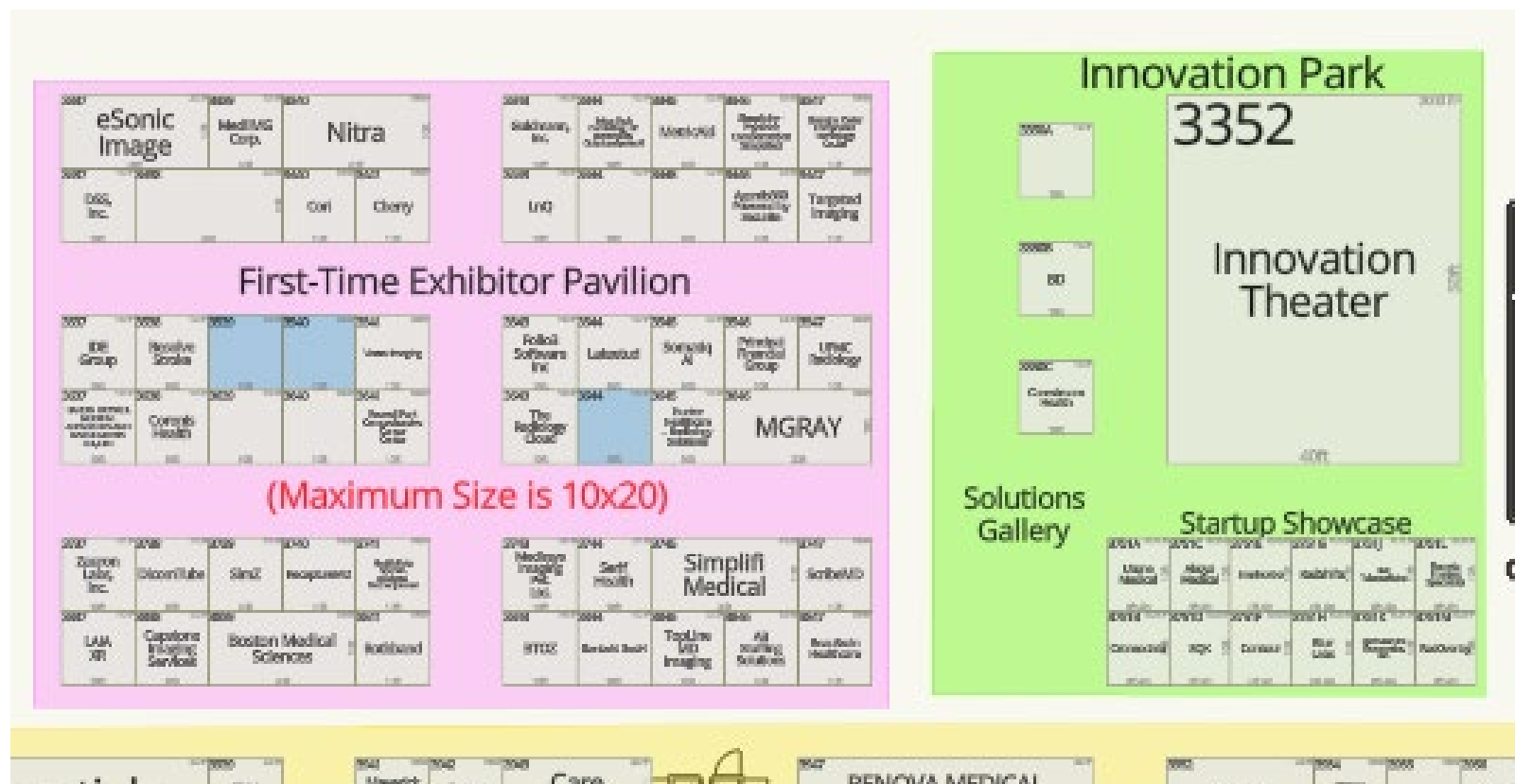
RSNA 2026 Exhibit Hall Activities

- RSNA Parks
 - Bark Park
 - Golf Park – Closest to the Pin
 - Innovation Park
 - Recharge Park
 - Sustainability park



RSNA 2026 Exhibit Hall Activities

- Innovation Park



RSNA 2026 Exhibit Hall Activities

- RSNA Road Trip



RSNA 2026 Exhibit Hall Activities



- Exhibit Hall Social
 - Tuesday, December 1
 - **TIME:** 3:00 – 5:00 pm
 - Deadline for catering orders: October 30

