RSNA Exhibitor Planning Meeting
Tuesday, June 24, 2014

Steve Drew
RSNA Assistant Executive Director

Today’s Speakers
- Mark Tarr, Choose Chicago
- Adrienne Glowski, RSNA Director of Marketing
- Dr. Dana Smetherman, Technical Exhibits Committee Chair
- Bob Hope, RSNA Director Housing Registration and Travel Services
- Lauren Giagnorio, RSNA Senior Manager, Technical Exhibits
- Erin Dunstan, Experient Director, Strategic Accounts
- Ben Smock, Toque and Bottle/Bistro RSNA
- Chris Carr, RSNA Director, Informatics
- John Jaworski, CEM RSNA Director, Technical Exhibits

Mike Tarr
Vice President, Association Sales

Adrienne Glowski
RSNA Director: Marketing

RSNA Centennial
- Centennial Showcase
- Technical Exhibits Grand Opening
- Technical Exhibits Traffic Drivers
- Centennial Merchandise at RSNA Store
- Sip & Savor Social
- Centennial Website
- Photo Point

RSNA Corporate Partners Program
- Goal: recognize company support and provide new sponsorship opportunities
- Recognition levels: Gold, Silver and Bronze
- For more information:
  – Contact Jim Drew at jdrew@rsna.org
  – Visit RSNA.org/Companies

Dr. Dana Smetherman
RSNA Technical Exhibits Committee Chair

Educational Program

Registration Summary

Technical Exhibits – First Round
- 526 companies with 422,800 square feet of exhibit space
- 51 First-time exhibitors
- 3 Vendor Workshops

Bob Hope
RSNA Director Housing, Registration and Travel Services

20 Top Reasons to Reserve Rooms via RSNA
   • Lowest Rates
   • Easy Booking
   • Customer Service
   • Supporting the Society
   • Free Transportation

21 Individual Exhibitor Housing
   • Housing Site Opened June 11
   • Available to companies requiring a max of 24 rooms
   • NEW! Up to 24 rooms available regardless of booth size
   • First night’s room/tax deposit

22 Block Housing
   • Available to companies that exceed 700 sq. ft. and need 25 rooms or more
   • NEW! 4 rooms allowed per 100 sq. ft. of purchased space
   • Block housing request site closes June 30
   • Hotel assignments emailed August 13
   • Room deposits ($400 per reservation) due August 22

23 Travel/Hotel Updates
   • Airfare Discounts – No blackout dates (NEW!) or online fees
   • ESA Voyages – official international group agent offering full service or hotel only packages
     (NEW!)
   • Chicago Hotel Updates

25 Lauren Giagnorio
   RSNA Senior Manager, Technical Exhibits

26 Your RSNA Exhibitor Listing

27 Exhibitor Product Theater
   • Educational environment outside your booth
   • South Building, Hall A, Booth 3314
   • Four timeslots on Monday - Wednesday
     – 10:30am, 12:15pm, 2:00pm and 3:45pm
   • Accommodates 100 attendees
   • Enclosed design
   • Full-time Theater host
   • Beverage service included
   • Streamed through the RSNA Virtual Meeting
     – Lead capture, chat, Q&A and recording shared with company

28 Marketing Opportunities
   • Mailing List Request
• Raffles/Giveaways
• Marketing Tools
  – Logos
  – Banners
  – Ebast files
  – Postcards
• Advertising Opportunities

29  Exhibitor Resources/Service Kit
• Available July 14
• Official Contractor forms and links to online ordering
  – General Contractor
  – Electrical
  – EAC registration
  – Lead Retrieval
  – Much more!
• RSNA forms

30  Exhibitor Resources/Service Kit
31  Exhibitor Resources/Service Kit
33  Erin Dunstan
    Director, Strategic Accounts
    Experient

Lead Management Solutions RSNA 2014

34  Lead Management Solutions Update
Updated SWAP line of products
  – Real Time Data Services
  – QR code only, no PDF on badge
  – New device options
Benefits to exhibitors:
  – Have the flexibility to use own phone or tablet to collect leads (SWAP).
  – Leads are captured at any time (not just during show hours) anywhere (not just on the floor).
  – Leads are immediately available in the cloud for faster follow-up.
  – Access the exhibitor portal in real time for ratings, performance by salesperson, and overall activity.
  – Download the app directly to your phone or device
  – Apple, Android, Windows, and Web Mobile versions
– Capture leads anywhere: in the booth, sessions, meetings, events, in the hallway, on the bus, etc.
– Custom surveys
– All data captured in SWAP Portal

