

RSNA[®]

Radiological Society
of North America

RSNA 2025 Space Selection Process Overview

Webinar will begin at 10:00 AM CT

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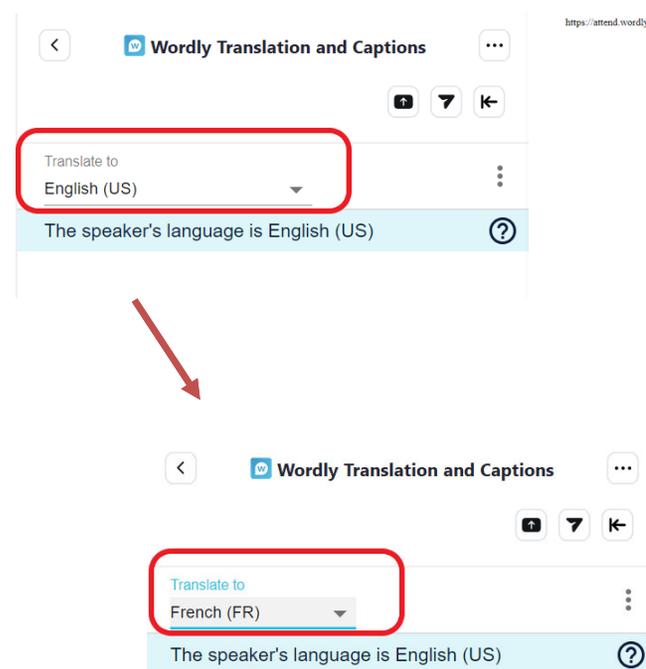


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Housekeeping

- Recording
 - Posted to [Exhibitor Best Practices](#) web page
- Enter questions in Q&A

Webinar Agenda



- Welcome
- RSNA 2024 Update
- Exhibitor Priority Point System
- RSNA 2025 Floor Plans
- RSNA 2025 Space Selection Process
- RSNA 2025 Exhibit Space Rates & Payment Schedule
- Reserving hotel rooms for RSNA 2025
- Sponsorship Opportunities & Corporate Partner Program
- Q&A

RSNA 2024 ANNUAL MEETING UPDATE

RSNA 2024 Meeting Dates

- Meeting Schedule
 - Sunday, December 1 – Thursday, December 5
- Technical Exhibit Schedule
 - Sunday, December 1 – Wednesday, December 4
 - 10:00 am to 5:00 pm

RSNA 2024 Meeting Metrics



- Professional Attendance as of Tuesday, October 29
 - 19,000 total registrants
 - 11,500 total professional registrants
 - 10,200 in-person professionals
 - 60% North America
 - 40% International
- 7,750 total professional registrants with Virtual Access package
- 1,350 are virtual only attendees

RSNA 2024 Exhibitor Metrics

- Technical Exhibits as of Monday, October 18
 - 712 exhibitors
 - 409,900 sq. ft.
 - 126 first-time exhibitors

RSNA 2024 Exhibit Hall Activations



- 3D Printing & Mixed Reality Showcase
 - RSNA 3D SIG Booth
- AI Showcase, South Hall A
 - AI Theater and Radiology Reimagined Booth
- Educator Row
 - RSNA Publications Booth
- First-Time Exhibitor Pavilion
- Recruiters Row
 - Professional Portrait Studio
 - RSNA Career Connect Booth

RSNA 2024 Exhibit Hall Activities

- **NEW:** Exhibit Hall Tours (attendee capacity is full)
 - Sunday at 2:00 pm - What's New at RSNA 2024
 - Monday at 8:30 am - Innovations in Imaging AI
 - Tuesday at 8:30 am – AI and Workflow Support
- **NEW:** One Day Showcase, North Hall B
 - Sunday – Local Chicago Attractions
 - Monday – Radiology Startup
 - Wednesday – Charitable Organizations
- Relaxation Station, North Hall B, Booth 7964
 - Monday from 12:00 – 5:00 pm

RSNA 2024 Exhibit Hall Activities



- Exhibit Hall Happy Hour
 - Tuesday, December 3
 - **NEW TIME:** 3:00 – 5:00 pm
 - Deadline for catering orders: October 31
 - RSNA Happy Hour Activations (food, games, and music)
 - South Hall: First-Time Exhibitor Pavilion
 - North Hall: 3D Printing & Mixed Reality Showcase
- Bistro RSNA
 - Sunday–Wednesday from 11 am –2:30 pm