Bistro RSNA

- Sunday–Wednesday from 11 am –2:30 pm

RSNA 2026 Exhibit Staff Registration



- Onsite Exhibitor Registration
 - Exhibitor registrations will not be available onsite at McCormick Place.
 - All exhibit staff must be registered online by their primary contact.
 - Exhibitor registration can be completed through the Exhibitor Resource Center before and during the annual meeting.
- Exhibitor Badge Pick-up
 - McCormick Place: South Building – S100; Lakeside Center – Hall E
 - Hotels (Saturday & Sunday only)
 - Hilton Chicago, Hyatt Regency Chicago and InterContinental Hotel Chicago

RSNA 2027

November 14 – 17, 2027
Exhibits Nov 14 – 16, 2027

RSNA 2027 – Meeting Schedule

McCormick Place, Chicago

- Annual Meeting
 - Sunday, November 14 – Thursday, November 18
- Technical Exhibits
 - Sunday, November 14 – Wednesday, November 17
 - 10:00 am to 5:00 pm



PRIORITY POINT SYSTEM

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

Exhibitor Priority Points System for RSNA 2027 Space Selection



Corporate Partners

+1 per \$1,000

Booth Size

+1 per 100 sq ft

Ancillary Space

+1 per unit

Hotel Reservations

*+4 by Dec 5, 2025
+4 by Oct 26, 2026*

Payment

*+2 25% by Jan 1
+2 50% by April 1
+2 100% by July 1*

Minimum room
nights:
5 per 100 sq ft

+10 if paid in full
by Dec 31, 2025

Historical

last 20 meetings (starting in 2007)

+4 per year

FAQ: How do I increase my point total?

- Final deadline for earning points is October 31, 2026
- Two ways to increase point total for this year
 - Corporate Partner Program
 - Reserving Hotels (deadline Oct 26, 2026)



Tips for next year

- Reserve hotels onsite
- Make each of your payments on time or pay in full
- Consider sponsorships (year-round or at annual meeting)

FAQ: How can I see my current point total?

- Exhibitor Resource Center (ERC)
 - Current as of October 1
 - Final update in early November
 - Review your points



