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ENGAGE

Engage with key buyers and decision makers in the radiology specialty when you harness the marketing power of the Radiological Society of North America (RSNA). Identify and target your best prospects using RSNA tools that define the specialty’s epicenter for knowledge, innovation, and networking. Your engagement with RSNA’s membership delivers 54,000 of the radiology specialty’s premier professionals—as well as CIOs, consultants, and other decision makers who attend the RSNA annual meeting—at your doorstep throughout the year, ready to explore the latest and most innovative products serving the medical imaging community. RSNA is the starting point for radiology professionals throughout the year.

PROMOTE

RSNA offers year-round promotional vehicles, plus special on-site sponsorship opportunities during the RSNA Scientific Assembly and Annual Meeting, allowing you to blanket the entire marketplace with your message, generate inquiries, and build interest in your products and services. The result: Increased sales that grow your bottom line.

PARTNER

RSNA rewards you for your partnership with its Corporate Partners Program, earning you opportunities for greater visibility as an industry partner, as well as improved exhibit positioning.
IDENTIFY AND REACH INDUSTRY EXPERTS THROUGH RSNA

The Radiological Society of North America is an international organization of radiologists, medical physicists, and other medical professionals with more than 54,000 members from 136 countries across the globe. Engage with this lucrative audience to establish your position as a leader in the radiology marketplace and reach your best prospects.

RSNA brings the industry together each year at the world’s premier radiology forum, drawing approximately 56,000 attendees annually to McCormick Place in Chicago. The Society also publishes two top peer-reviewed journals: Radiology, the highest-impact scientific journal in the field, and RadioGraphics, the top journal dedicated to continuing education in radiology. Connect with members as they engage in these trusted radiology resources.

Radiology professionals turn to RSNA for premier educational resources too, attracting radiology professionals who trust the organization to provide required continuing education credits toward physicians’ maintenance of certification. RSNA also develops and offers informatics-based software solutions in support of a universal electronic health record, conducts research to advance quantitative imaging biomarkers, and offers outreach to enhance education in developing nations. Through its Research & Education (R&E) Foundation, RSNA provides millions of dollars in funding to young investigators, helping to build the future of the profession. Associate your products and services with the primary source of information for radiology professionals.
RSNA MEMBERSHIP

RSNA membership is comprised of more than 54,000 individuals worldwide dedicated to shaping the future of radiology. Members include radiologists, radiation oncologists, medical physicists, nuclear medicine physicians, and radiologic scientists.

54,000+
TOTAL MEMBERSHIP

43.8%
DIAGNOSTIC

7.7%
NEURORADIOLOGY

6.7%
INTERVENTIONAL

5.4%
BREAST

5.4%
GENERAL

5.1%
MUSCULOSKELETAL

A GLOBAL MEMBERSHIP

Membership is derived from 136 countries around the world.

NORTH AMERICA
38,000+

EUROPE
6,700+

SOUTH AMERICA
3,400+

AFRICA
800+

ASIA
3,700+

AUSTRALIA
800+
CONNECT WITH YOUR BEST PROSPECTS AT RSNA 2016

Reach influential purchasers throughout the radiology community when you exhibit at RSNA 2016, the event that convenes medical imaging professionals, purchasers and decision makers from throughout the world to see the latest innovations that will take radiology into the future. Your exhibit space helps you connect with current customers, meet new ones, and expand your prospect list.

Sign up now to be a part of this hub for medical imaging professionals and services at RSNA.org/Exhibitors.

EXPAND YOUR MARKET REACH
RSNA spans the world, bringing attendees from key international markets. Each year, RSNA hosts more than 11,000 international attendees.

13% GROWTH IN 1 YEAR
An increasing number of hospital executives and industry personnel engage in the RSNA annual meeting. In fact, RSNA saw a 13% increase in this category from 2013 to 2014.
ENGAGE WITH KEY DECISION MAKERS

75% of attendees have a role in purchasing products seen at the RSNA annual meeting.

