

RSNA MARKETING CHECKLIST

Your decision to exhibit at RSNA positions your company as a leader within the field of imaging. Follow this marketing checklist to ensure your success and maximize potential new sales.

6–12 Months Prior

- Establish a list of measurable exhibiting goals.
- Learn about the promotional opportunities available to help drive attendees to your booth. >> [RSNA.org/Promote](https://www.rsna.org/Promote)
Learn about presentation opportunities and promotional sponsorships available to help generate interest in your company and drive attendees to your booth.
- Hold internal meetings to review your tradeshow goals, discuss sales approaches and best practices, review new products/services and assign meeting roles.
- Upgrade your exhibitor listing in the RSNA Exhibitor Resource Center to maximize your online presence.
- Review the **RSNA Exhibitor Checklist** to set your company up for success. Access the checklist at >> [RSNA.org/Exhibitor-Best-Practices](https://www.rsna.org/Exhibitor-Best-Practices)

3–6 Months Prior

- Complete your exhibitor listing by adding your company description and other important details. (Listings launch for attendees in mid-July)
- Reach out to your current customers and prospects to set appointments at RSNA.
 - ▶ Invite them with complimentary Technical Exhibits passes.
 - ▶ Include booth number and RSNA logo in all communications. (Free Logos and Promotional Tools are available in the Exhibitor Service Kit)
 - ▶ Send exhibiting information with outgoing mail.
 - ▶ Send an incentive email to visit your booth for a special offer.
 - ▶ Secure sponsorships to promote new products and services and help you stand out at the annual meeting.
- Set your goals. Develop measurable meeting objectives.
- Identify giveaways and raffle prizes. Consider various booth promotions that fit within your budget. Set aside premium items for VIP customers.
- Produce booth handouts. Create marketing collateral to support your products and services. Be meeting-specific with your marketing message.

2 Months Prior

- Rent the RSNA attendee list and get your company's information in the hands of meeting registrants. Attendee List Request available under the Registration tile in the Exhibitor Resource Center beginning in early September.
- Review and finalize appointments by reaching out to prospects one final time.
- Create product launch/booth presentations and submit request form, if applicable. Consider video or in-person booth demonstrations. (Form available in the Exhibitor Service Kit).

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1 Month Prior

- Create a calendar of confirmed appointments with contact information.
- Utilize social media outreach. 

Upon Arrival

- Use social media and the #RSNA26 hashtag to promote your presence.
- Conduct a pre-show meeting to remind booth staff of the show objectives, meeting logistics, best practice trade show sales behaviors and scheduled booth activities.

During RSNA

- Continue to promote booth visits and product launches on social media using #RSNA26.
- Attend educational sessions to learn about the latest industry trends and developments.
- Use a lead retrieval device/solution to help track all conversations and customers with whom you speak.
- Network with other exhibitors.
- Reserve your booth for next year's annual meeting by participating in the onsite space selection process.

After RSNA

- Tie back into exhibiting goals.
- Create an evaluation report.
- Follow up on ALL leads that you received with phone calls or emails.
- Send out personal "thank you" emails or letters recapping conversations and providing additional product info.
- Send a "sorry we missed you" email to customers you didn't see at the meeting and mention your exhibit and any new product announcements.
- Engage with RSNA members throughout the year at RSNA Spotlight Courses held around the world by presenting your own education in a corporate-sponsored webinar, and maintaining brand awareness with digital banners in RSNA newsletters and podcasts. Take advantage of year-round promotional opportunities [» RSNA.org/Promote](https://www.rsna.org/Promote)

Please see opportunities online at

[Envision.freeman.com/show/rsna-sponsorship/page/start](https://envision.freeman.com/show/rsna-sponsorship/page/start)
or contact sales@rsna.org



PRE-SHOW MARKETING DRIVES LEADS

Did you know that, according to industry research, **82%** of companies report pre-show marketing tactics have been successful in increasing their booth traffic.

*Source: 2022 Pre-show Marketing Survey, Exhibitor Magazine