RSNA 2027 FLOOR PLANS

SPACE SELECTION PROCESS

RSNA 2027 – South Hall A

Highlights

AI Showcase

Anchor Location

Bistro RSNA

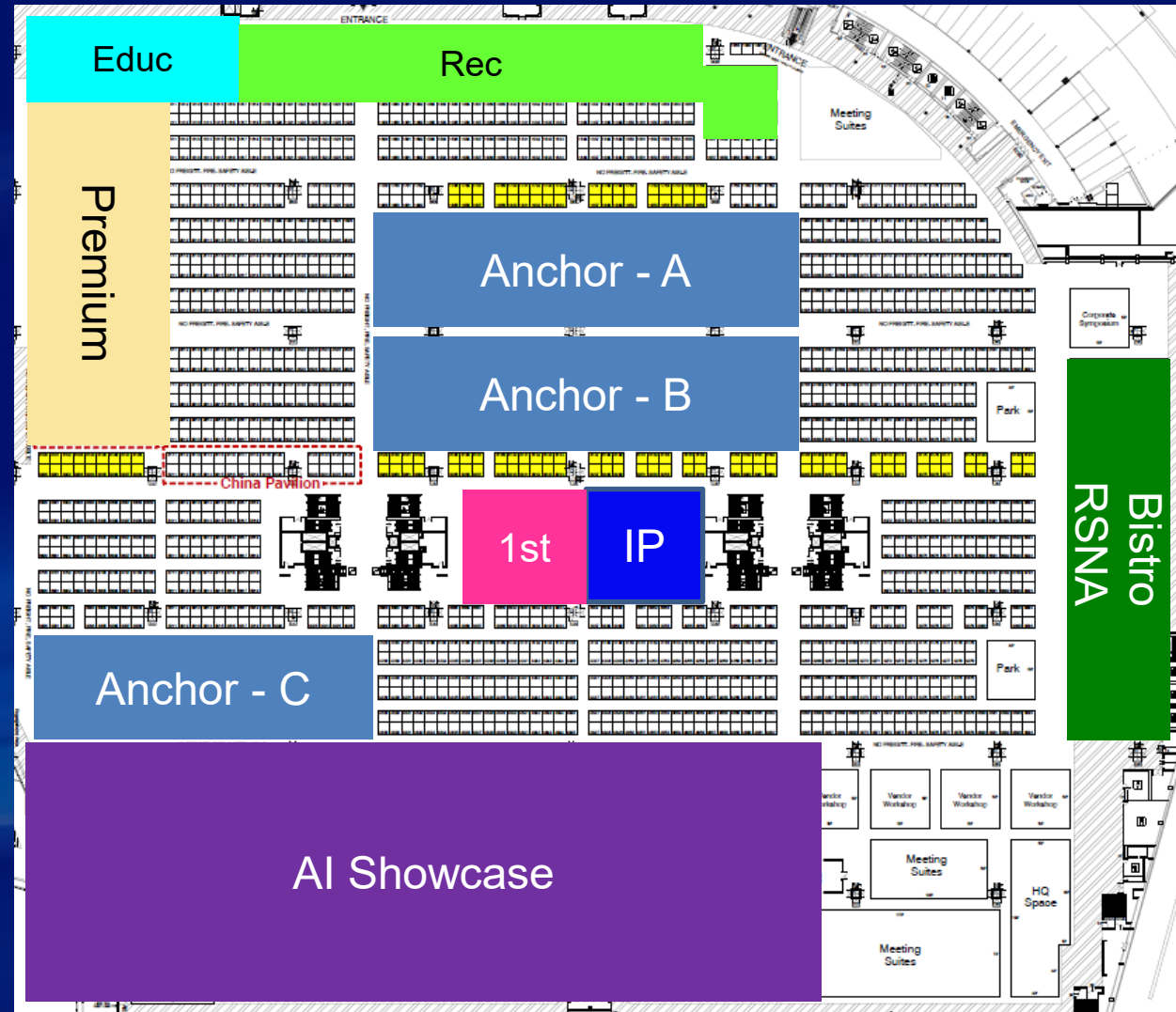
Educators Row

First-Time Exhibitor Pavilion

Innovation Park

Premium Inline

Recruiters Row



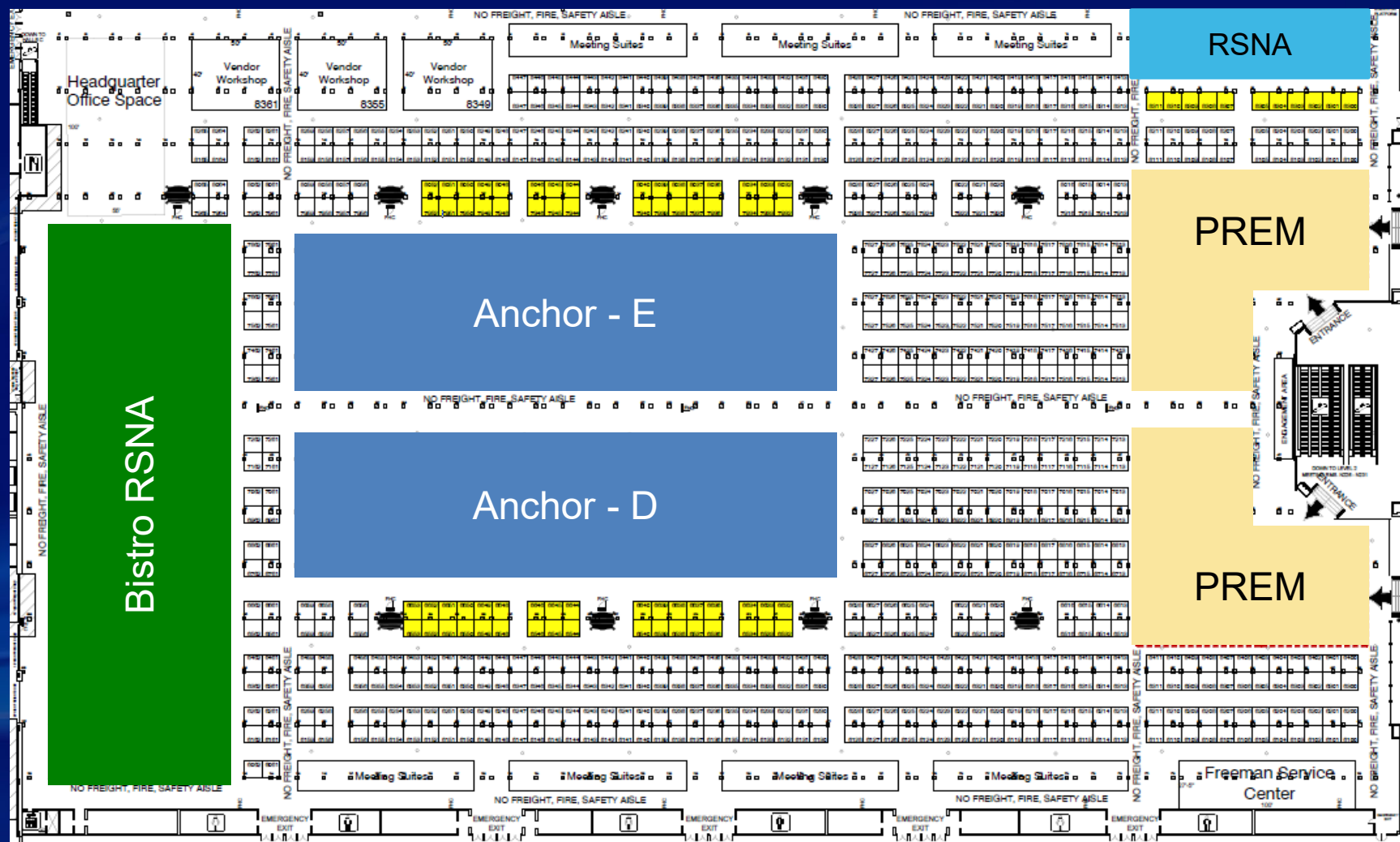
RSNA 2027 – North Hall B

Highlights

Anchor Location

Bistro RSNA

Premium Inline



Space Selection Process

Anchor Exhibitor Space Selection

- Top 4 exhibitors based on booth size at RSNA 2026
- Select from pre-selected Anchor Zones (A-E)
- Limited to two anchors per exhibit hall
- Selection is conducted starting November 11 via conference call
- RSNA 2027 Anchors *(in alpha order)**:
 - GE HealthCare
 - Philips
 - Siemens Healthineers
 - United Imaging

Space Selection Process

All other companies are designated as non-anchors

- Select exhibit space according to the priority point system
- Twenty-nine (29) non-anchor exhibitors with the most priority points will select space the between Friday, November 13 and Friday, November 20 via conference calls
- Remaining exhibitors will select their booth space onsite between November 30 and December 2

Space Selection Process

Early Space Selection (*in alpha order*)*

- AGFA Healthcare
- Barco
- Bayer
- BD
- Bracco
- Canon Medical Systems USA, Inc.
- Carestream Health
- DeepHealth / RadNet
- Del Medical
- DocPanel
- eyonis by Median Technologies
- FUJIFILM Healthcare Americas Corporation
- Guerbet
- Hologic, Inc
- Hyland Healthcare
- Intelrad, A GE HealthCare Company
- Jacobian
- Konica Minolta Healthcare Americas, Inc.
- Merge
- Microsoft
- Neusoft Medical Systems Co Ltd
- Optum
- Samsung
- Sectra Imaging IT Solutions AB
- Sedecal USA Inc
- Shimadzu Medical Systems
- TeraRecon
- Varex Imaging
- Visage Imaging

* NOTE: Space selection order may change based on additional points being earned. The final space selection order will be released in early November.