79% of attendees come to RSNA to see new products and developments.

28,000+ professional attendees

650+ total exhibitors

100+ first-time exhibitors

430,000+ square feet of exhibit space
RSNA 2016 OPPORTUNITIES

Put your company’s name at the forefront of attendees’ minds at RSNA 2016 with annual meeting sponsorship opportunities that support your exhibit. Build name recognition and drive traffic to your exhibit space with unique, high-profile promotional opportunities that target this lucrative market.

SPONSORED EDUCATION

LUNCH & LEARN
Provide a Lunch & Learn to a captive audience of up to 100 attendees. Lunch & Learn is an informational, non-CME function that includes a formal presentation or procedural instruction by a company. The sponsor provides catering or boxed lunches to attendees using the official annual meeting caterer. Three spaces available daily on Monday, Tuesday, and Wednesday.
$15,000 per session

SATELLITE SYMPOSIUM
Establish your company as an authority on the latest scientific developments that drive the field of radiology. Host an exclusive educational function before or after hours during the week of RSNA 2016, providing formal education or procedural instruction with or without CME credit.
$3,500 for non-CME or $7,000 with CME

VENDOR WORKSHOP
Attendees get to know the tools you offer and see exactly how to put them into practice when you offer user training and product instruction in a Vendor Workshop. Located on the exhibit floor, you can conduct session(s) throughout the entire meeting in a classroom environment giving potential or current customers first-hand experience on your systems.
Starting at $21,440
TRAFFIC GENERATORS

5k FUN RUN
Showcase your company as the sole sponsor of the 5k Fun Run benefiting the RSNA Research & Education (R&E) Foundation. Receive recognition on the Fun Run registration web page with a link to your company’s site, in all event promotions, and on signage at McCormick Place, on the event day banner, and on the runners’ t-shirts. Plus, pick the event starter and enter your own corporate team.
$25,000

AISLE SIGNAGE
Include your corporate logo on highly visible directional hanging signage in an exhibit hall. Attendees think of you every time they refer to a directional sign.
North Hall: $40,000
South Hall: $50,000
Both Halls: $75,000

ATTENDEE BADGE MAILING
Get your exclusive message noticed on prime space located on the outside of the RSNA 2016 badge mailing packet or as the only sponsor with an insert inside of it. The packet contains important materials attendees need in advance of the meeting.
Envelope: $30,000
Insert: $20,000 (Production not included)

ATTENDEE REGISTRATION LIST RENTAL
Reach your best prospects by mail before the show. Attract prospects to your booth when they receive your company literature or special offer before they arrive on site for RSNA 2016.
$0.15 per name, $75 order minimum

CHARGING STATIONS SIGNAGE
Promote your company by including your branding on the top, front, and sides of personal charging stations used by RSNA 2016 attendees.
$5,000 per station or $35,000 for nine stations

COAT CHECK PACKAGE
Maximize your RSNA 2016 exposure with this exceptional package that places your company logo and messaging in high traffic locations throughout McCormick Place.
Package includes:
- Signage surrounding all four coat check areas
- Your logo on baggage/coat check tickets
- Column wraps in the Arie Crown lobby, at Gate 26, and in the Grand Ballroom lobby
- Stair riser graphics in the Grand Ballroom lobby
- Banner above entrance to the Grand Ballroom
$125,000

COFFEE CUP SLEEVE
Make your logo part of every cup of house coffee served during the six days of the meeting. All coffee locations within McCormick Place (excluding Starbucks) serve coffee with insulated sleeves featuring a sponsor’s logo and booth number.
$20,000

ELECTRONIC MEETING SIGNS
Customize your message on signage placed outside of meeting rooms during the annual meeting. This exclusive sponsorship opportunity features a printed sign below each monitor and a scrolling message on each monitor that can be customized to the topic or attendees in each course.
$60,000

