

# RSNA EXHIBITOR CHECKLIST

Set your company up for success by following this easy exhibitor checklist.

## 6–12 Months Prior

- **Define Your Budget.** Include all expenses such as booth fees, booth services, shipping, travel expenses, marketing, etc.
- **Follow Payments Schedule.** Make a schedule of RSNA payment deadlines. Earn up to (6) six exhibitor priority points toward RSNA 2025 Space Selection by adhering to the exhibit space payment schedule.
- **Familiarize Yourself With the RSNA Website.** Review upcoming important dates, exhibitor rules and regulations, plus other key meeting information. Available at [» RSNA.org/Planning-Your-Exhibit](https://www.rsna.org/Planning-Your-Exhibit)
- Review the **RSNA Marketing Tips** to ensure your success and maximize potential new sales. Learn about RSNA promotional offerings at [» RSNA.org/Promote](https://www.rsna.org/Promote)

## 3–6 Months Prior

- **Determine Booth Contractors.** Select your booth designer, builder, other booth suppliers, transportation companies, etc. A list of official RSNA contractors will be in the Exhibitor Service Kit beginning July 2024. Available at [» RSNA.org/Exhibitor-Service-Kit](https://www.rsna.org/Exhibitor-Service-Kit)
- **Attend or View Exhibitor Webinars.** Take advantage of our free webinars on a variety of topics to increase your exhibiting knowledge and success. Available at [» RSNA.org/Exhibitor-Best-Practices](https://www.rsna.org/Exhibitor-Best-Practices)
- **Set Your ROI.** Develop measurable meeting objectives.
- **Finalize Booth Design.** Make sure designs are on schedule and ready for transport to RSNA 2024. Island, Peninsula and Mobile booths must submit their design for review by August 31, 2024.
- **Develop Booth Activities.** Consider various booth promotions such as raffles and giveaways. Set aside premium items for VIP customers. Create booth presentations, either video or live, in-person.
- **Finalize Staff Travel.** Reserve hotel rooms at special RSNA meeting rates and book your airfare using the RSNA meeting discount code with preferred carriers. Exhibitors who reserve hotel rooms through the RSNA Housing Reservation System by October 31, 2024, earn (3) three exhibitor priority points toward RSNA 2025 Space Selection.

## 2 Months Prior

- **Secure Catering.** Order catered food and beverages for your booth, meeting suite or headquarter office space. Learn more about our special happy hour event below.
- **Participate in the Technical Exhibits Happy Hour.** Order from our happy hour menu to participate in this fun social activity where you can engage with attendees on the show floor on Tuesday, December 3, 2024 from 2–5 p.m.
- **Order Booth Services.** Coordinate your booth furnishings, carpeting, electrical, internet and lead management needs through the official contractors found in the Exhibitor Service Kit.
- **Register Staff.** Order badges for your staff and distributors. Each exhibitor receives 5 complimentary badges per 100 sq. ft. Additional badges can be ordered for a fee.
- **Submit RSNA Request Forms.** Review all RSNA request forms found inside the Exhibitor Service Kit such as forms to conduct raffles, giveaways, booth presentations, live scanning, press conferences, photography/videography etc.

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## 1 Month Prior

- **Schedule Booth Labor.** If you are unsure of your requirements, Freeman can assist with the various union jurisdictions at McCormick Place. Full-time exhibitor employees can also perform work within their exhibit.
- **Register Your EAC.** If you are not using one of the official RSNA exhibitor contractors, register your exhibitor-appointed contractor (EAC) with RSNA.
- **Ship Materials.** Review your target move-in assignment date at McCormick Place and ship your booth materials directly to McCormick Place or Freeman's Advance Warehouse.

## Upon Arrival

- **Check on Your Booth Shipment.** Have your booth materials arrived at McCormick Place? If not, check-in with the Freeman Freight Desk located in the Exhibitor Service Center.
- **Set Up Your Booth.** Supervise labor setting up your booth or have full-time employees set up the exhibit. Display marketing materials for the meeting.
- **Conduct a Pre-Show Staff Meeting.** Meet with staff members working the booth to review your goals for RSNA 2024.

## During RSNA 2024

- **Locate Exhibitor Welcome Folder.** Helpful meeting information will be placed in your booth Sunday morning.
- **Engage.** Booth staff should be engaging with attendees, asking questions, demonstrating products and capturing leads.
- **Reserve a Booth for RSNA 2025.** Select your exhibit location for next year's meeting and reserve hotel rooms for your team.

## After RSNA 2024

- **Follow Up With Leads.** Promptly distribute leads to appropriate reps, have a pre-established lead follow-up plan (and tools for reps to use), and measure ROI.
- **Have a Post-Show Meeting.** Review what worked and what didn't. Make adjustments for next year's meeting.

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For further assistance, please contact

RSNA Exhibition Services at 1-630-571-7850

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