Space Selection Process

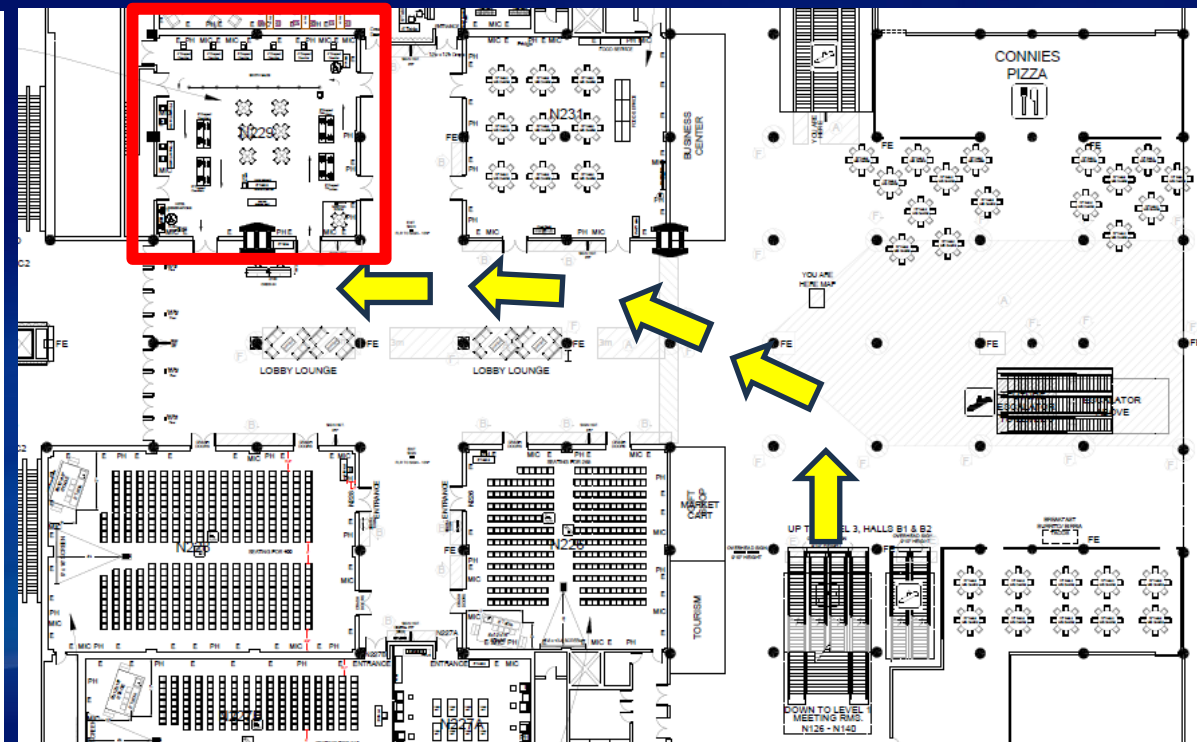
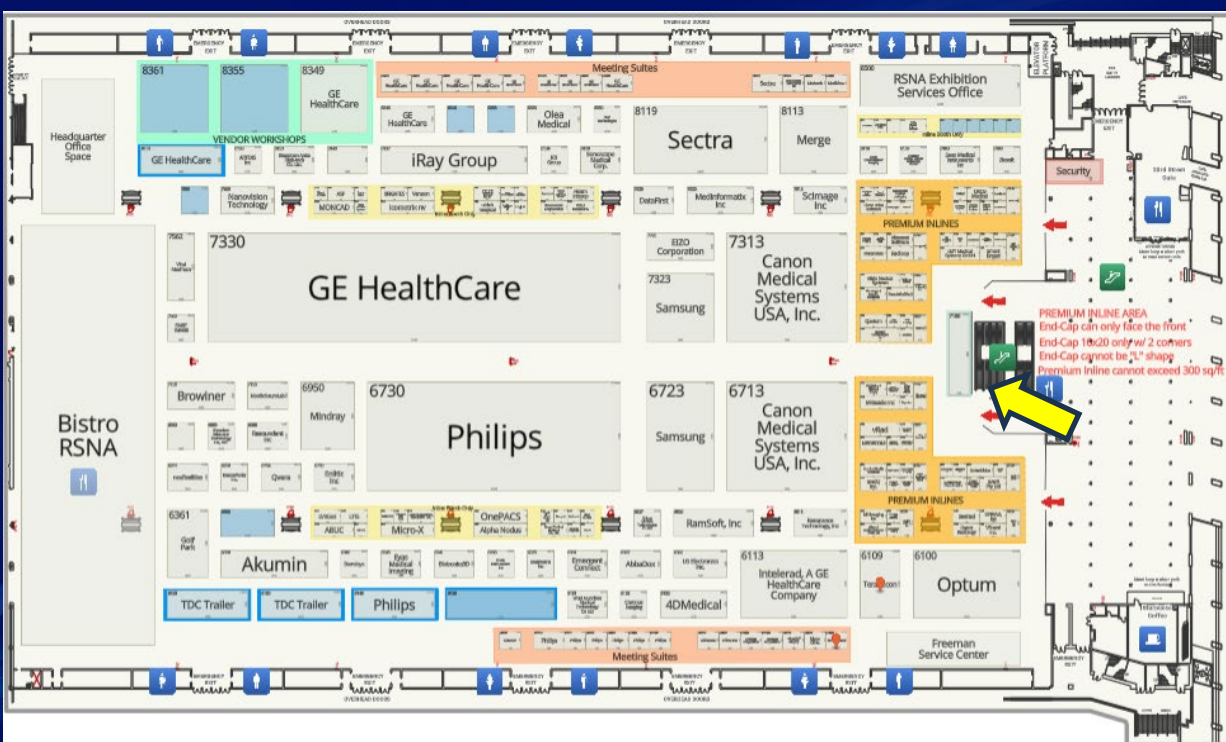
- On-site Space Selection Process
 - Remaining companies will select during RSNA 2026 via scheduled appointments
 - Sunday, November 29 – Wednesday, December 2
 - November 29, 2 pm to 5 pm
 - November 30 – December 2, 9 am – 5 pm

FAQ: Will I know my space selection appointment before the Annual Meeting?