MEETING BAG
A favorite of attendees, prominently position your four-color message on one side of the eco-friendly meeting bags provided free of charge to all attendees.
$50,000
MEETING BAG INSERT
Be creative and build brand presence with a printed insert or other promotional item included in the official meeting bag. Promotional items are subject to pre-approval. With just five inserts allowed, visibility is high.
$10,000 per insert
(Production not included)

PREMIUM EXHIBITOR LISTING
Upgrade your complimentary online exhibitor listing with company logo, additional graphics, featured products, video highlights, PDF documents, social media links, and a ‘contact us’ email form.
$595

PROFESSIONAL PORTRAIT STUDIO
Drive traffic to your booth when you prominently display your company’s branding at the popular portrait studio where attendees line up to have free professional portraits taken. As a bonus, when attendees receive their photos via email, your branded message will be included as well.
$20,000

SIGNAGE
Promote your business and drive attendees to your booth with highly visible signage throughout McCormick Place. For complete specifications, visit RSNA.org/Promote.

BANNERS
- Grand Concourse: $25,000
- North Hall: Starting at $12,500
- Outdoor: $25,000
- Walkway: $10,000

PILLARS
- Column Wraps: $6,000
- Pillars: $25,000

BILLBOARDS
- Exhibit Hall: $7,500
- South Hall Lobby: $5,000

STAIRS/ESCALATORS
- Escalator Runners: Starting at $10,000
- Stair Graphics: $15,000

TABLE DECALS
$15,000

PRINT OPPORTUNITIES
Get yourself noticed during and after RSNA 2016 when you use print vehicles. To find material specifications, closing dates, and complete pricing options, visit RSNA.org/Promote.

CAREER CONNECT NEWSPAPER
Popular handout available in RSNA Career Connect booth featuring your career opportunity set amongst industry-related articles.
Starting at $300

DAILY BULLETIN
Overnight coverage of meeting news, hot topics, schedule and program changes, as well as new product and service information from exhibitors. 15,000 copies distributed daily.
- Size: 1/8 page to two-page spread
  Starting at $6,135 for four days
- Wraparound Band: High-impact vehicle available Sunday only.
  $15,000

DAILY BULLETIN
TECHNICAL EXHIBITS FOCUS
Supplement to the Daily Bulletin featuring the latest technological offerings. Available Sunday through Wednesday, each reaching 15,000 radiology professionals.
- Size: 1/8 page to two-page spread
  Starting at $6,135 for four days
- Focus Article: Have your company’s story prominently incorporated into the front-page article.
  $9,500

POCKET GUIDE
Quick reference tool for general meeting information, including hotel listings, transportation schedules, and anything else attendees need to know during their stay. 35,000 distributed throughout McCormick Place.
- Size: Full pages and inside and back covers.
  Starting at $6,950
- Bookmark: Include your message on a bookmark attendees will rely on as they flip through the Guide and use it to mark their page.
  $25,000
PROGRAM IN BRIEF
A complete reference for course titles, authors, session times, and course descriptions. Includes covers 3 and 4.
$15,000

SUBSPECIALTY BROCHURE
Be the exclusive sponsor with your message on the back panel of one of several subspecialty guides, featuring meeting topics on various specialties, such as breast or musculoskeletal imaging.
$5,000 each

TECHNICAL EXHIBITS GUIDE
Include your message in the most up-to-date source for navigating the annual meeting, including floor plans, booth numbers, special presentation highlights, and happenings throughout each hall.

- Size: 1/4 page to full page
- Starting at $6,450

DIGITAL OPPORTUNITIES
Highlight your company with a digital message. To find material specifications, closing dates, and complete pricing options, visit RSNA.org/Promote.