RSNA 2024 Exhibit Registration

- Onsite Exhibitor Registration
 - **NEW:** 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 2025

November 30 – December 4, 2025

Exhibits Nov 30 – Dec 3, 2025

RSNA 2025 – Meeting Schedule



McCormick Place, Chicago

- Annual Meeting
 - Sunday, November 30 – Thursday, December 4

- Technical Exhibits
 - Sunday, November 30 – Wednesday, December 3
 - 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 2025 Space Selection



**Corporate
Partners**

+1 per \$1,000

Booth Size

+1 per 100 sq ft

Ancillary Space

+1 per unit

Hotel Reservations

*+2 by Dec 1, 2023
+3 by Oct 31, 2024*

Payment

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

Historical

last 20 meetings (starting in 2005)

+4 per year

FAQ: How do I increase my point total?

- Final deadline for earning points is October 31, 2024
- Two ways to increase point total for this year
 - Corporate Partner Program
 - Booking Hotels

Tips for next year

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



FAQ: How can I see my current point total?

- Exhibitor Resource Center (ERC)
 - Current as of August 1
 - Final update in early November



RSNA 2025 FLOOR PLANS

SPACE SELECTION PROCESS

RSNA 2025 – South Hall A

Highlights

3D Printing & Mixed Reality Showcase

AI Showcase

Anchor Location

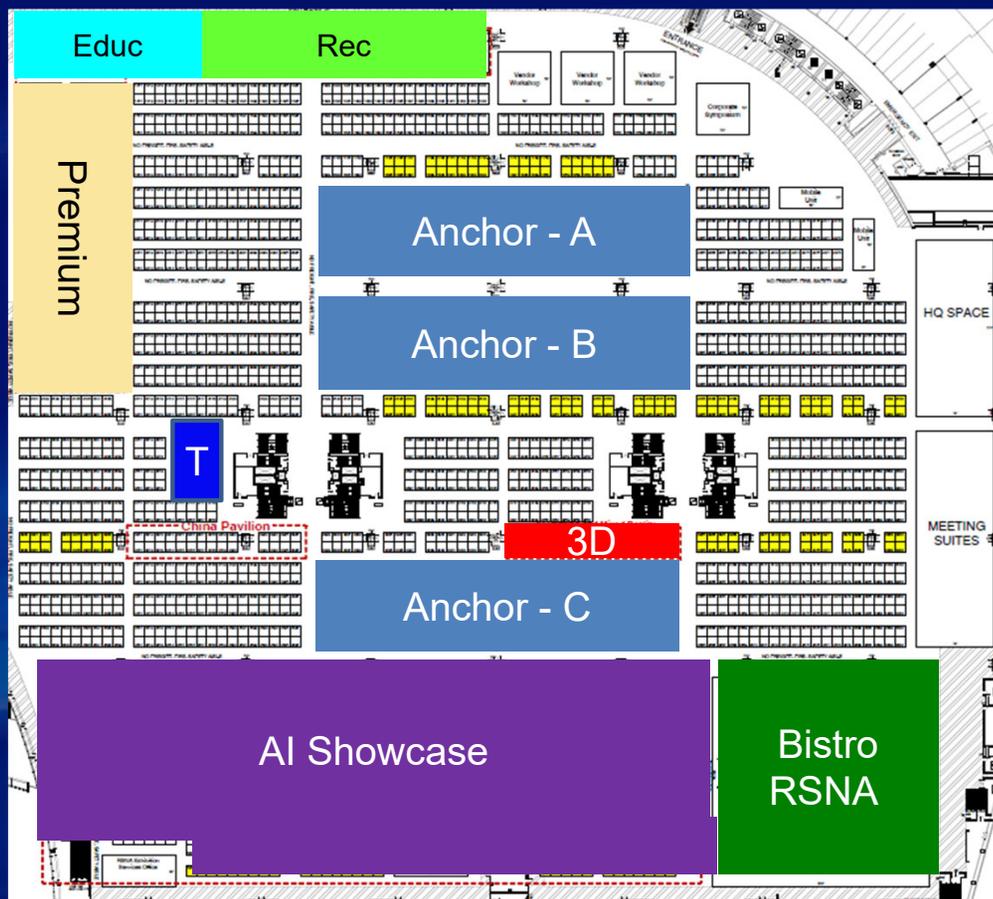
Bistro RSNA

Educators Row

Innovation Theater

Premium Inline

Recruiters Row



RSNA 2025 – North Hall B

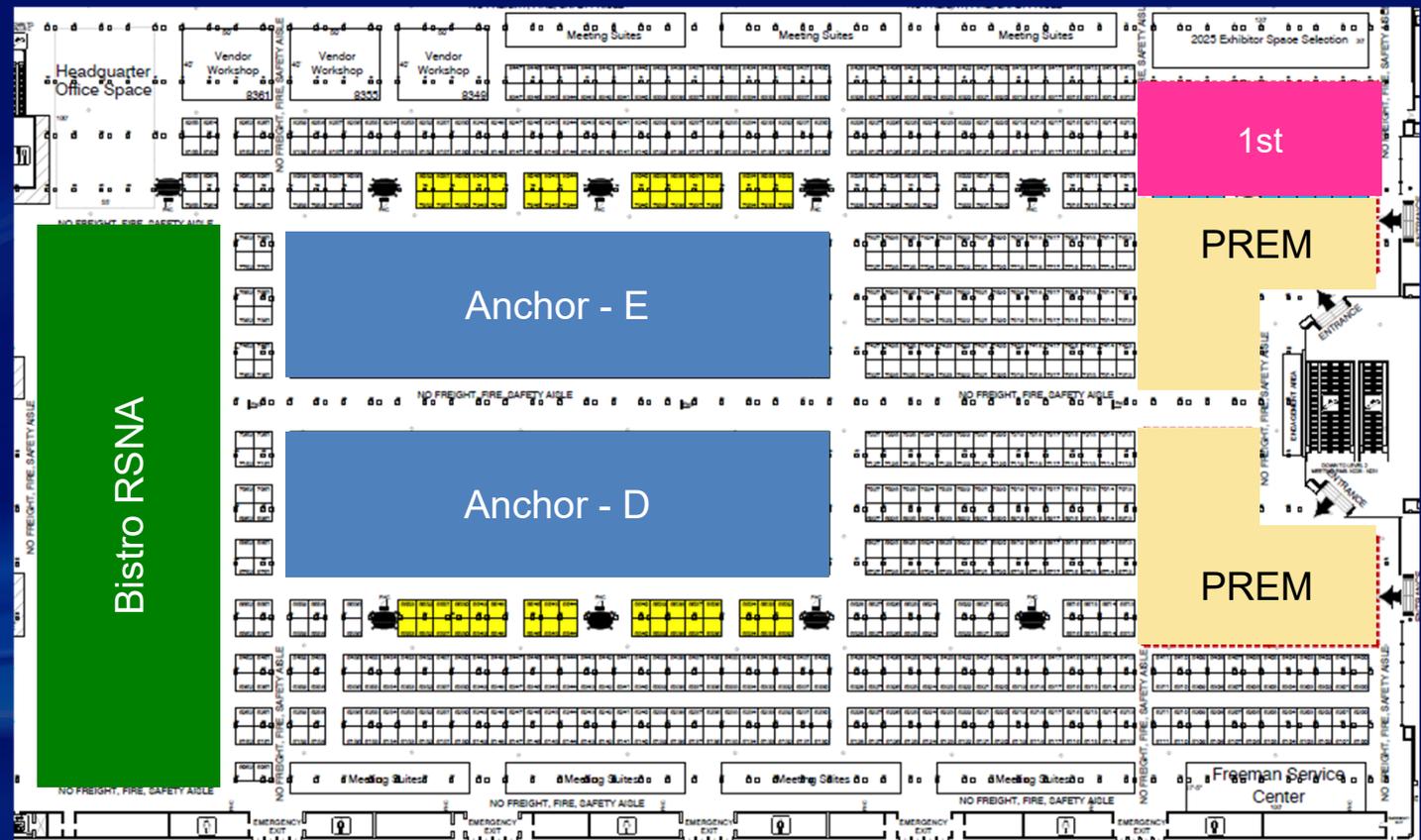
Highlights

Anchor Location

Bistro RSNA

First-Time Exhibitor Pavilion

Premium Inline



Space Selection Process

Anchor Exhibitor Space Selection

- Top 4 exhibitors based on booth size at RSNA 2024
- Select from pre-selected Anchor Zones (A-E)
- Limited to two anchors per exhibit hall
- Selection is conducted starting November 13 via conference call
- RSNA 2025 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-Six (26) non-anchors exhibitors with the most priority points will select space the between Monday, November 18 and Friday, November 22 via conference calls

