

## RSNA 2026 Rules & Regulations

The RSNA Technical Exhibits Rules and Regulations are a binding and integral part of the exhibitor's contract with RSNA. The policies and procedures may differ greatly from other meetings or trade shows. We encourage you to read them in their entirety.

New rules for RSNA 2026 are written in red.

### 1. Agreement to the Rules and Regulations

The RSNA Technical Exhibits Space Contract/Application Form must be signed by an official of the exhibiting company indicating that exhibitor rules and regulations have been read and agreed to before any space assignment will be made. Exhibitors will receive a copy of the signed contract and a confirmation letter. The receipt by RSNA of a signed electronic or paper Application and Contract for Exhibit Space will constitute a binding contract (the "Agreement"). RSNA reserves the right to reject any application for space for any reason. If any Exhibitor changes management or is purchased by another company/organization, this Agreement becomes binding on such company/ organization.

### 2. Enforcement of the RSNA Rules and Regulations

RSNA Technical Exhibits rules and regulations serve to:

Protect the integrity of the exhibition.

Ensure compliance with laws, codes, ordinances, and contracts with the exhibition facility.

Ensure all exhibitors are treated fairly.

### 3. Meeting Schedule

The 112th Scientific Assembly and Annual Meeting of the Radiological Society of North America, Inc., commences on Sunday, November 29, at 9:00 a.m. and adjourns on Thursday, December 3, at 5 p.m. During that period, neither exhibitors nor their agents may conduct or sponsor any educational, marketing or media activities directed toward RSNA meeting professional registrants other than as part of the RSNA scientific program or as specifically authorized by RSNA.

### 4. Exhibit Hours

The Technical Exhibits will be open to meeting registrants and must be fully operational and staffed Sunday, November 29, through Wednesday, December 2, from 10 a.m. to 5 p.m. Exhibitors are not permitted to dismantle their exhibits before 5:00 p.m. on December 2.

### 5. Exhibitor Installation

The exhibitor may not occupy exhibit space until meeting all conditions as set forth in these rules and regulations. All power tools and equipment used in the installation of exhibits must be operated in compliance with safety guidelines, as prescribed by OSHA or other recognized authorities, for the protection of the operator and others working in the vicinity. Table and circular saws, lathes, grinders, sanders, and other power equipment may not be set up and/or operated in aisles or unprotected areas. The use of motorized vehicles, including hydraulic lifts, is not permitted by exhibitors or exhibitor appointed contractors (EACs). All lifts and operators must be provided by the appropriate official service contractor. All high work, including the installation and adjustment of all supplemental lighting, requiring cranes and hydraulic lifts, must be completed during the exhibitor's move-in schedule. No hi-lifts will be permitted on the exhibit floor after 4:30 p.m. on Saturday, November 28, without approval by RSNA.

## *Hanging of Signs and Lighting Truss*

Installation of approved hanging booth elements will begin according to the Target Move-in Assignments. If the hanging sign, banner, or lighting truss is over 250 lbs. and/or has any type of electrical associated with the booth element, installation is required by the electrical contractor. The General Contractor will hang any signs or banners that are less than 250 lbs. and do not require any type of electrical. Items weighing 500 lbs. or more must accompany a drawing reviewed, signed, and stamped by a licensed structural engineer to certify structural integrity and safety.

## *Target Move-in*

Exhibitor freight will be received, and installation begun according to the Target Move-in Assignments, which will be available in mid-July. Target assignments will be based on the location of exhibits on the exhibit floor, exhibit size and complexity, impact on surrounding exhibitors and proximity/access to freight doors. Targeted installation will begin Thursday, November 19 at 8 a.m.

Move-in will continue through Saturday, November 28. Exhibit halls will be closed on Sunday, November 22 and Thursday, November 26 (U.S. Thanksgiving Holiday).

## *Final Exhibit Setup*

If setup of any exhibit has not begun by 1 p.m. on Saturday, November 28, RSNA may order the exhibit to be set up, and the exhibitor billed for all charges incurred. RSNA will not be responsible for any damage incurred. All exhibits must be substantially completed by 4:30 p.m. on Saturday, November 28, and all aisles cleared of exhibit materials and crates. All components yet to be installed must be within the exhibitor's space.

## *Opening Day*

All Technical Exhibits must be fully operational by 9 a.m. on Sunday, November 29. After this hour, no installation work will be allowed without special permission from RSNA. No installation will be allowed during the published hours of the RSNA Technical Exhibits.

## **6. Dismantling/Exhibit Removal**

Each exhibitor will complete arrangements for removal of its material from McCormick Place in accordance with these rules, and the instructions provided in the Exhibitor Service Kit.

## *Exhibitor Responsibilities*

All materials must be packed and ready for outbound shipment by 4:30 p.m. on Monday, December 7. Any materials not called for at that time will be shipped at the exhibitor's expense by a carrier selected by the general contractor. All space occupied by an exhibitor must be surrendered in the same condition as it was at the commencement of occupation. The exhibitor is responsible for removal of excess debris, bulk quantities of printed material, floor covering, all fixing/anchoring material including adhesives, carpet-tape, physical-anchors, and any item other than that which can be easily removed by broom sweeping. Fixing/anchoring material, excessive booth materials, and/or literature left in the booth at the end of the published exhibitor move-out date that are not labeled for outbound shipment will be considered abandoned and deemed as trash or recycling. The exhibitor will be charged for the removal and disposal of these items. Charges may include labor and dumpster fees assessed by the general contractor. To support RSNA's goal to host a green and clean meeting, exhibitors and Exhibitor Appointed Contractors (EACs) are strongly encouraged to work with RSNA's general contractor to effectively remove waste and help with recycling efforts.

## **7. Contractor Services**

### *Official Contractors*

RSNA will designate official service contractors to provide all services to the exhibitor, other than supervision.