- Early November: Anchor & Top 29 appointments emailed
 - *Anchor Booth Selection: starting November 10*
 - *Top 29 Non-anchor Booth Selection: November 10 - 11*
- Early November: Space Selection web page available
 - Space Selection Instructions, Floor Plans, Booth Types and Rates, Rules and Regulations, Important Dates and Sponsorship Kit
- Week of November 16: Points will be available in Exhibitor Resource Center to review
- Week of November 16: Remaining Space Selection Appointments emailed

Space Selection Room

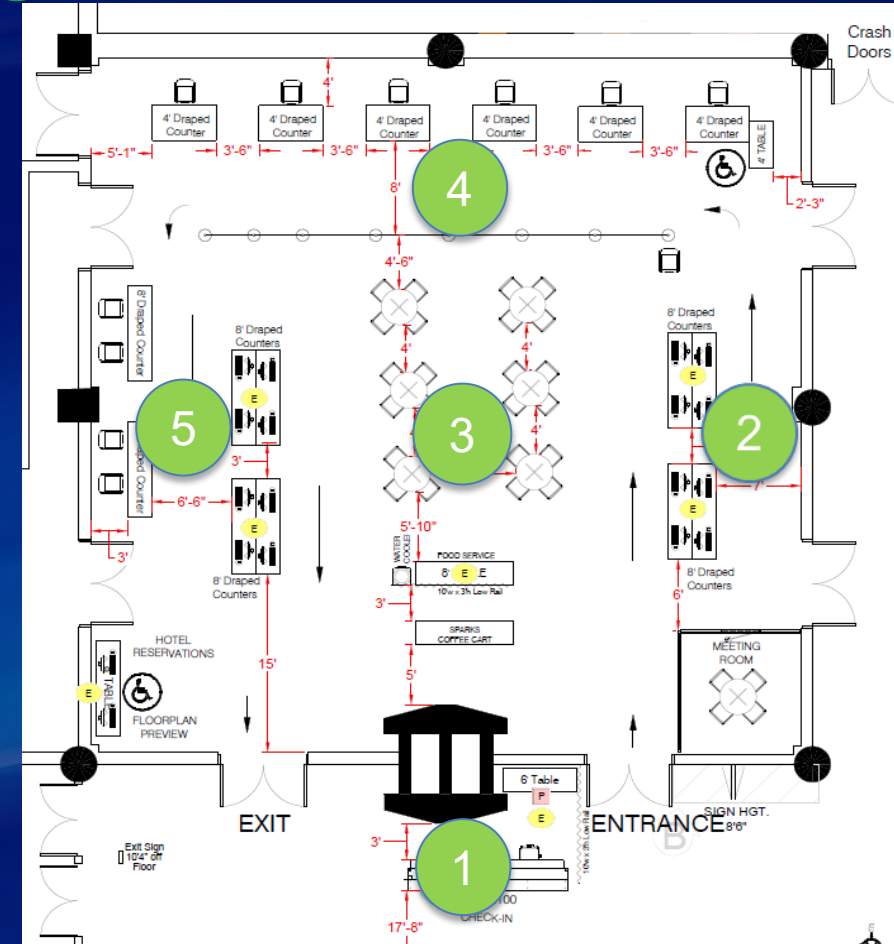
NEW LOCATION: North Building Hall B, Level 2, N229



Space Selection Room

NEW LOCATION: North Building Hall B, Level 2, N229

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



2027 EXHIBIT SPACE RATES & PAYMENT SCHEDULE

RSNA 2027 Exhibit Space Rates



- Preferred Exhibitor Space: \$42.75 per square foot
- Premium Inline Space: \$46.75 per square foot

Specialty Area Satellite Booth

- 25% discount on space rates and corner fees (when applicable)
- Satellite booth must be same size or smaller than your primary booth

Other fees:

- Corner(s) assigned: \$750/each
- Contiguous Aisle Space surcharge: \$21.50 per square foot
- Second-Level surcharge: \$21.50 per square foot

Additional RSNA 2027 Rates

- Headquarter Office Space (minimum size 10x10)
 - \$17.50 per square foot (*space only*)
 - Walls and doors are billed separately by the general contractor
- Meeting Suites (*unfurnished*)
 - Standard (13'x16') - \$9,500; \$12,250 (non-exhibitor)
 - Deluxe (13'x23') - \$17,500; \$22,750 (non-exhibitor)
- Online Exhibitor Listing Upgrades
 - Plus - \$300
 - Premium - \$1,250
 - Elite - \$2,500

Exhibit Space Payment Schedule

- Exhibit space applications require a 25% deposit of the total rental fee
 - Due no later than January 1, 2027
 - Can pay full exhibit space fee, if desired (10 priority points)
- By April 1, 2027, second 25% payment installment is due
- Final balance is due by July 1, 2027

Priority points are earned for each payment made by the published due date

Payment Options

All payments must be in U.S. funds

- Wire transfer
 - Bring confirmation onsite
- Company check
 - Drawn on a U.S. bank
- Credit card *(after Onsite Space Selection for amounts less than \$20,000 only)*
 - American Express, Diner's Club, Discover, MasterCard, VISA

Payment

Need a Proforma Invoice to begin processing your deposit?