Space Selection Process

Early Space Selection (*in alpha order*)*

- AGFA Healthcare
- Bayer
- BD
- Bracco
- Canon Medical Systems USA, Inc.
- Carestream Health
- DeepHealth/RadNet
- Del Medical
- DocPanel
- FUJIFILM Healthcare American Corporation
- Hologic
- Hyland Healthcare
- Intelera
- Konica Minolta Healthcare
- Merge by Merative
- Microsoft
- Mindray
- Neusoft Medical Systems Co Ltd
- Optum
- Samsung
- Sectra
- Sedecal USA Inc
- Shimadzu Medical Systems
- Subtle Medical Inc
- 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 2024 via scheduled appointments
 - Sunday, December 1 – Wednesday, December 4
 - December 1, 2 pm to 5 pm
 - December 2 - 4, 9 am – 5 pm

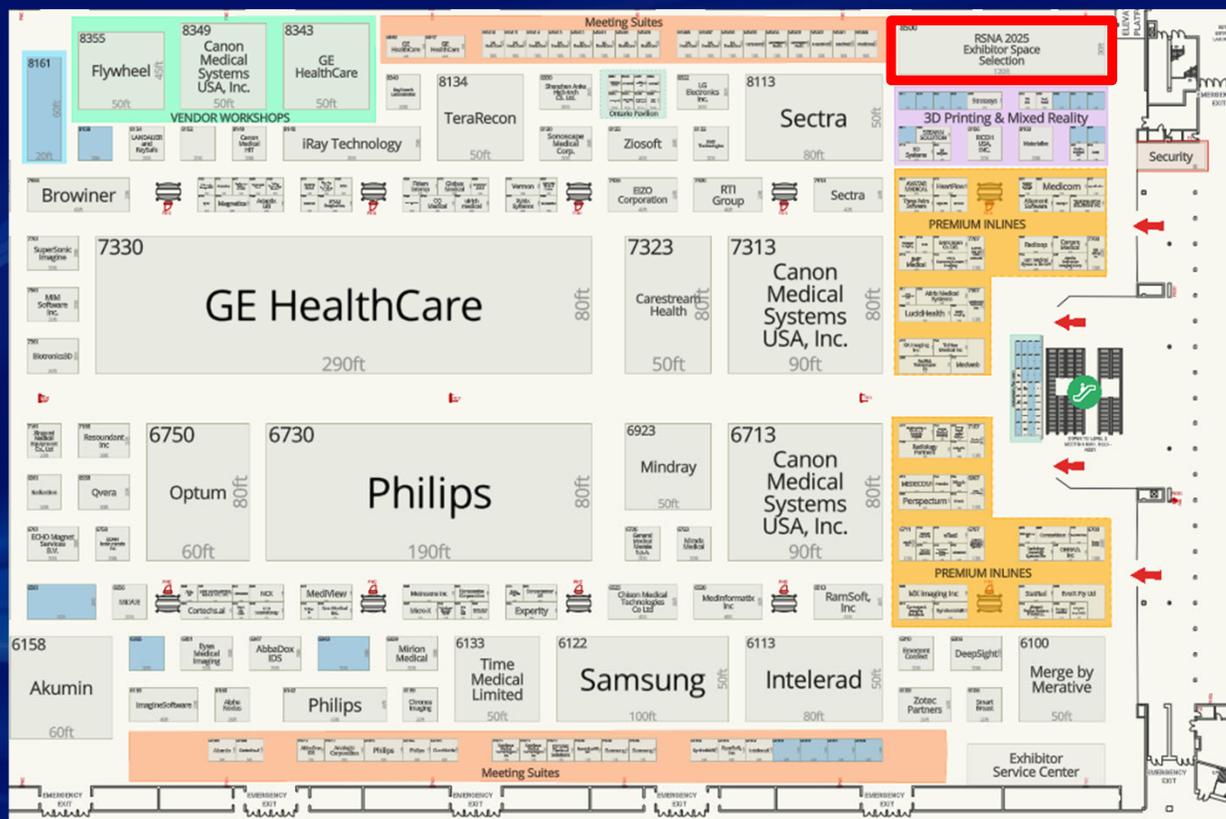
FAQ: Will I know my space selection appointment before the Annual Meeting?



