

## RSNA 2027 Technical Exhibits Priority Point System

A priority point system has been developed to recognize a company's support of RSNA and reward exhibitors for upholding meeting policies during their previous exhibit participation. RSNA 2026 contracted exhibitors earn points throughout the year and will have the opportunity to select their booth position during RSNA 2026 for the next year's annual meeting.

**New updated rules are written in red**

The order of space selection is determined by each exhibitor's cumulative number of points, via the following criteria, as of October 31, 2026:

- Four (4) historical points for each year of participation as an RSNA technical exhibitor at the last 20 annual meetings (since 2006).
- Four (4) early hotel reservation points for reserving RSNA 2026 hotel rooms through the RSNA hotel reservation system by Friday, December 5, 2025.
- Four (4) hotel reservation points for reserving RSNA 2026 hotel rooms through the RSNA hotel reservation system by October 26, 2026. *(Exhibitors must reserve a minimum of 5 room nights for every 100 square feet. 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.)*
- Two (2) payment points for adhering to and completing each exhibit space payment installation on or before the published date.
  - Two (2) points earned for paying 25% deposit in full on or before January 1, 2026
  - Two (2) points earned for paying second 25% payment on or before April 1, 2026
  - Two (2) points earned for final payment made on or before July 1, 2026
  - Two (2) points earned for new exhibit contracts received with full payment after July 1, 2026
- **NEW for 2026** - Ten (10) points earned for exhibitors that contract booth space during onsite space selection and pay in full (with one payment) by December 31, 2025).
- One (1) Corporate Partners point for every \$1,000 spent on RSNA's Corporate Partners program initiatives between November 1, 2025, and October 31, 2026. This program recognizes investments made in meeting sponsorships, year-round promotions, and R&E Foundation donations.
- One (1) booth size point for each 100 square feet of paid exhibit space at RSNA 2026.
- One (1) ancillary space point for each Headquarter Office and Meeting Suite rental at RSNA 2026.

Exhibitors will be ranked based on cumulative priority points earned using the above point system. Tie-breaker procedures will be enforced when multiple companies have earned the same number of priority points. The tied companies' points will be analyzed in the following order until one organization clearly outranks the other(s). The sequence for analysis will be: (1) historical points, (2) early hotel reservations points, (3) hotel reservations, (4) payment points, (5) Corporate Partners points, (6) booth size points, (7) ancillary space points and (8) alphabetical order of contracted company name - Z-A in odd years and A-Z in even years.

### **Mergers**

When exhibitors have merged with, have been purchased by, or have purchased another company; provided that only one company continues to exhibit, a combined participation will be calculated to determine the total priority points and space selection order. Priority points to be combined include Corporate Partners, booth size, and ancillary space. The more favorable points of all companies involved will be used for hotel and payment points. Historical points will be merged to produce a combined participation history. In years where more than one company exhibited, only one set of historical points will be counted for that year. If a division or subsidiary of an exhibitor chooses to exhibit separately, they will be subject to the guidelines for Company Subsidiaries or Company Divisions.

RSNA Exhibition Services must be notified of any mergers or acquisitions no later than October 31, 2026, for consideration during the RSNA 2027 Space Selection Process. After the merger/acquisition, if a company exhibits in multiple booths, Company Subsidiaries or Company Divisions guidelines will apply.

**Company Divisions (an integral part of the parent company and does not have separate legal status)**

An exhibiting company participating with multiple, uniquely named exhibit spaces representing different divisions of the company, will complete a separate Technical Exhibits Space Application/Contract for each division. If all exhibit spaces are under the same name, a single Technical Exhibits Space Application/Contract will include all spaces secured. The primary exhibitor will earn one set of points. All points for each division's exhibit spaces will be counted toward the primary exhibitor's point total and will be invited to one space selection appointment. Divisions exhibiting separately that wish to have their own set of points and separate space selection appointments must notify RSNA Exhibition Services by emailing [exhibits@rsna.org](mailto:exhibits@rsna.org) no later than October 31, 2026.

**Company Subsidiaries (separate legal entities of the parent company)**

Subsidiaries of an exhibiting company participating with their own exhibit space would complete a separate Technical Exhibits Space Application/Contract, maintain their own account with RSNA, earn their own set of exhibitor priority points, and select space according to the Technical Exhibits Priority Point System.

**Co-located Booths**

If two or more exhibiting companies wish to be located next to each other in the Technical Exhibits, all involved companies must notify RSNA Exhibition Services in writing via email from a company email account or on company letterhead no later than October 31, 2026. Points of all companies wishing to be located next to each other will be averaged to determine the order of their collective exhibit space selection appointment. Each exhibiting company would maintain their own company identity.

**Company Name Change**

If a company name changes since its most recent participation, please indicate the previous company name on the application to be properly awarded historical points. When name changes requested are to a subsidiary's name, Company Subsidiaries guidelines will apply.

Company name changes are not permitted during the onsite space selection process. If a name change occurs after the space application process, please notify RSNA Exhibition Services by emailing [exhibits@rsna.org](mailto:exhibits@rsna.org).

**Penalties**

The 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 and ensure all exhibitors are treated fairly. If an exhibitor fails to comply with these rules and regulations, the exhibitor may be penalized, including loss of points, being charged a higher exhibit space rental rate, and/or assessed a penalty fee.

**Questions**

If you have questions about the RSNA Technical Exhibits Priority Points, contact [exhibits@rsna.org](mailto:exhibits@rsna.org).