The general contractor must also provide installation and dismantling services for Headquarters Offices and Meeting Suites. Electrical, plumbing, cleaning, telephone, security, drayage, rigging and catering services must be provided by the exclusive service contractor. The general contractor will have control of the dock and loading facilities and will receive direct and advance shipments and van loads, handle freight and provide all rigging labor and equipment. Full-time employees of an exhibiting company may deliver materials to McCormick Place via the designated self-unloading/loading docks. Please see the RSNA ASUV Policy found inside the RSNA Exhibitor Service Kit available mid-July for complete guidelines.

### *Exhibitor-Appointed Contractors (EAC)/Request to Use an EAC*

Exhibitors using contractors other than the official RSNA contractors for labor, supervision or any other service, must submit an Exhibitor-Appointed Contractor Request on or before October

15. No requests, addenda or substitutions received after that deadline will be considered. Only requests from exhibitors (not EACs) will be considered. Information on submitting an EAC request and EAC registration can be found inside the Exhibitor Service Kit available mid-July.

### *EAC Terms and Conditions*

A request will be approved only if it will not interfere with or prejudice the orderly set-up, interim services or dismantling of the exhibition. Requests will not be approved if they are inconsistent with the commitments made and obligations assumed by RSNA in any contract with official service contractors or in its lease with McCormick Place. All EACs shall abide by the terms, conditions, rules, and regulations set forth herein. EACs may not solicit exhibitors. Violation of any rule or regulation may, at the discretion of RSNA, result in removal of the appointed contractor from the exhibit floor.

## **8. Storage of Crates and Boxes**

The City of Chicago Bureau of Fire Prevention Regulations prohibits the storage of cartons or other materials (regardless of construction) behind exhibits, under tables, or anywhere on the exhibit floor. The official drayage contractor will handle and provide storage space for crates, boxes, skids, etc., during the exhibition and return properly marked materials at the completion of the meeting. Materials not in accordance with these regulations will be discarded.

## **9. Exhibit Design**

The regulations listed herein are presented to create and maintain an open atmosphere on the exhibit floor. To this end, 100 percent occupancy of allowed exhibit space is discouraged. In designing exhibits, good judgment and consideration for neighboring exhibitors and attendees should be primary objectives. If floor plans (where required) are not submitted in advance for review and approval or exhibit construction is determined to be in violation of exhibit design regulations, RSNA has the right to mandate modification or prohibit construction of the booth. Booths are subject to onsite review and modification, where necessary, will be at the exhibitor's expense. Exhibits built in non-compliance of the RSNA regulations are subject to a fine of up to \$50,000 USD.

### **A. General Requirements**

All exhibits must conform to and enhance the professional, educational, and instructional atmosphere of the meeting. Overstatement in the design is to be avoided. Exhibitors are required to provide floor covering for all booths. Appropriate display components and furniture must be provided by the exhibitors at their expense. If location of columns, utilities or other architectural components of the facility are considered in the construction of an exhibit, it is the responsibility of the exhibitor to physically inspect the facility to verify all

dimensions and locations. Materials used in the exhibit hall must be flame retardant in accordance with the City of Chicago Fire Ordinances. Exhibitors shall possess a certificate of flame retardation for all display materials

used in their exhibit. This certificate must be made available for inspection on demand by the City of Chicago. Electrical equipment and display components must conform to the City of Chicago Electrical Code. Please refer to the McCormick Place Facility Regulations in the Exhibitor Service Kit for complete and detailed information.

Without limiting exhibitor's foregoing obligations and exclusive responsibility to construct and maintain a safe booth, RSNA reserves the right to require modifications, at the exhibitor's expense, to exhibit displays as necessary or advisable to comply with local building codes, McCormick Place requirements and/or meeting safety reasons or considerations. Failure to comply with request(s) shall be considered a violation of these Rules and Regulations.

Every effort has been made to ensure the accuracy of all information distributed by RSNA; however, up-to-the-minute information is not always available. RSNA, McCormick Place and their contractors or agents make no warranties as to the precise accuracy of floor plans issued in conjunction with or pertaining to the exhibition.

### *Signage*

Exhibitor identification in all RSNA publications and on all signs and booth graphics must be the company or product/brand name submitted as the promotional name that is reviewed and approved by RSNA at the time of application submission and contract signature. Changes to the exhibitor's promotional name should be submitted for review to RSNA Exhibition Services. Wholly owned subsidiaries of the exhibiting company may be identified as long as the principal identification is the parent company name and logo.

### *Overhead/Hanging Signage*

All island exhibits (20'x20' or larger) and mobile units are permitted to have hanging signs and banners. These booth elements must be fixed and located within the confines of the booth. Hanging signs or banners between contiguous exhibits will not be considered. The maximum height permitted for hanging signs and banners is 24' at the top edge of the sign or banner. Exhibitors wishing to hang signs and banners are required to indicate the request on the RSNA Island or Mobile Booth Design Form and submit complete accurate scaled drawings on or before August 31. All requests must be reviewed and approved by RSNA. *Inline and End-Cap (formerly known as Peninsula exhibits) are not permitted to hang overhead signs or banners.*

### *Supplemental Overhead Lighting*

Overhead lighting systems, attached to the facility building structure, may be requested by exhibitors with island exhibits (20' x 20' or greater) and mobile units. Exhibitors wishing to hang lighting systems will be required to submit a Lighting Truss Diagram to RSNA along with the RSNA Island or Mobile Booth Design Form on or before August 31. All requests must be reviewed and approved by RSNA. Lighting instruments, regardless of type, must be positioned inside the perimeter boundaries of the purchased floor space and cannot affect other exhibitors. Projecting light beams or images outside the perimeter boundary of the booth is prohibited. Special effects (spinning or rotating) must not interfere with other exhibits or detract from the professional atmosphere of the exhibition.

