



101<sup>st</sup> Scientific Assembly and Annual Meeting  
McCormick Place, Chicago

**100 RSNA 2015** NOVEMBER 29 – DECEMBER 4

**Steve Drew**  
Assistant Executive Director

Welcome

**100 RSNA 2015** 101<sup>st</sup> Scientific Assembly and Annual Meeting  
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**Today's Speakers**

- Steve Drew, Assistant Executive Director
- Dr. John Renz, Technical Exhibits Committee Chair
- John Jaworski, Director, Technical Exhibits
- Bob Hope, Director, Housing, Registration and Travel Services
- Lauren Giagnorio, Senior Manager, Technical Exhibits
- John Jaworski, Director, Technical Exhibits


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**Dr. John Renz**  
RSNA Technical Exhibits  
Committee Chair


RSNA Centennial Celebration  
2014 Registration Summary  
Exhibition Summary

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## RSNA Centennial Celebration




Virtual Wilhelm Roentgen welcomed visitors and shared his account of the birth of radiology in the Centennial Showcase.




An exhibition of X-ray art by Dutch radiation physicist, Arie van't Riet, featured 30 X-Ray photographs in the Hall A.



RSNA's annual meeting started with a bang during the Technical Exhibits grand opening ceremony.



Visitors were able to take a picture with a lifedized Wilhelm Roentgen in his 'laboratory' at the University of Wurzburg, in Hall B.



A lively Sip & Savor: Social featuring drinks, music and food from 18 Chicago restaurants catered to the Centennial celebration.

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## 2014 Summary

**Registration:**

- Total Registrants – 56,026
- Professional Registrants – 28,807
- Exhibitor Personnel – 20,880
- Other Registrants – 6,339
- Virtual Meeting – 6,076 Registrants – 101 Countries

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## International Meeting Attendance

- 11,470 Non-North American attendees
- 39.8% of professional attendees

**Top 10 countries**

- France: 1,012
- Brazil: 915
- Japan: 822
- United Kingdom: 782
- Germany: 700
- China: 502
- Italy: 485
- Korea: 474
- Spain: 369
- Netherlands: 365

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## Program Summary

**Programs:**

- Scientific Presentations – 1,754
- Refresher Courses – 225
- Multisession Courses – 81
- Series Courses – 37
- Informational Courses – 61
- Special Sessions – 39
- Plenary Sessions – 6
- Education Exhibits – 2,151
- Scientific Posters – 949
- Virtual Meeting – 60 on-demand courses – Cases of the Day – Digital Education Exhibits

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## Exhibition Summary

2014 Technical Exhibits consisted of 652 Exhibiting Companies

- Total square foot: 431,400 sqft
  - South Hall A: 289,100 sqft
  - North Hall B: 142,300 sqft
- First-time Exhibitors: 109
- Total number of booths: 664
  - South Hall A: 447
  - North Hall B: 217

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## Exhibition Summary

Booth Type	South		Total
	Hall A	Hall B	
Free-form	142	69	211
Inline	264	138	402
Peninsula	6	10	16
Publisher's Row	31	0	31
Mobile/ Transportable	4	0	4
<b>Total:</b>	<b>447</b>	<b>217</b>	<b>664</b>
Headquarter Office	20	4	24
Meeting Suite	18	9	27
Vendor Workshop	2	1	3

Publisher's Row 5%  
Mobile/ Transportable 1%  
Free-form 32%  
Inline 60%  
Peninsula 2%

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## John Jaworski, CEM

Director: Technical Exhibits

- About RSNA
- About Annual Meeting
- Meeting Registration Breakdown

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## About Radiological Society of North America (RSNA®)

- International society of radiologists, medical physicists and other medical professionals
- 54,000+ members from 136 countries
- Hosts the world's premier radiology meeting
- Mission: To promote and develop the highest standards of radiology and related sciences through education and research.

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## About RSNA Annual Meeting

- 100<sup>th</sup> Annual Meeting
- Total registration is 56,026
- Professional registration was 28,807
  - 15,051 RSNA members
  - 18,085 were radiologists
  - 40% come from outside North America

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## RSNA 2014 Radiographic Specialties in Attendance

<b>Breast/Mammography</b>	<b>1,539</b>	Musculoskeletal	1,175
Chest	580	Magnetic Resonance	1,305
Cardiac Radiology	579	Nuclear Medicine	683
Computed Tomography	935	<b>Neuroradiology</b>	<b>1,574</b>
<b>Diagnostic Radiology</b>	<b>6,663</b>	Oncologic Imaging	260
Emergency Radiology	204	Pediatric Radiology	538
Gastrointestinal	720	Physics	697
Genitourinary	210	Professionalism	92
Head & Neck	168	Quality Assurance	62
Health Policy & Practice	125	Radiobiology	193
Informatics	784	Radiation Oncology	396
<b>Interventional</b>	<b>1,365</b>	Research	339
Molecular Imaging	149	Ultrasound	607
		Vascular	70

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## Why Do Attendees Visit the RSNA Technical Exhibits

- 68% See new products and developments
- 79% Role in purchasing
- 47% create buying plans

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## How Do Attendees Behave?