- Early November: Anchor & Top 26 appointments emailed
 - *Anchor Booth Selection: starting November 13*
 - *Top 26 Non-anchor Booth Selection: week of November 18*
- 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 11: Points will be available in Exhibitor Resource Center to review
- Week of November 18: Remaining Space Selection Appointments emailed

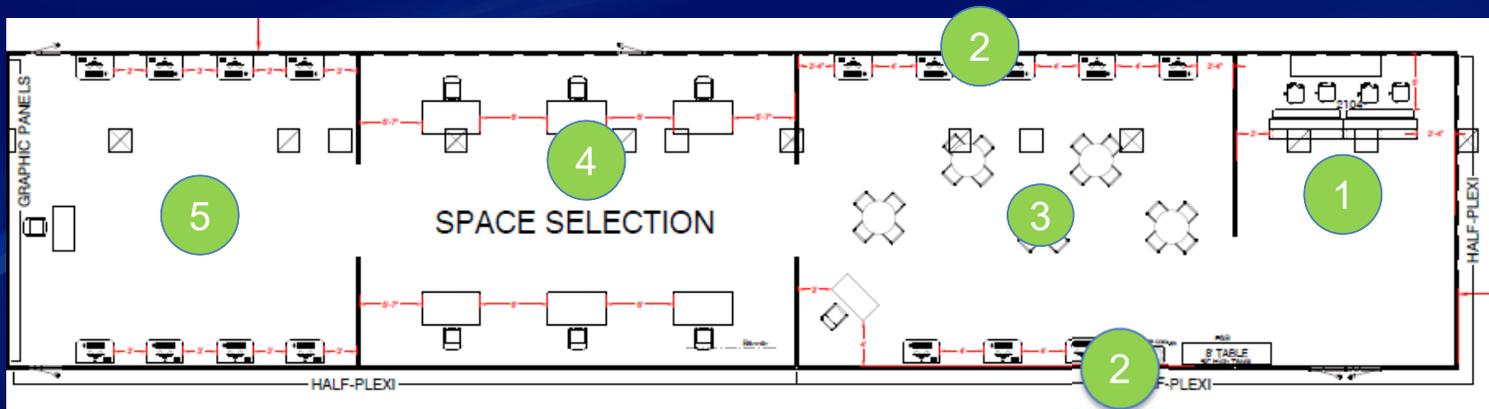
Space Selection Room

Located in North Building Hall B, booth 8500



Space Selection Room

Located in North Building Hall B, booth 8500



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

2025 EXHIBIT SPACE RATES & PAYMENT SCHEDULE

RSNA 2025 Exhibit Space Rates



- Preferred Exhibitor Space: \$40 per square foot
- Premium Inline Space: \$44 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: \$700/each
- Second-Level surcharge: \$20 per square foot
- Contiguous Aisle Space surcharge: \$20 per square foot

RSNA 2025 Exhibit Space Rates

- Headquarter Office Space (minimum size 10x10)
 - \$16 per square foot (*space only*)
 - Walls and doors are billed separately by the general contractor
- Meeting Suites (*unfurnished*)
 - Standard (13'x16') - \$8,900; \$11,500 (non-exhibitor)
 - Deluxe (13'x23') - \$16,500; \$21,400 (non-exhibitor)
- Online Exhibitor Listing Upgrades
 - Premium - \$1,000
 - Premium Plus - \$1,500
 - Elite - \$2,000

Exhibit Space Payment Schedule

- Exhibit space applications require a 25% deposit of the total rental fee
 - Due no later than January 1, 2025
 - Can pay full exhibit space fee, if desired
- By April 1, 2025, second 25% payment installment is due
- Final balance is due by July 1, 2025

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, 2024** – last day for a full refund or credit for the amount of canceled or reduced space
- **January 1 – March 31, 2025** – 25% of the rental fee for the canceled space will be due to RSNA
- **April 1 – June 30, 2025** – 50% of the rental fee for the canceled space will be due to RSNA
- **After June 30, 2025** – 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 2025 HOTEL RESERVATIONS

RSNA 2025 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 2025 Hotel Reservations