### *Request to Back-Out Overhead Lights*

Exhibitors with island booths measuring 1,000 square feet or greater may request overhead exhibit hall lights to be turned off. Make your request by using the Island Booth Design Form found in the RSNA Exhibitor Service Kit. Lights may only be turned off when directly overhead and in the confines of your booth. No light will be turned off if located outside the confines of your booth or too close to an aisle. Exhibitors are not permitted to modify or mask house lights without review and approval by an RSNA representative. RSNA has the final decision on which building lights will remain operational. The exhibitor will be responsible for all costs

associated with this request. To request a lighting grid illustration showing location and number of lights over your booth, contact the official utility provider listed in the RSNA Exhibitor Service Kit.

### *Exhibit Elements Not Permitted*

Balloons, flashing lights and strobe lighting of any kind are prohibited. Any changes required to bring an exhibit into compliance will be made at the exhibitor's expense. Exposed parts of any display must be finished so as not to be objectionable to other exhibitors or to RSNA.

### **B. Inline Exhibits (10' x 10' or multiples thereof)**

The minimum exhibit space is 10' x 10'. The back 5' of the basic exhibit may be occupied up to a height of 8'. The front 5' of the rented space may be occupied from the floor up to a height of 4'. Live or video demonstrations must be confined to the back 5' of the rented space so as not to impede aisle traffic. **Premium Inline exhibits cannot exceed 300 sq. ft.** RSNA shall, at its own expense, provide basic furnishings such as side and back wall drape and a standard booth sign. Signs/banners may be hung from the pipe and drape in the back of the booth and cannot be attached directly to the drape. The method used to hang the sign/banner must not damage the drape. No hanging/overhead signage is permitted.

### **C. End-Cap Exhibits (formerly Peninsula Exhibits) (10' x 20', "End-Cap")**

End-Cap exhibits are 10' x 20' and only allowed in the Premium Inline area facing the Grand Concourse entrance of the exhibit hall as indicated on the preliminary floor plan. "L-Shape" End-Cap exhibits are not permitted. Only a 10' wide back wall can be built within a peninsula exhibit. No part of the back wall may exceed a height of 8' from the floor of the exhibit hall. Complete accurate scaled drawings of all End-Cap booths must be submitted to RSNA for review and approval with the End-Cap Booth Approval Form by August 31. Live or video demonstrations must be confined to the back 5' of the rented space so as to not impede aisle traffic. RSNA shall, at its own expense, provide basic furnishings such as side and back wall drape and a standard booth sign. Signs/banners may be hung from the pipe and drape in the back of the booth and cannot be attached directly to the drape. The method used to hang the sign/banner must not damage the drape. No hanging/overhead signage is permitted.

### **D. Island Exhibits (20' x 20' or larger "island")**

When designing the floor plan, RSNA considers island design elements and their effects on surrounding exhibits. Regulations governing such exhibits include:

- i. All island exhibits must have access from all four sides.
- ii. Complete accurate scaled drawings, both concept and construction, indicating applicable setback, exhibit height, hanging sign, presentation areas, food, and beverage services and supplemental/back out lighting requests must be submitted to RSNA for basic approval with the Island Booth Approval Form by August 31. If floor plans are not submitted and approved, and construction is determined to be in violation of regulations, RSNA has the right to prohibit construction of the booth. Island booths are subject to onsite review and required modification where necessary, at the exhibitor's expense.
- iii. Exhibit and/or display components exceeding 12' in height, and all hanging signs and lighting truss must be approved by a licensed structural engineer prior to installation. A copy of the licensed engineer's certificate or stamped floor plans with required tie-offs must be available for onsite inspection.
- iv. The east-west dimensions of any island exhibit space must be 20', 50' or 80' wide. RSNA may consider exceptions based on exhibit design elements, location, and impact on surrounding exhibits.
- v. No part of any island exhibit may exceed a height of 24' from the floor of the exhibit hall.
- vi. 20' wide island exhibits must maintain a 1' setback of all exhibit structure 8' in height, from the floor.
- vii. Reception counters/ information kiosks may not be closer than 2' from the aisle.

- viii. 50' wide island exhibits must maintain a 2' setback of all exhibit structure 8' in height, from the floor. Reception counters/ information kiosks may not be closer than 3' from the aisle.
- ix. 80' wide island exhibits must maintain a 3' setback of all exhibit structure 8' in height, from the floor. Reception counters/ information kiosks may not be closer than 4' from the aisle.
- x. All island exhibits may fully occupy space from 8'–24' in height, from the floor. See Island Exhibit Diagram, available in the Exhibitor Service kit in mid-July.
- xi. In-booth Theater Presentation and product demonstration areas should be positioned well within the island booth setback requirements as outlined in Section 9D vi - viii. Adequate space/seating for presentations and demonstrations must be provided within the exhibitor's booth. Exhibitors are required to allocate exhibit space near these gathering zones to safely accommodate company personnel and visitors. Companies anticipating crowds are responsible for keeping the aisles around their space clear.
- xii. Bridging aisles between contiguous exhibits will not be considered.
- xiii. Exhibitors are reminded that structures within the RSNA exhibition are subject to public accommodation provisions under the Americans with Disabilities Act of 1991 (ADA). Exhibits that utilize second-level space shall provide appropriate accommodation in accordance with the ADA. Elevated floor structures placed within the setback area of island exhibits must be ramped on all sides of the exhibit. Elevated floor structures within any island exhibit that are not ramped must be marked or lighted appropriately around their perimeter.

## E. Mobile/Transportable Exhibits

Equipment exhibitors' mobile units must be positioned to allow ample room on all sides for stairs, ramps, and general attendee traffic. For mobile units up to 1,499 sq. ft. there must be a 1' setback from the aisle and reception counters and information kiosks must have a 2' setback. For mobile units 1,500 sq. ft. or more there must be a 2' setback from the aisle and reception counters and information kiosks must have a 4' setback.

Mobile van units must utilize a 15'-wide space, and trailers must utilize a minimum 20'-wide space. Location may be determined by proximity to drive-in freight doors to permit ease of move-in and move-out.

