RSNA 2027 Space Selection Process

SAVE THE DATE FOR RSNA® 2027 | **TWO WEEKS EARLIER!** | **Annual Meeting:** Nov. 14–18, 2027 **Technical Exhibits:** Nov. 14–17, 2027

RSNA exhibitors will be able to select their booth location for RSNA 2027 during the RSNA 2026 annual meeting.

RSNA 2027 space selection appointments are scheduled for Sunday, November 29–Wednesday, December 2, 2026 according to the RSNA Technical Exhibits Priority Point System. View the 2027 Priority Points System: ***RSNA.org/2027-Priority-Point-System***.

The 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.

Your space selection appointment time is also located in the Exhibitor Resource Center: ***RSNA.org/2026-Exhibitor-Login.*** Please contact RSNA Exhibition Services at *exhibits@rsna.org* or 1-630-571-7850 if you cannot locate your appointment time.

Looking to contact the Space Selection Office directly? Please call 1-312-808-2100 for onsite assistance.

Companies who cannot attend their pre-scheduled appointment are invited to submit a Proxy Form to RSNA no earlier than 4-hours prior to their appointment. This form grants RSNA permission to select exhibit space on your behalf based on your predetermined preferences. Complete Proxy Form details were shared with exhibitors within their booth selection appointment invitation email. Please email *exhibits@rsna.org* to request the form.

Companies who miss their pre-scheduled appointment can select their space on a first-come, first-served basis after 4:30 p.m. on the day of their appointment.

Space Selection instructions:

1. **Check-in at the Welcome Desk in the RSNA Space Selection Office (Level 2 of the North Building, Room N229).** RSNA staff will greet you and share important information with you. We recommend arriving 15 minutes prior to your scheduled time.
2. **While waiting to select your space, you can:**
   - Review the preliminary 2027 floor plan at our preview kiosk stations. RSNA staff will be available to answer questions as you browse. ***RSNA.org/2027-Floor-Plan***.
   - Meet with members of the RSNA sponsorship team to discuss year-round promotional opportunities. The sponsorship team can be reached directly at *sales@rsna.org*.
   - Enjoy a complimentary beverage in our waiting area
3. **Wait for Your Space Selection Appointment Time.** Listen for your company name to be called. To preserve the integrity of the Technical Exhibits Priority Points system, RSNA will require you to wait until your scheduled appointment time to make your selection. We appreciate your patience.
4. **Make Your Booth Selection.** Once your company name has been called, you will meet with staff to make your final booth selection. Feel free to add any needed Meeting Suites or Headquarter Space during this appointment time. Each company is allowed five minutes to make their selection.
5. **Contract for Space.** Once you have selected your space and confirmed your contact information, your RSNA 2027 Technical Exhibits Space Application/Contract will be electronically generated. You will review and digitally sign the application/contract.

6. **Make Payment.** After signing the application/contract, you can make your 25% deposit by company check, wire transfer or credit card. If needed, you may choose to be invoiced and payment will be due by December 31, 2026.
7. **Confirmation Email.** Upon making your payment, your booth will be reserved, and your order will be completed. An email confirmation with the subject line, "Welcome to RSNA 2027 – Next Steps" will be sent to your company's primary contact from *service@mapyourshow.com* (be sure to add this email address and *exhibits@info.rsna.org* to your safe sender list so you receive important communications from RSNA). For general exhibiting support, please continue to contact us at *exhibits@rsna.org*.).
8. **Make 2027 Hotel Reservations.** Before leaving the Technical Exhibits Space Selection Office, reserve your hotel rooms in Chicago for RSNA 2027. Hotel occupant names will not be required. Exhibitors who reserve their RSNA 2027 hotel rooms early by Friday Dec 4, 2026 will earn 4 priority points; exhibitors who reserve by Monday, October 11, 2027, will earn four (4) priority points towards RSNA 2028 Space Selection. More information about Exhibitor Hotel Terms and Conditions can be found at: ***RSNA.org/2027-Hotel-Terms-Conditions***.

If you have any questions regarding the space selection process, please contact RSNA Exhibition Services.

RSNA 2027 Exhibit Space Details

RSNA 2027 Technical Exhibits Space Rental Rates

Preferred Exhibitor Space Rate: $42.75 per square foot, plus $750 for each corner
Premium Inline Space Rate: $46.75 per square foot, plus $750 for each corner

Preferred Exhibitor status is offered to exhibitors who continually support RSNA by repeating their participation as an exhibitor at the annual meeting and by complying with the Exhibitor Rules and Regulations. These companies are awarded Preferred Exhibitor status, as are all first-time exhibitors.

Premium Inline Spaces are the booths near the Grand Concourse entrances to the Technical Exhibits. These booths are indicated on the floor plan and will be assessed the premium inline space rental rate. This area is reserved for exhibitors with inline booths.