MEETING APP
Put your branding message at the fingertips of attendees as the sole sponsor of the official RSNA meeting app, including a splash page, notifications, and banners throughout the pages of the online meeting tool.
$50,000

REGISTRATION BANNER
Include your company branding to be prominently displayed on RSNA’s registration website — the all-in-one online resource for annual meeting registration and planning. Single sponsor each month.
$3,000 per month

RSNA.ORG WEBSITE BANNER
Include your banner on RSNA.org and Meeting Central during November or during the week of RSNA. Attendees will see it before and during the event, building interest in your booth. 3,200,000 page views each November and December.
Starting at $7,500

SPONSORED E-BLAST
Send your customized HTML message to RSNA attendees via email. RSNA logo and branding add to your credibility. Eight sponsored e-blasts available.
Starting at $12,000

OTHER E-BLAST OPPORTUNITIES
Include your digital banner in one of RSNA’s regularly scheduled e-mails to attendees and members.

- Daily Bulletin: Include your banner in a series of five e-blasts sent daily during the meeting to attendees and members, offering a sneak peek at the day’s top story and a link to the full issue.
  $7,000 per e-blast
- Meeting Announcements: Promote your company via a banner to members and annual meeting attendees. Six e-blasts available.
  $7,000 each
- Registration Confirmation: Every time an attendee registers, adds to, or changes their registration, a confirmation email is sent. Prominently include your banner on every registration email. Single sponsor each month.
  $7,000 per month

MEETING SUITES
Hold private meetings with staff, customers, and potential clients in an RSNA Meeting Suite, located within the exhibit hall. Your reservation secures the space throughout RSNA 2016 so you can come and go as you please. Education sessions and product demonstrations not permitted in meeting suites.
Starting at $4,000
YEAR-ROUND OPPORTUNITIES

Engage with RSNA members by promoting your products and services in the print and digital tools they rely on throughout the year to learn the latest developments in medical imaging. *Radiology, RadioGraphics, RSNA News, RSNA.org*—plus the *Insider, RF Buzz, and Weekly*—are key vehicles to help you build interest in your products, drive sales, and keep your brand on the minds of your best prospects. Make these tools from RSNA a key part of your year-round marketing strategy.

**PRINT OPPORTUNITIES**

Reach RSNA members with the Society’s premier publications. Your promotion in these respected publications generates interest from active, involved, and influential physicians who make and/or recommend purchasing decisions. Subscribers are radiologists, medical physicists, physicists, and radiologic administrators, as well as teaching institutions, medical and allied group libraries, and developers of radiologic equipment and technology.

**RADIOLOGY**

The authoritative reference for the most current, clinically relevant, and highest quality research in radiology. Circulation of 15,000.

Starting at $555

**RADIOGRAPHICS**

Peer-reviewed journal devoted exclusively to continuing medical education in radiology. It is a top source for earning SA-CME credits. Circulation of 17,000.

Starting at $555

**RSNA NEWS**

Up-to-date news about radiologic research, education, and practice issues, as well as information about RSNA programs, delivered to members each month. Circulation of 40,000.

Starting at $6,585
DIGITAL OPPORTUNITIES

BANNERS
Grab the attention of readers with a banner message on the Radiology, RadioGraphics, or RSNA.org website. Multiple sizes available.

- Radiology Banner (370,000 page views per month)
  Starting at $1,500
- RadioGraphics Banner (468,000 page views per month)
  Starting at $1,500
- RSNA.org Banner (1,665,000 page views per month, January through October)
  Starting at $3,000

RADIOLOGY/RADIOGRAPHICS APP
RSNA members use the Radiology and RadioGraphics app throughout the year to get groundbreaking scientific developments on-the-go, or learn about the latest education tools and techniques. Include your message in this key tool accessible on iOS or Android devices.

MEMBER E-NEWSLETTERS
With regular distribution to an interested audience seeking the latest updates, electronic newsletters offer an economical advertising choice for sponsors.