Complete accurate scaled drawings, both concept and construction, indicating applicable setback, exhibit height, hanging sign, presentation areas, food, and beverage services and supplemental/back out lighting requests must be submitted to RSNA for basic approval with the Mobile Booth Approval Form by August 31.

Arrangements must be made in advance with the official general contractor for placement of mobile units on the exhibit floor. Variations from the agreed upon time/date arranged for placement of exhibitors' units may result in the loss or relocation of exhibit space.

Mobile units should have their fuel tank locked and sealed. The amount of fuel in the tank should not be greater than 1/8 tank. Fueling or de-fueling of vehicles on the exhibit floor is prohibited. Batteries must be disconnected once the vehicle is positioned. One key to the vehicle must always remain in the booth. Mobile trailer units must follow fire prevention codes according to the McCormick Place Rules and Regulations and the Americans with Disabilities Act.

## 10. Care of Exhibit Space

RSNA will provide aisle cleaning service. The exhibitor must, at its own expense, maintain and keep its exhibit clean and in good visual and working order in accordance with these Rules and Regulations and all other applicable rules and ordinances.

## 11. Headquarter Office Space and Meeting Suites

All Headquarter Office and Meeting Suite labor, materials and services will remain under the control and supervision of RSNA's general contractor. EACs may be used for internal setup/furnishing ONLY. Additional information regarding construction, labor and service costs is available through RSNA's general contractor. The official convention center caterer must supply all food/beverage service in the Headquarter Offices and the Meeting Suites.

### A. Headquarter Office Space

Headquarter Office space may be used to fulfill the following functions: coat check, exhibit staff food service, lead processing, and off-site booth services, such as message center, appointment scheduling, lead tracking, and sales staff orientation. This area is restricted to occupancy by exhibit personnel only; professional attendees are not permitted entry, and the area should not be used in conjunction with any exhibit booth sales, promotions, marketing, or demonstration activities.

### B. Meeting Suites

Meeting Suites are available to host meetings with staff, customers, and prospects. Hospitality, educational sessions, and product demonstrations are not permitted inside Meeting Suites. Companies may not assign, sublet, or apportion their meeting suite to any individuals or entities outside of the company that rented the space.

## 12. Exhibit Hall Attendance/Exhibitor Registration

Exhibition hall attendance is limited to qualified exhibitors, professional registrants, and guests. Exhibitor badges are produced using only the promotional company name submitted on the Application/Contract. The official RSNA badge is non-transferable and may not be shared. Badges must be worn at all times while in the exhibit hall. Do not deface badges by applying company business cards or novelty items. Defaced badges will be confiscated, and the wearer escorted off the exhibit floor.

Each exhibiting company is allotted five (5) complimentary badges for each 100 square feet of exhibit space purchased. A fee will be assessed for each badge produced over this complimentary allotment. No refunds will be issued for badges purchased but not used.

An exhibitor badge allows access to the Technical Exhibits halls, the Learning Center, educational sessions (if space permits after all badged professional registrants have entered) and virtual industry presentations. CME or CE credit is not tracked or awarded to those with exhibitor badges. Exhibitor personnel that wish to obtain CME/CE credit must register as a full conference professional attendee and pay the applicable registration fee.

Exhibitor representatives must remain in their rented space and are not admitted to the exhibit floor for the purpose of viewing other exhibits. Exhibitor personnel may not enter another exhibitor's booth space without obtaining exhibitor's permission. Be considerate of other participating companies.

Exhibitor personnel are strictly prohibited from entering an unstaffed booth of another exhibitor at any time. Exhibiting companies are responsible for monitoring their own space. Exhibitors are strictly prohibited from soliciting/conducting business outside their booth. All exhibitor representatives must conduct themselves in a manner consistent with RSNA's welcoming environment.

It is a violation to admit a person eligible for professional registration (radiologists, physicians, hospital support personnel, etc.) as exhibitor personnel. False certification of individuals as exhibitor representatives, misuse of

exhibitor badges or any other method of assisting unauthorized persons to gain access to the exhibit floor will be cause for loss of priority points, a change of exhibiting status and/or payment of the registration fee for each violation. Children under the age of 16 are not allowed on the exhibit floor at any time.

### 13. Security

Each exhibitor is responsible for safeguarding its goods, materials, equipment, and exhibit at all times. Perimeter guard service will be provided by RSNA for the exhibition period, but neither the guard service nor

RSNA will be responsible for loss of or damage to any property. All equipment, cartons and booth materials may not be removed from the exhibit halls without completing a Property Pass.

Passes may be obtained onsite from the security guard, floor manager, or RSNA Exhibition Services.

### 14. Booth Activities

All activities of each exhibitor, its employees, and/or agents during the RSNA annual meeting, which are directed toward RSNA meeting registrants, other than approved sponsored educational opportunities and exhibitor functions permitted under Rule 18, must be confined to the exhibitor's exhibit space. All booth activities must be professional and educational in nature and related to the field of radiology. Exhibiting companies and organizations cannot offer CME credit to RSNA professional attendees within their exhibit space.

With the exception of drawings and raffles, contests, and games of any kind in conjunction with exhibitor activities are prohibited unless the exhibitor is participating in the Exhibit Hall Social. Companies requesting to conduct an activity during the Exhibit Hall Social must complete the Exhibit Hall Social Activity Request found in the RSNA Exhibitor Service Kit available in mid-July. RSNA reserves the right to prohibit booth activity that it deems not in keeping with the professional purpose of the exhibition.

Exhibiting companies that interact with physicians and other healthcare professionals during the RSNA annual meeting are asked to review the codes of ethics developed by MITA, NEMA, PhRMA, AdvaMed and the AMA. Ethical practices and industry conduct can differ among companies. It is the responsibility of each company to decide what types of activities are appropriate as they relate to sales and promotional events.