- Tend to plan ahead
- Tend to make appointments
- Have a low tolerance for exhibits which are all sizzle

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## RSNA Technical Exhibits

- Attendees spend an average 3.6 days and 12.0 hours in the exhibit halls
- Total leads captured were 70,173
  - Sunday 14,542
  - Monday 20,104
  - Tuesday 18,140
  - Wednesday 12,593
  - Thursday 3,940

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## Bob Hope

Director of Housing, Registration and Travel Services

Housing Update  
Important Dates

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## Housing Update

- Hotel Rates
  - Many reduced, many frozen, remainder increased up to 3%
- Hotel Management/Name Changes
  - AC Hotel – Marriott brand – formerly Four Points Hotel by Sheraton
- New Hotels
  - Loews Hotel – opens March 2, 2015
  - Virgin Hotel – opened January 2015
  - Hyatt Centric, the Loop – opens May 2015
  - Chicago Athletic Association Hotel – opens May 2015
  - Marriott Marquis at McCormick Place – opens 2018
- Housing Formula
  - Individual Housing – maximum of 24 rooms regardless of booth size
  - Block Housing – 4 rooms per 100 sq. ft., minimum of 700 sq. ft. and 25 rooms on peak

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## Exhibitor Registration/ Housing Dates

- May 27
  - Hotel letter emailed
- June 10
  - Housing and Registration available online, 10:30 am CT
- June 29
  - Block Housing deadline
- August 12
  - Block Housing assignments available
- August 21
  - Block Housing hotel deposits due
- October 6
  - Block Housing rooming list due
- November 4
  - Deadline for housing and badge mailing
  - Note: Badge fee has increased to \$50 when exceeding allotment

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## Benefits of Booking through RSNA

- **Lowest rates** – More than 80 hotels in the heart of the city offering a wide range of options and price points and the lowest rates possible
- **Flexible Terms (New this year)** – Unlike online travel agencies that require prepaid stays or have restrictive penalties, RSNA has established flexible booking terms up to 72 hours prior to arrival (for companies that have requested 24 rooms or less)
- **Customer Service** – RSNA is your advocate if a dispute or problem arises
- **Supporting the Association** – When you book through our system, you are supporting the RSNA. It's not only the right thing to do, it will have cost benefits for the association which are passed on to exhibitors and attendees. It helps to maximize our overall room pickup allowing RSNA to negotiate better deals on room rates.
- **Free Transportation** – Free Metra train service to Randolph St Station as well as shuttle bus service between all RSNA contracted hotels and McCormick Place
- **Easy Booking** – Attendees have the ease of one-click booking through the RSNA website while registering offering a wide range of choices at different price points. No need to scour the internet to find the best rates.

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## Lauren Giagnorio

### Senior Manager of Technical Exhibits

2015 Floor Plan  
Space Rates  
Additional Opportunities  
Important Dates

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## Technical Exhibit Space Rates

- Preferred Exhibitor Booth Rates
  - \$34.00 per square foot
  - \$400.00 per corner assigned
- Special Fees
  - Premium inline: \$250 per 10x10
  - Second Level Exhibit: \$17 per square foot
- Headquarter Office Space
  - HQ: \$12 per square foot

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## Technical Exhibit Space Application/Contract

- Available February 18
- Mail original, signed application
- 25% or 100% deposit required
- Company check or wire transfer payment
- Include a sample brochure or product literature

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## While Filling Out Your Application...


- Keep the point system in mind as you indicate floor location preferences
  - 4 points for each year a company has exhibited beginning in 1996 with a maximum of 80 points for 2015
- Select two locations per hall in different locations
- If important, name competitors and/or partner companies on your application

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## Online Exhibitor Listing

Includes:

- Contact Information
- Booth Number
- Company Description
- Selected Product Categories

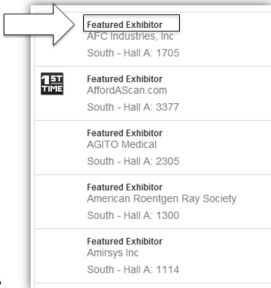


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## Premium Exhibitor Listing

Includes:

- Company Logo
- Banner Image
- (12) Products
- (12) Videos
- (12) Documents
- Social Media
- 'Contact Us'
- Listed on top of searches
- Highlighted on Meeting App



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## Premium Exhibitor Listing

**Exhibitor Listing Results:**


- 115 exhibitors upgraded
  - Total Views: 163,925
  - Average Premium Views: 566
  - Exhibitor Views: 277 (did not upgrade)
- Available on 2015 Exhibitor Space Application (\$595)

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## Meeting Suites

- Available for full-meeting rental
  - 13'x13' for \$4,000
  - 20'x20' for \$8,000
- Host meetings with customers, potential customers, and staff
- Professional attendees are permitted
- Education sessions and product demonstrations are not permitted
- Available on 2015 Exhibitor Space Application




Contact Lauren Giagnorio for more information at [lgagnorio@rsna.org](mailto:lgagnorio@rsna.org) or 1-630-571-7851

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## Vendor Workshop



- User training and product instruction/demonstrations
- Available during exhibition hours
- Presenters may be full-time employees or physicians without honoraria
- CME cannot be offered
- Vendor is responsible for registration
  - Promoted through RSNA website.

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## Important Dates to Remember

- February 18
  - Technical Exhibit Space Application available
- April 24
  - First-round assignment deadline
- April 28
  - First-round assignments begin
- June 23
  - First-round space assignments released at Exhibitor Planning Meeting; mailed to confirmed exhibitors
- July 8
  - Exhibitor Service Kit available



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**John Jaworski, CEM**  
Director: Technical Exhibits

Booth Design: Hanging Signs  
Move-In Schedule  
Enhance Priority Point System  
2016 Space Selection

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**Thank you!**