

RSNA 2024 Exhibit Staff Best Practices

Pre-Show

Attire: There is no official dress code for the RSNA annual meeting, but business suits, collared shirts, polos and other professional attire are traditionally worn. You will likely be spending a lot of time on your feet so comfortable shoes are a must! Walking distances at McCormick Place can be lengthy.

Badges: New for 2024 - There is no onsite exhibitor registration this year at McCormick Place. All exhibit staff must be registered by their primary contact through the “Registration” tile in the [Exhibitor Resource Center](#). Registration can be completed before and during the annual meeting. As a reminder, there is no swapping of badges or decorating/defacing badges with any branding. Company branded lanyards are acceptable.

Schedule: Learn the times and dates when you can access the [exhibit halls](#) with your exhibitor badge plus the [daily schedule of move-in, move-out and the annual meeting](#).

Support: Text “Hi” to **Rae the RSNA chatbot** at 1-855-673-3872 to get answers to general exhibitor questions like “Where do I pick up my badge?” and “What is the move-out schedule?” For more specific questions while onsite at McCormick Place, please call the **RSNA Exhibition Services Office** at 1-312-791-6600. (*The onsite office phone line is staffed Nov. 25 through Dec. 4.*)

Tip: Have someone on your team be sure to collect your company’s **Welcome Folder** that is dropped off at your booth on Sunday morning of the annual meeting. This important exhibitor resource contains information on your space selection appointment, hotel reservations for next year and move-out procedures.

During

Welcoming Statement: RSNA is committed to creating a [welcoming environment for all participants](#) in its events and activities. We believe that the greatest benefits to our community for the exchange of science and education are achieved when all parties can fully and freely engage one another. We encourage a culture of bystander allyship and positive professional modeling to continuously improve our spirit of inclusivity and belonging.

Safety/Security: *If you see something, say something.* Call 1-312-791-6060 to report everything from medical emergencies to suspicious packages to other issues you may encounter. No reason is ever too small to call.

Be a Good Neighbor: Photographing/ videotaping aisles, other exhibitor’s booths and general show footage is never allowed. Exhibitors cannot enter another exhibitor’s booth without first being invited. Stay mindful of noise levels coming from your booth too — repeated loud presentations can negatively affect scheduled meetings of other exhibitors.

Sustainability: Do your part for the planet and recycle cardboard boxes/other paper or plastic products, use RSNA refillable water stations throughout the venue and consider saving exhibit signage/banners to reuse next year. Reduce your carbon footprint by taking the [free shuttle transportation](#) provided by RSNA or utilizing public transportation like the Metra trains. Don’t forget to turn off lighting and heating in your hotel room before departing for the day too.

Sales Strategies: Practice good nonverbal communication by not eating/drinking in front of attendees, being on cell phones, having your back turned toward aisles or conversing in closed circles (Source: [EXHIBITOR Magazine](#)). Aim to treat every visitor like a prospect whether a student or a CEO. Make sure your booth is staffed at all times too — you never know who will stop by!

Post-Show

Property Passes: On the last day of the Technical Exhibits (Dec. 4), all exhibitors must fill out a Property Pass when exiting the exhibit halls to ensure all equipment is removed safely and securely. Personal property like purses and briefcases are excluded from this process.

Move Out: Dismantle is not permitted to begin until 5 p.m. on Wednesday. We strongly encourage exhibit staff responsible for the teardown of your booth to stay overnight in Chicago and fly out on Thursday morning. Move out can take several hours longer than exhibitors might expect (6-8 hours for crate return). Avoid a missed flight and [enjoy Chicago for one more night!](#)

Lead Follow Up: Continue the conversation post-show to get the ROI you’re looking for. Discover more insights and strategies about leads in these EXHIBITOR Magazine articles, “[Five Steps to Lead-Qualifying Success](#)” and “[Info-Based Tips to Improve Lead Management](#)”.