#### A. Device/Drug Products

Equipment for demonstrations must not pose a safety hazard. If the equipment has energy beams that are hazardous, such energy beams must be made non-operative before installation. All products exhibited must be presented and marketed in strict compliance with all federal, state, and local laws pertaining to the labeling and marketing of medical devices and/or drugs.

Devices/drugs presented for marketing outside the United States and those awaiting FDA approval (i.e., those qualifying for an Investigational Device Exemption), including but not limited to PMA and 510(k) devices, must be clearly and conspicuously labeled as such, so as not to cause confusion or possible misrepresentation. Failure to meet marketing, labeling standards and FDA guidelines will result in the removal of the device/drug in question from the exhibit hall and/or forfeiture of exhibit space.

#### B. Crowd Control

As a matter of safety and courtesy to others, all presentations, demonstrations, and marketing/promotional activities, including meetings with customers and staff, must be confined to the exhibit space so as not to interfere with traffic flow in the aisles or encroach into neighboring exhibits. RSNA reserves the right to have the exhibitor discontinue any activity or dismantle any display/ demonstration feature that interferes with the

normal traffic flow.

### C. Drawings and Raffles

Drawings and raffles may be conducted according to the following guidelines: The selection and notification process for drawings and raffles cannot take place on the exhibit floor during the Technical Exhibits hours of operation. Winners do not have to be present to win. The total prize awarded for the annual meeting's entirety must not exceed \$2,000 in retail value. Companies requesting to conduct a drawing/raffle must complete the Raffle Request Form found in the RSNA Exhibitor Service Kit available in mid-July.

With the exception of drawings and raffles, contests, and games of any kind in conjunction with exhibitor activities are prohibited unless participating in the Exhibit Hall Social. All drawings and raffles must be approved by RSNA in advance of the annual meeting.

### D. Food and Beverages

Exhibitors are permitted to serve food and beverages within the limits of the following guidelines:

- i. Bite-size snacks and beverages may be distributed to meeting attendees in the exhibitor's booth. Bite-size snacks and beverages cannot be used as a promotion to attract attendees except during the Exhibit Hall Social. Refer to the Exhibitor Catering Menu available in mid-July for approved options.
- i. Meals may be provided to meeting participants only during a meeting within a private, fully enclosed conference room inside the exhibitor's booth as well as Meetings Suites and Headquarter Office Space. Refer to the Exhibitor Catering Menu available in mid-July for options.
- ii. All food and beverages must be coordinated through the convention center's official caterer and provided in generic cups or glasses supplied by the official convention center caterer.
- iii. Alcoholic beverages are strictly prohibited except during the Exhibit Hall Social.
- iv. During Exhibit Hall Social, food and beverages including alcohol are permitted to be distributed to meeting attendees in the exhibitor's booth. Please refer to the Happy Hour catering menu available in mid-July for approved options.

### E. Giveaways

Promotional materials are to be straightforward, professional, and non-combative in nature. Small token gifts that are not worn or displayed and may be carried in the pocket, are acceptable and may be distributed from the exhibitor's booth without prior approval. Such token gifts must meet American Medical Association ethics guidelines and should not be of substantial value. Please review the Giveaway Request Form found in the RSNA Exhibitor Service Kit available beginning mid-July for specific guidelines. It is the responsibility of the exhibitor to receive prior approval for any handout/novelty item that may be questionable in nature.

In lieu of a physical giveaway, exhibitors are permitted to donate in the name of an attendee for visiting the booth. The RSNA R&E Foundation is a non-profit organization which provides millions of dollars in funding for radiology research and education every year, RSNA would prefer that any donation activities taking place during the RSNA annual meeting results in a donation to the RSNA R&E Foundation. Exhibitors may choose to donate to other organizations; however, they are encouraged to consider donating to the RSNA R&E Foundation.

### F. Imaging/Scanning

Ultrasound imaging on phantoms is allowed in the Technical Exhibits. Scanning of live human models by exhibitors is permitted, subject to the live scanning terms and conditions described in the Live Scanning Form and agreement which must be completed and entered into between Exhibitor and RSNA. All scanning must be performed within the assigned booth space or vendor workshops during Technical Exhibits posted hours of

operation.

Exhibitors must adhere to the following live scanning regulations.

- ii. Scanning device must have received FDA 510(K) Clearance.
- iii. When a medical device without FDA clearance is used in human subjects' research, it requires an investigational device exemption (IDE) number - unless the device is exempted from the requirement because the device is considered non-significant risk (NSR).
- iv. The nonsignificant risk device must receive FDA risk determination per latest revision of the Information Sheet Guidance for IRBs, Clinical Investigators, and Sponsors; Significant Risk and Nonsignificant Risk Medical Device Studies - U.S. Department of Health and Human Services Food and Drug Administration Center for Devices and Radiological Health (CDRH).
- v. Live scanning can be performed only by a qualified healthcare professional.
- vi. Live scanning must adhere to the "As Low as Reasonably Achievable (ALARA)" principles of limited exposure on appropriate body areas.
- vii. Scanning is restricted to the following body regions: head, neck, upper abdomen, and extremities.
- viii. Use of contrast material is strictly prohibited.
- ix. Companies are required to pre-scan all models with a physician present. Scanning of pregnant women and individuals under 18 years of age is prohibited. If a previously unknown pregnancy is detected during a scan, the scanning session must be terminated immediately.
- x. Models must be registered through the exhibitor badge registration process. Models will not be permitted into the exhibit hall without the appropriate badge and must be properly attired. Loose sweat suits, t-shirts, and sneakers are acceptable.
- xi. Tight-fitting or otherwise inappropriate garments are not permitted.
- xii. Models must give consent to the exhibitor by signing a formal document that explains the nondiagnostic nature of the scan. Female models must also sign a formal document confirming that they are not pregnant. Each exhibitor must have a readily available written policy that explains how to deal with serious incidental findings.
- xiii. Booth must be 400 square feet or larger.
- xiv. Demonstration areas must be set-back from aisles a minimum of five-feet to accommodate visitors and prevent traffic flow restriction in aisles.
- xv. Live scanning activity sound level must not exceed 80 decibels from the aisle to not disturb neighboring exhibitors. Exhibiting companies conducting live scanning during the RSNA annual meeting are encouraged to review FDA's policy on over-the-counter marketing of medical devices. It is the responsibility of each company to decide what types of activities are appropriate as they relate to trade shows and events.
- xvi. Exhibitors shall defend, indemnify, and hold harmless RSNA, McCormick Place and the officers, directors, agents, and employees of each against all claims, actions, causes of actions, liabilities, losses, damages and expenses, including reasonable attorney fees and costs, resulting from the live ultrasound scanning, or an exhibitor's failure to comply with applicable law or these rules and regulations.