Email: exhibits@rsna.org

Include:

1. Anticipated booth size(s)
2. Number of corners

Cancellation or Reduction Terms

- **December 31, 2026** – last day for a full refund or credit for the amount of canceled or reduced space
- **January 1 – March 31, 2027** – 25% of the rental fee for the canceled space will be due to RSNA
- **April 1 – June 30, 2027** – 50% of the rental fee for the canceled space will be due to RSNA
- **After June 30, 2027** – exhibitor remains liable to RSNA for total rental fee for canceled or reduced space

All exhibit space reductions and cancellations must be submitted in writing
via the **RSNA Space Change Form**

Space reduction may result in booth relocation.

RSNA 2027

HOTEL RESERVATIONS

RSNA 2027 Hotel Reservations

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 an email to the primary contact with login information to reserve hotel rooms immediately following your contract approval.

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.

RSNA 2027 Hotel Reservations

Also...it's easy as...

1

Login

2

Select Rooms

3

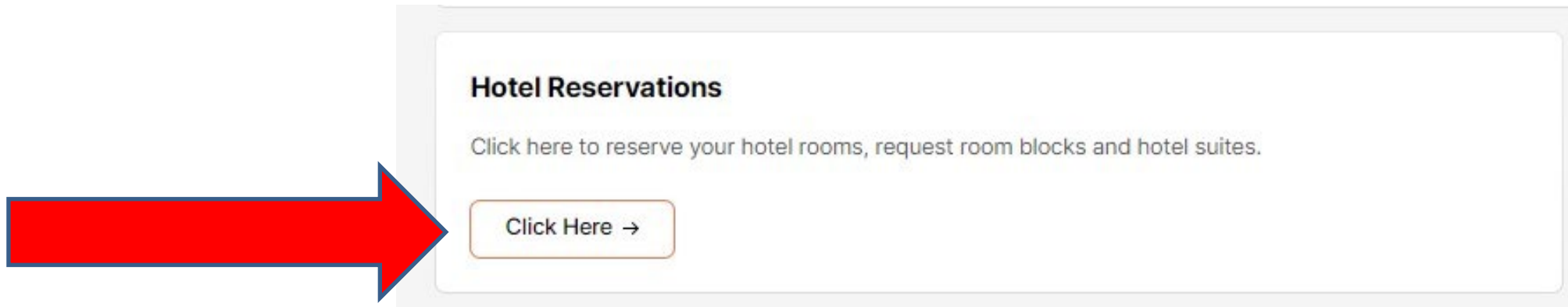
*Receive
Confirmation*

Plus:

- Earn (4) priority points
- Dismiss housing poachers
- It's done...one less thing to worry about later

Login - RSNA Exhibitor Resource Center

**Login in the Exhibitor Resource Center and
select Hotel Reservations to reserve your rooms**



Reservation Process

Easy Reservation Process

- Request the number of rooms needed
- Provide a credit card for a guarantee
- No guest names needed

Names, arrival/departure dates & deposits are due by September 1

Reservation Systems

- 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)

RSNA 2026 Hotel Reservations

- 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 four (4) bonus points by reserving your hotels by Friday, December 4.

RSNA 2027 Hotel Reservations

- Request a Block
 - 25 rooms or more on peak night
 - Share contact information, peak night room requirements, and up to 10 preferred hotels
 - Request received
 - By 4 PM CT on December 4 – 2027 exhibitor priority points total determines assignment order
 - After December 4 – date request is received determines assignment order

onPeak

RSNA's only certified hotel partner for the annual meeting

OnPeak **DOES NOT** cold call, require separate contracts with steep penalties or request payment over the phone.

onPeak **DOES** encourages exhibitors to make reservations via the RSNA Exhibitor Resource Center

When in doubt contact RSNA to verify the company before you lose time and money with unofficial agencies

2027 SPONSORSHIP OPPORTUNITIES

RSNA 2027 Sponsorship

- Earn 1 point for every \$1,000 invested in RSNA sponsorships
- Annual Meeting Sponsorships, Exhibitor listing upgrades, renting the Attendee Reference List, and participating in Radiology Reimagined (AI Demo)
- Year-round sponsorships include Spotlight courses in Panama City in February; Paris, France in May; Toronto, Canada in June; and Mumbai, India in September

RSNA 2027 Sponsorship Opportunities



Annual Meeting

- RSNA Sustainability Challenge
- RSNA Vibe Coding Hackathon
- Solutions Gallery at the Innovation Theater and AI Theater
- New signage at McCormick Place and McCormick Place Hyatt

Contact sales@rsna.org for more information on participation opportunities.