- RSNA Weekly E-Newsletter—Current news related to radiology and clinical practice from a wide array of news sources, both domestic and international. Reach 40,000 RSNA members weekly.
  $2,000 per week
- RSNA Insider E-Newsletter—Member announcements and the latest medical news impacting the profession. Reach 40,000 RSNA members monthly.
  Starting at $2,000
- RF Buzz E-Newsletter—Radiology news and information about products and services and career opportunities. Reach 18,000 residents and fellows quarterly.
  Starting at $750

Rates and specifications for all opportunities available at RSNA.org/Promote.
CORPORATE PARTNERS PROGRAM

RSNA values its industry partners that help keep radiology at the forefront of science and technology. To show our appreciation, RSNA established the Corporate Partners Program that offers benefits including logo recognition and acknowledgement in RSNA’s prominent publications.

Participation in any of these opportunities applies toward recognition in RSNA’s Corporate Partners Program, which begins when spending totals $50,000 or more.

- Meeting Sponsorships
- Sponsored Education
- R&E Foundation Support
- Print and Digital Opportunities
- Meeting Suite Rental
- Journal Subscriptions
CORPORATE PARTNERS RECOGNITION LEVELS

**Gold ($200,000)**
- First right of refusal on new sponsorship opportunities for 30 days prior to public release
- Recognition in *RSNA News* (2 times per year)
- Recognition in *RSNA Insider* (1 time per year)
- Company logo in *RSNA Corporate Partners* ad in *RSNA* print journals (2 times per year)
- Company logo on RSNA.org/Companies
- Company logo in annual meeting related media
- Company logo on Corporate Partners meeting signage
- Corporate Partners ribbons for name badge(s) during annual meeting
- License to use RSNA Corporate Partner logo
- 1 Technical Exhibit Priority Point per $1,000 spent

**Silver ($100,000)**
- Recognition in *RSNA Insider* (1 time per year)
- Company name in *RSNA Corporate Partners* ad in *RSNA* print journals (2 times per year)
- Company logo on RSNA.org/Companies
- Company logo in annual meeting related media
- Company logo on Corporate Partners meeting signage
- Corporate Partners ribbons for name badge(s) during annual meeting
- License to use RSNA Corporate Partner logo
- 1 Technical Exhibit Priority Point per $1,000 spent

**Bronze ($50,000)**
- Company name in *RSNA Corporate Partners* ad in *RSNA* print journals (2 times per year)
- Company logo on RSNA.org/Companies
- Company logo in annual meeting related media
- Company name on Corporate Partners meeting signage
- Corporate Partners ribbons for name badge(s) during annual meeting
- License to use RSNA Corporate Partner logo
- 1 Technical Exhibit Priority Point per $1,000 spent

**EARN TECHNICAL EXHIBITS PRIORITY POINTS**
Participation in any of the opportunities listed in this Corporate Sponsorship Kit also earns one (1) Technical Exhibit priority point for every $1,000 spent. RSNA’s priority point system recognizes a company’s support of RSNA and rewards exhibitors for upholding meeting policies. The order of space selection is determined by an exhibitor’s cumulative number of points. Visit RSNA.org/Exhibitors for complete details. Payments and contracts for RSNA 2016 must be received between November 1, 2015, and October 31, 2016, to receive Technical Exhibit priority points for RSNA 2017 and to receive recognition as a 2016-2017 Corporate Partner, November 1, 2016, to October 31, 2017.
ENGAGE. PROMOTE. PARTNER.

For complete details on RSNA opportunities, visit RSNA.org/Promote.

CONTACT INFORMATION

For more information or to reserve your space, contact:

JACLYN KELLY
Director, Corporate Relations
1-630-590-7793
jkelly@rsna.org

JUDY KAPICAK
Assistant Director, Advertising
1-630-571-7818
jkapicak@rsna.org

NATHAN WICKS
Sales Manager, Corporate Relations
1-630-368-3747
nwicks@rsna.org

ADDRESS FOR PAYMENTS:
Radiological Society of North America
P.O. Box 4799
Carol Stream, Illinois 60197-4799