Companies performing live scanning must complete and return the RSNA official Live Scanning Form/Agreement found in the RSNA Exhibitor Service Kit available in mid-July.

## G. Market Research

Exhibitors cannot rent space for the sole purpose of market research. Exhibitors may conduct market research as a booth activity. Attempting to survey or gather data in other areas of the convention center is strictly prohibited.

## H. Product Launch/Booth Presentations

Demonstrations, product literature, and handout materials are to be straightforward, professional, and non-combative in nature and must avoid the use of sideshow or theatrical gimmicks. Activity and attire of models and demonstrators shall be consistent with the professional atmosphere of the RSNA annual meeting. The use of live animals, magicians, puppet shows, fortune tellers, dancers, celebrities or celebrity look-alikes, live performances of music, costumed characters, mimes, robots, balloons, and other entertainment is prohibited.

Live presentation and product demonstration areas should be positioned well within the island booth setback requirements as outlined in Section 9D. Adequate space/seating for presentations and demonstrations must be provided within the exhibitor's booth. Exhibitors are required to allocate exhibit space near these gathering zones to safely accommodate company personnel and visitors. Companies anticipating crowds are responsible for keeping the aisles around their space clear.

Commercial/promotional demonstrations or presentations by physicians that are related to an exhibitor's products or services are permitted. Formal educational presentations and presentations offering CME credit within the Technical Exhibits halls are prohibited. Companies requesting to conduct in-booth product launches/physician led presentations must complete and return the RSNA Booth Presentation Request Form found in the RSNA Exhibitor Service Kit available in mid-July. RSNA reserves the right to mandate discontinuation of objectionable presentations until a mutually agreeable presentation is developed and approved. The exhibitor waives any rights or claims of damages arising out of enforcement of this rule.

To preserve the anonymity of patients and research subjects, exhibitors must remove all potentially identifying information—including patient likenesses, identification numbers, names, initials, etc.—from images, charts, graphs, tables, and text before being displayed at the annual meeting.

For photographs, video, computerized renderings, or 3D reconstructions of patients, a cropped or adequately masked image that excludes identifiable features may be acceptable. Note: The simple masking of eyes in photographs is not sufficient to preserve anonymity.

In the rare circumstances when identifiable images, videos, photographs, or surface renderings are essential to conveying critical educational information, the exhibiting company must obtain a letter of informed consent from the patient or patient's guardian before use. This permission requires that the individual be offered the ability to see the personally identifiable images displayed as part of obtaining informed consent. The letter of informed consent should be available for review upon request during the RSNA annual meeting.

At any time that the RSNA deems exhibit content to display identifying information or identifiable patient likenesses, the exhibitor will be instructed to remove the content from display on the RSNA exhibit floor. It is the responsibility of the exhibitor to receive prior approval from RSNA for any product demonstration or presentation that may be questionable in nature.

## I. Selling of Products/Services

Order taking and sales of exhibited products are permitted. Purchased items taken out of the hall must be small enough to be easily hand-carried. Signs or advertising of product pricing will not be allowed. It is the responsibility of each exhibiting company that sells items on the exhibit floor to contact the Illinois Department of Revenue regarding state sales tax collection. Please contact the Illinois Department of Revenue at 1-800-732-8866 at least six weeks before the meeting.

## J. Sound

Presentations must not exceed 80 decibels when measured by RSNA from any adjacent aisle. Sound must be at a level that does not disturb neighboring exhibits and presentations must be done in a manner that does not encourage congregation of attendees in aisles. Exhibitors using audio systems should direct the sound into their booth and not towards the aisle or neighboring exhibits. The exhibitor will be required to stop using a system if, in RSNA's opinion, the sound level or presentation is objectionable to attendees or adjacent exhibitors. RSNA expects all exhibitors to be considerate of neighboring exhibitors and how the sound level of presentations can impact their ability to do business. Exhibitors planning a presentation that includes a major product launch or a physician presenting within the booth must complete a Booth Presentation Form, available in the Exhibitor Service Kit in mid-July.

### *Steps taken by RSNA to ensure that appropriate sound levels are followed:*

All exhibitors planning a presentation must schedule a sound check with their floor manager prior to the opening day of RSNA 2026. An RSNA floor manager will be present at major product launch presentations to measure the sound levels during the week of the RSNA annual meeting.

*First Violation:* The offending exhibitor will be notified (via the RSNA Technical Exhibits Violation Notice) and instructed to comply with stated guidelines.

*Second Violation:* The offending exhibitor will be issued a Second Violation Notice indicating non-compliance and instructed to reduce the volume immediately. For every decibel measured over the allowed level of 80 decibels, a fine of \$1,000 per decibel will be assessed.

*Third Violation:* Immediately following issue of Third Violation Notice, electrical sources will be terminated at exhibitor's expense for remainder of the day. The exhibitor will assume full responsibility for any damage to their exhibit or demonstration resulting from failure to adhere to exhibition sound level requirements. For every decibel measured over the allowed level of 80 decibels, a second fine of \$1,000 per decibel will be assessed.

## 15. Photography

Photography and video recording will be used throughout McCormick Place. By registering, you acknowledge the possibility of being photographed or filmed and give RSNA consent to potentially use your image for marketing or promotional purposes.