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

1
Login

2
Select Rooms

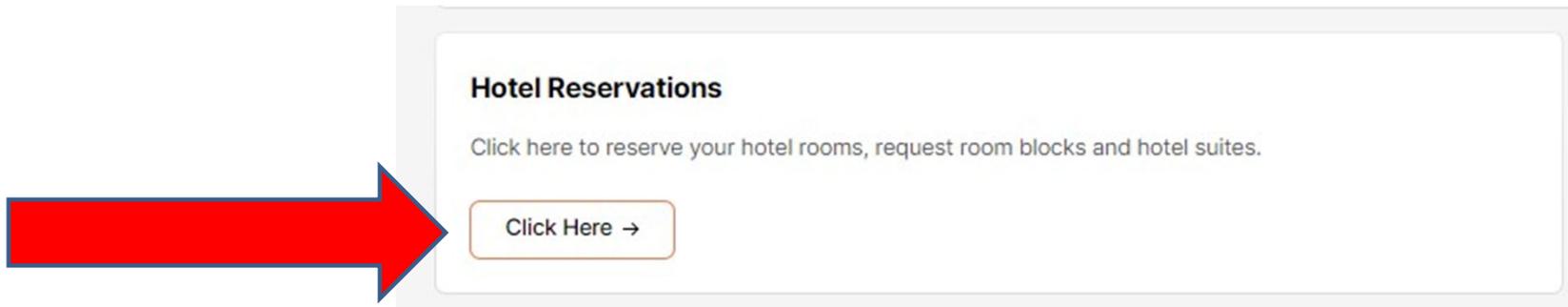
3
*Receive
Confirmation*

Plus:

- Earn (2) 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**



Select Room

Easy Reservation Process

- Request number of rooms for three-peak nights
 - Sunday, Monday & Tuesday
- No guest names needed
 - Add names, dates & deposits by September 3

Select Hotel Room

- 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 2024 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 two (2) bonus points by reserving your hotels by Friday, December 6.

RSNA 2024 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 6 – 2024 exhibitor priority points total determines assignment order
 - After December 1 – 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

2025 SPONSORSHIP OPPORTUNITIES

RSNA 2025 Sponsorship Opportunities



- Earn 1 point for every \$1,000 invested in RSNA sponsorships
- Annual Meeting Sponsorships
 - High impact branding, digital and onsite
 - Thought leadership presentations
- Year-Round Opportunities
 - Reach members digitally through web banners, e-newsletters
 - Webinar sponsorships
 - Journal podcast sponsorship opportunities

RSNA 2025 Sponsorship Opportunities

- Spotlight Course (Istanbul, Turkiye)
 - Abdominal and Emergency Imaging in June 2025
- RSNA Webinars: March – October
- RSNA Brain Aneurysm AI Challenge
 - July-October, Presentation at RSNA 2025
- Radiology and RadioGraphics Podcasts – Year Round
Contact sales@rsna.org for more information on participation opportunities.

CORPORATE PARTNERS PROGRAM

RSNA Corporate Partner Program



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

RSNA R&E Foundation



- **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.

Gold

- Bayer
- GE HealthCare
- Microsoft

Silver

- Bracco
- Canon Medical
- DocPanel
- Hologic
- Siemens Healthineers
- United Imaging

Bronze

- AGFA HealthCare
- AIRS Medical
- BD
- DeepHealth
- Hyland Healthcare
- Konica Minolta Healthcare Americas, Inc.
- Merge by Merative
- Philips
- Subtle Medical

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: December 1-4
 - During RSNA 2024: Welcome Folder (dropped at your booth Sunday morning)
 - During RSNA 2024: Appointment reminders (emailed the evening prior)
 - During RSNA 2024: Missed Time Slot Notices

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.

TIP: If you are not happy with the space selected you can cancel or relocate without penalty through December 31, 2024.

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 2025?

If you are not ready to apply for RSNA 2025 during RSNA 2024, applications will be taken beginning January 15, 2025.

Contact sales@rsna.org to secure space in 2025.

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 1, 2023)
3. Hotel points (reserving by October 31, 2024)
4. Payment points
5. Corporate Partners points
6. Booth size
7. Number of ancillary units
8. Alphabetical order of contracted company name
 - Z to A in odd years; A to Z in even 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

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)



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For more information, visit [RSNA.org](https://www.rsna.org)