RSNA CORPORATE PARTNERS

RSNA Corporate Partner Program



- All investments in sponsorship for the annual meeting and year-round, including contributions to the RSNA R&E Foundation count toward the RSNA Corporate Partner Program. Recognition starts at \$50,000 cumulative investment for the year
- Corporate Partner year: October 1 to September 30 in 2027.
- Learn more at www.RSNA.org/corporate-partners

- Vanguard Program

- Companies who participate in the Vanguard Program join an elite group of donors that support endowed grant awards, with opportunities for naming rights.
- Grant awards provide seed money for investigators who are working toward discoveries critical to the advancement of radiologic research. A variety of grants and funding levels are available and can be tailored to meet giving preferences.

- Leadership Circle Program

- Companies who participate in the Leadership Circle Program give to the Foundation on an annual, non-endowed basis. Companies receive recognition for their generosity at the annual meeting and throughout the year.
- Give at the Champion (\$25,000), Advocate (\$10,000) or Benefactor (\$5,000) levels

RSNA Corporate Partner Program

Thanks to the following companies that will be recognized as Corporate Partners in the coming year as of October 20.

Gold

- Bayer
- Bracco Diagnostics
- Canon Medical
- GE HealthCare
- Siemens Healthineers

Silver

- AGFA HealthCare
- BD
- DeepHealth
- DocPanel Technologies
- Hologic
- Microsoft
- United Imaging

Bronze

- Akumin
- Carestream
- Konica Minolta Healthcare Americas
- Merative
- Nano-X Imaging
- Optum
- Philips
- Vision Radiology

Have a question?
Please submit via the Q&A Box

Frequently Asked Questions

Frequently Asked Question

Will I get reminders or onsite updates about my space selection appointment?

- Onsite Space Selection: November 29 - December 2
 - During RSNA 2026
 - Welcome Folder (dropped at your booth Sunday morning)
 - Appointment reminders (emailed the evening prior)
 - Missed appointment notifications

TIP: Be sure to add your appointment to your calendar in the correct time zone – CST (Central Standard Time) – and confirm your mobile device doesn't adjust it when you arrive in Chicago!

Frequently Asked Question

What if I can't leave my booth or I am not in Chicago?

1. Download a Proxy Space Selection Form from our website OR request one by emailing exhibits@rsna.org.
2. Return the form to exhibits@rsna.org with booth preferences at least 4 hours prior to your appointment.
3. At the time of your selection, RSNA will make your exhibit space selection based on your preferences provided.
4. Digitally sign the exhibit space contract by EOD

TIP: If you are not happy with the space selected you can cancel or relocate without penalty through December 31, 2026.

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 pm) to make your booth selection.

TIP: Use the Proxy Form if you know you will need to miss your appointment

Frequently Asked Question

What if I am not ready to commit to exhibiting at RSNA 2027?

If you are not ready to apply for RSNA 2027 during RSNA 2026, applications will be taken beginning January 15, 2027.

Contact sales@rsna.org to secure space in 2027.

Space assignments will be conducted on a first-come, first-served basis.

TIP: Contact sales as soon as you know you want to reserve space!

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. Early hotel points (reserving by December 5, 2025)
3. Hotel points (reserving by October 26, 2026)
4. Payment points
5. Corporate Partners points
6. Booth size
7. Number of ancillary units
8. Alphabetical order of contracted company name
 - A to Z in even years; Z to A in odd years

Have a question?
Please submit via the Q&A Box

Additional Questions? Contact the RSNA Team

Exhibition Services

exhibits@rsna.org

1-630-571-7850

Sponsorships

sales@rsna.org

1-630-481-1065

Hotel Services

hotelservices@rsna.org

1-630-571-7847

Thank You For Attending!

Recording and slide deck available on
RSNA Exhibitor Best Practices web page
[RSNA.org/Exhibitor-Best-Practices](https://www.rsna.org/Exhibitor-Best-Practices)

and in ERC (Resources section)



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For more information, visit *RSNA.org*