### *News Media*

During exhibit hours, members of the media with RSNA press badges may photograph, videotape, or mechanically record the exhibit floor for news reporting purposes only. News media must have advance consent of exhibitors before photographing or taping in their booths. All registered members of the press sign an agreement to abide by these rules.

### *Professional Attendee*

Exhibitors may not deny a reasonable request from an attendee to photograph or videotape an exhibit from the aisle.

### *Exhibitor*

Registered exhibitor employees are allowed to photograph, and film/video record their own company's booth during exhibitor personnel access hours. Per RSNA Rule & Regulation number 12, exhibitor representatives must remain in their rented space and are not admitted to the exhibit floor for the purpose of viewing other exhibits. Exhibitor personnel are strictly prohibited from entering an unstaffed booth of another exhibitor at any

time, unless specifically invited.

Exhibitors may request to use a third-party photographer or film/video crew for internal marketing purposes during published exhibit hours. Companies requesting a third-party contractor other than the designated official show contractor must complete and return the RSNA Booth Photography Request Form no later than 30-days prior to move-in of the RSNA annual meeting. Request forms can be found in the Exhibitor Service Kit.

Third-party contractors must adhere to the following guidelines:

- i. Photography and video recording may occur only within the assigned exhibit booth of the requesting exhibitor. If requesting to record outside of the assigned exhibit booth, RSNA-appointed escorts are available for a fee and paid for in advance by the individual exhibitor. Availability of official escorts is limited; escorts are assigned to exhibitors on a first-come, first-served basis.
- ii. All photographing, film/video recording activities must not interfere with setup, exhibition activities, or teardown. Use of electrical lighting is prohibited.
- iii. Photography and video recording outside normal hours of operation are not permitted without prior approval of show management.
- iv. Register as an Exhibitor-Appointed Contractor and provide valid Certificates of Insurance (COIs) before receiving access to exhibit halls.
- v. Refer to RSNA Booth Photography Request Form for complete guidelines.
- vi. Each exhibitor is responsible for controlling access to its booth and may prevent non-qualified people (including other exhibitor personnel) from gaining access to, photographing, and/or video recording contents of its exhibit or its presentations inside the boundaries of its rented space. Contact an RSNA floor manager or the RSNA Exhibition Services Office if you experience problems with another exhibitor videotaping your exhibit (if possible, photograph or video record the inappropriate activity for proof and ease of reference).

### *Penalties for Unauthorized Use of Cameras*

First Violation: Confiscation of film/digital media, camera, or both. Deduction of four priority points associated with next successive participation.

Second Violation: Confiscation of film/digital media, camera, or both. Deduction of eight priority points associated with next successive participation and removal of individual taking unauthorized pictures from exhibit floor.

## **16. Media**

Exhibitors may schedule press conferences within their booth Sunday, November 29, from 10 a.m. to 5 p.m., Monday, November 30 through Wednesday, December 2, from 8 a.m. to 5 p.m. and/or at an off-site location during non-meeting hours.

Press conference requests must be submitted to RSNA for review and approval using the Press Conference Request Form found in the RSNA Exhibitor Service Kit available in mid-July. Approved press conference requests will be posted onsite in the RSNA Newsroom. Exhibitors are responsible for inviting the press to the event.

RSNA will designate an area for the display of exhibitor news materials within the RSNA Newsroom office. Complete newsroom guidelines can be found in the exhibitor service kit available in mid-July.

## 17. Hotel Reservations

All exhibitor booth personnel hotel sleeping rooms and suites at the RSNA annual meeting must be coordinated through the RSNA official hotel reservation system within the exhibitor hotel reservations block.

- i. Companies must reserve hotel rooms for their staff through the RSNA hotel reservation system by Monday, October 26, 2026, to earn the priority points.
- ii. Exhibitors must reserve a minimum of 5 room nights for every 100 square feet.
- iii. Non-Exhibitor Meeting Suite companies must reserve a minimum of 5 room nights per Meeting Suite rented.

If this requirement is not met, the participating company will be subject to a 20% deduction in their total 2027 Technical Exhibitor Priority Points. Subsidiary/affiliate companies (domestic and international groups) of the technical exhibiting company must reserve their rooms through the official hotel reservation system.

If rooms are not reserved through the official hotel agent and discovered outside the official RSNA hotel room block it will be considered in violation of RSNA's Rules and Regulations and the exhibiting company will incur a 20% deduction in their 2027 Technical Exhibits priority points.

Company cancellation of contracted exhibitor space/meeting-suite automatically forfeits use of the RSNA exhibitor hotel reservations system; company will be responsible for all applicable cancellation fees, and any hotel priority points will be forfeited.

## 18. Exhibitor Function Space

Exhibitor-sponsored meetings or offsite functions may be conducted in conjunction with the annual meeting subsequent to RSNA approval and according to the following guidelines:

### *Entertainment/Social Events:*

Receptions or dinners, where there is no educational or promotional programming, held in hotels, restaurants, private clubs or other facilities, are limited to a predetermined guest list of not more than 1,000 guests including radiologists, their guests, other registered participants of the annual meeting. (Employees/agents of the host company shall be considered over and above this number.) The same guest limitation policy applies to cultural events, concerts, theater productions, and museum events.

These events may not conflict with the official RSNA program or exhibit hours. Product and/or equipment demonstrations are prohibited. Please refer to the Exhibit Space Function Form for complete guidelines.

### *Focus Groups:*

Meetings that target a specific group of attendees to obtain specific data must not exceed 50 people and may not conflict with the official RSNA program or exhibit hours. Product and/or equipment demonstrations are prohibited.

### *Staff/Company Meetings:*

Attendance is limited to exhibiting company staff and should not include professional attendees. Date and time restrictions are not applicable.

For approval of offsite functions, please contact [meetingservices@rsna.org](mailto:meetingservices@rsna.org).