Any company that has exhibited at any RSNA annual meeting in the last five (5) years and has been found in violation of RSNA Exhibitor Rules and Regulations at the most recent RSNA meeting at which it exhibited, will be charged the standard exhibit space rate which is 50% greater than the Preferred Exhibitor space rate.

Additional Charges

- Aisle space between contiguous booths of the exhibitor will be assessed a Contiguous Aisle Space surcharge at $21.50 per square foot for Preferred Exhibitors. All setback rules outlined in Rule 9 of the Exhibitor Rules and Regulations apply to this area: ***RSNA.org/2027-Rules-Regulations***
- Booths with two-story exhibits will be assessed a Second Level Space surcharge of $21.50 per square foot for Preferred Exhibitors on the total square footage of the second level.

Please review ***RSNA.org/Exhibit-Spaces***, for a complete list of exhibiting options and rates.

View the RSNA 2027 floor plan here: ***RSNA.org/2027-Floor-Plan***. Select space at RSNA 2027 that makes sense for you – inline, end-cap or island booth. You can also choose to exhibit in special interest areas:

▸ ***AI Showcase***

Share your breakthroughs and innovations in AI & Machine Learning in our largest showcase. Located in South Hall A, the AI Showcase is an exciting centerpiece attracting thousands of attendees who want to be at the forefront of this disruptive technology.
Preferred Space Rate: $42.75/sq. ft. + $750/corner

▸ ***Educators Row***

This special area in the South Hall A is designated for publishers and educational institutions. Inline and island booths can select Educators Row at the time of application.
Preferred Space Rate: $42.75/sq. ft. + $750/corner

▸ ***Recruiters Row***

RSNA is the gathering place for the top minds—and talent—in the radiology field. Recruiters Row, located in South Hall A, is the perfect place for organizations like yours to meet them.
Preferred Space Rate: $42.75/sq. ft. + $750/corner

Satellite Space Rate is a 25% discount on space rate or corner fee. This discount is available to exhibitors who take a secondary booth within one of the above special interest areas or showcases. The secondary booth must be the same size or smaller to receive the satellite space rate. Eligibility requirements may apply.

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Technical Exhibits Space Payment Details

Technical Exhibits Space Applications/Contracts received during the on-site Space Selection Process (November 29 to December 2, 2026) must be accompanied by a 25% deposit of the total rental fee in U.S. funds drawn on a U.S. bank. Exhibitors may also pay the entire amount at this time. Exhibit space will not be held or confirmed until the appropriate deposit is received. If you need a proforma invoice, contact RSNA Exhibition Services at *exhibits@rsna.org* to request it.

Payment Details:

- Checks should be made payable to Radiological Society of North America, Inc. By submitting your check, you authorize RSNA to convert the check into an electronic funds transfer. Please be aware that your account may be debited as soon as the same day your payment is received.
- **RSNA accepts the following credit cards: American Express, Diners Club, Discover, MasterCard, and Visa. Any payment amounts totaling over $20,000 must be made via wire transfer or check. NOTE: This does not apply to initial deposits made during space selection; only future exhibit space payments. Wire transfer details can always be found on your invoice**.
- The RSNA tax identification number is 15-0539115.

Technical Exhibits Space Payment Schedule

Payments should be made following these guidelines:

- 25% deposit due at booking, no later than January 1, 2027
- Additional 25% due April 1, 2027
- Final 50% payment due July 1, 2027
- Ten (10) priority points can be earned for exhibitors that contract booth space during onsite space selection and pay in full (with one payment) by December 31, 2026.

Cancellation or Reduction of Exhibit Space

Written notification of cancellation or reduction of exhibit space must be received by the RSNA Exhibition Services Department on or before the dates specified below and is subject to the following refund provisions as outlined in the Exhibit Space Payment Policy section of your contract.

- **If space is canceled or reduced by December 31, 2026**, a full refund will be made or credit issued for the amount of space that has been reduced.
- **If space is canceled or reduced between January 1, 2027, and March 31, 2027**, 25% of the rental fee for the canceled space will be due to RSNA.
- **If space is canceled or reduced between April 1, 2027, and June 30, 2027**, 50% of the rental fee for the canceled space will be due to RSNA.
- **If space is canceled or reduced after June 30, 2027**, the exhibitor shall remain liable to RSNA for the total rental fee for the space canceled.

Refunds for reduced space will be remitted after RSNA 2027 has occurred and issued in the same form as payment was received. Wire transfer payments will be refunded via check in U.S. dollars.

Technical Exhibits Priority Point System

The order of RSNA 2027 space selection is determined by each exhibitor's cumulative number of points as of October 31, 2026. Tie-breaker procedures will be utilized when multiple companies have earned the same number of priority points.

View the Technical Exhibits Priority Point System here: ***RSNA.org/2027-Priority-Point-System***. 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.

You can see your priority point total and your appointment time in the Exhibitor Resource Center: ***RSNA.org/2026-Exhibitor-Login.*** The primary contact for your booth will have your login details.