## 19. Marketing and Promotion

The list of RSNA exhibitors shall not be published, in whole or in part, other than in RSNA official publications and on RSNA official websites. RSNA does not sell its exhibitor, or attendee lists to third-parties, and no third-

party, other than RSNA's official contractor, is authorized to distribute or sell any lists related to the RSNA annual meeting. Please be aware of any communications from sources not affiliated with RSNA and its annual meeting.

Exhibitors may rent the use of attendee registration data, according to the RSNA limited license, for promoting their products and services. RSNA registrant email addresses, telephone, and fax numbers are not provided. Registrant data remains the property of RSNA. Use of same is limited to the specific use(s) and time period approved by RSNA. Unauthorized use, including but not limited to resale or unauthorized solicitation, may result in the loss of Preferred Exhibitor status. Exhibitors may call attendee attention to specific elements of the RSNA meeting program, but only through communications in their booth space and/or communications distributed directly from exhibiting company to attendee. However, no RSNA communication methodology may be used for such promotions by exhibitors, e.g., emails, publications, etc.

Exhibitors distributing any form of printed material, display/demonstration of equipment, services and product presentations to RSNA registrants or guests, outside of the exhibitor's assigned booth space, is strictly prohibited. Advertising, signs, placards, and banners displayed in hotels, via means outside of RSNA official promotional opportunities, are prohibited.

RSNA strongly discourages exhibiting companies from displaying marketing and promotional information in the public domain (within 30-mile radius of the event) via means outside of RSNA official promotional opportunities, e.g., banners, billboards, signage, or other activities.

In accordance with the guidelines of the Accreditation Council for Continuing Medical Education, unless approved by RSNA, at no time are exhibitors allowed to offer CME credit in conjunction with content delivered at the annual meeting.

## 20. Violations and Penalties

Violations such as, but not limited to, past due payments, unauthorized giveaways, misuse of exhibitor badges and dismantling before the show ends at 5:00 p.m. on December 2 may result in loss of priority points toward next year's meeting. Multiple violations may result in additional point loss or change of preferred exhibitor status. RSNA may, at its discretion, deem an exhibitor ineligible for preferred exhibitor space rate for the next year due to violations of current year RSNA Exhibitor Rules and Regulations.

Any company that has exhibited at the RSNA annual meetings in the last five years and has been found in violation of RSNA exhibitor rules and regulations at the most recent RSNA meeting at which it participated, will be charged the standard exhibit space rental rate, which is 50 percent higher than the preferred exhibit space rental rate. Written notifications of violation(s) and exhibitor status will be sent to the official representative. The exhibitor can reestablish eligibility for preferred exhibitor status by remaining in compliance with all RSNA Exhibitor Rules and Regulations the next year.

Substantial violation of any RSNA Exhibitor Rules and Regulations by the exhibitor or its employees or agents may, at the option of RSNA, result in forfeiture of the exhibitor's right to occupy exhibit space, and such exhibitor shall forfeit to RSNA all monies paid or due. Upon evidence of substantial violation, RSNA may take possession of the space occupied by the exhibitor and remove all persons and goods. The exhibitor shall pay all expenses and damages that RSNA may incur through the enforcement of this rule.

RSNA will not attempt to settle disputes between exhibitors over issues such as trademark violations, sign copy and copyright violation claims. Show management understands the sensitivity of these issues: however, RSNA is not a judge, jury, regulator or police officer, and its enforcement or protection options are limited

## 21. Procedures for Identifying and Managing Violations

All facets of the exhibition are managed by the RSNA Corporate Relations and Exhibition Services Department according to policy established by the RSNA Board of Directors and Technical Exhibits Committee. Floor managers and the Technical Exhibits Committee will assist with supervision of the exhibition, including routinely monitoring the exhibit hall during installation, exhibition and dismantle for possible violations.

Identification of a rule violation results in written communication to exhibitor representatives explaining the nature of the violation. The written notice explains the timing/process for correcting the violation: (a) immediately, if violation poses a safety hazard, (b) by 6 P.M. the evening before official opening, when the violation occurs during installation, or (c) before opening of the next exhibition day, if the violation occurs during an official day of exhibition.

Written notice will identify specific time for re-inspection of specified violation. If the violation has not been corrected by that time, a second notice will be issued and priority points for subsequent meeting participation are forfeited, and exhibitor is subject to a fine of up to \$50,000 USD. Further failure to correct the violation will result in loss of Preferred Exhibitor status for subsequent meeting participation.

In any case involving a willful or grossly negligent violation or a violation causing or threatening a significant safety hazard or disruption of the exhibition, the RSNA Exhibition may, in addition to penalties described in paragraphs 2 and 3, expedite enforcement of the additional penalties described in Section 20.

Exhibitors should contact RSNA Exhibition Services with questions concerning procedures for identifying and managing violations of the RSNA Technical Exhibits Rules and Regulations.

## 22. RSNA Logo Use

The name Radiological Society of North America Inc., and the letters “RSNA” are registered trademarks of the Radiological Society of North America, Inc. Use of the aforementioned in conjunction with advertisements, promotional materials, endorsements, statements, contests, and/or awards of any kinds are prohibited. Violators may be subject to such civil and criminal penalties as provided by federal and state laws.

The RSNA annual meeting logo is also a registered trademark of the Radiological Society of North America, Inc. However, RSNA will grant permission to exhibitors and advertisers to use the annual meeting logo in an appropriate manner in conjunction with their advertisements and other materials promoting that exhibitor’s or advertiser’s participation at the RSNA annual meeting. Samples of the proposed use of the RSNA annual meeting logo should be submitted for approval to the RSNA Marketing Department by e-mail at [marketing@rsna.org](mailto:marketing@rsna.org).

## 23. Amendments/General Supervision

All exhibit matters and questions not covered by these RSNA Exhibitor Rules and Regulations are subject to the decision of RSNA. These RSNA 2026 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 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.