Optium RT2000 & Android Tablet

– Handheld and wireless unit; No electricity required
– All leads captured are consolidated in your SWAP Portal in real time
– Custom survey available
– Bluetooth printer

Leads Portal

– Most up to date contact information
– Graphic summary analysis
– Slice and dice leads by demographics for effective post event follow-up
– View and sort leads by salesperson or key demographics
– Analyze networking and sales techniques to maximize ROI
– Access to portal available in real time through 90 days post event
– Easily export lead data and charts

Developer’s Kit for Real Time Data Service’s

– All of the information you need to access our registration database in real time
– Instructions for your IT Department to set up the data transfer
– Delivery of all access credentials necessary for downloads and customer support
– Choose whether you want to pull data in real time, nightly, or at the end of the event

ExSIGHT Value Add

– For any organization purchasing more than 30 SWAP activations please contact us for special discounted pricing:

  Catherine Walker, PMP
  Director, Lead Sales and Product Integration
  Experient
  Direct Dial: 240-439-2418
catherine.walker@experient-inc.com

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41  Ben Smock
Toque and Bottle

47  Chris Carr
RSNA Director, Informatics

48  Demonstration Overview
• Industry leaders demonstrate key developments in radiology informatics:
  – Patient-focused image sharing through the RSNA Image Share Network, based on IHE XDS-I profile
  – Structured reporting using RSNA RadReport reporting templates, RadLex terminology and the IHE MRRT profile
  – Communication of critical findings to referring physicians using report templates and video communication

49  Roles
• Radiology Information System
• Modalities
• PACS
• Reporting Systems
• Health Information Exchange (HIE) actors
  – Document source/consumer
  – Registry/Repository
  – Image-enabled Personal Health Record Systems

50  Demonstration Scenarios
• Patient-focused image sharing:
  – Sharing with patients through PHR accounts
  – Site-to-site sharing for consult and care
• Structured reporting
  – Selection of appropriate report templates based on RadLex Playbook procedure codes
• Significant findings notification
  – Communication of findings noted report via direct multimedia link

51  Demonstration Logistics
• Centralized Demonstration on Technical Exhibit Floor
  – Tightly scripted demonstrations of each scenario focusing on clinical significance
• Distributed Demonstration at Participant Booths
  – Exchange of images in simulation of health information exchange environment
• Participants must commit resources for continuous participation
  – Dedicated staff for demonstration prep and performance
  – Systems and development/configuration expertise
  – Space in vendor booth for distributed demonstration
**Marketing Exposure**
- Demonstration reaches 600-800 attendees annually
- Signage and handouts
- Promotion through RSNA Website, publications and other meeting promotional channels

**Image Sharing Demo 2013**

**Timeline**
- 6/30: Call for Participants
- 7/21: Deadline for Notification of Intent to Participate
- 7/28: Participant Kickoff Call
- 7/28-10/13: Weekly Planning Teleconferences
- 10/13-10/17: Demonstration Rehearsal at RSNA HQ
- 11/30-12/4: Demonstration at RSNA 2014

**Demonstration Rehearsal**
- Oct. 13-17, RSNA HQ, Oak Brook
  - All systems to be present and conduct testing using defined scenarios
  - Internet testing in advance to enable participants to arrive prepared to test
  - Specified tests, roles and subgroups
  - Refine clinical demonstration scenarios

**References**

**John Jaworski**
Director: Technical Exhibits

**McCormick Place Update**
- New Food Outlets
  - Starbucks North
  - 23rd Street Cafe

**McCormick Place Update**
- Facility Renovation
  - Escalators
  - Carpeting
  - Bathrooms

**McCormick Place Update**
Exhibitor Bill of Rights - Full-Time Exhibitors Employee may also perform the following work within their booth:
- Setting-up and dismantling exhibits
- Assembling and disassembling equipment
- Installing all signs/graphics
- Delivering/setting-up electrical equipment, computers/AV devices
- Skidding, positioning and re-skidding all exhibitor materials
Exhibitors can load/unload materials at designated McCormick Place docks

62 McCormick Place Update
Exhibitor Employee
- Any person who has been employed by exhibitor as a full-time employee a minimum of 6 months before the show’s opening date.

63 McCormick Place Update
RSNA Safety Program
- All accidents are preventable.
- Applies to all exhibitors and meeting contractors.
- Everyone participating at RSNA 2014 must be involved and committed to safety. It is a team effort!
- Floor Managers will help provide the safest possible workplace for exhibitors & meeting contractors and will monitor exhibit floor safety.

64 New Programs
- Meeting Suites at McCormick Place
  - Located in both exhibit halls
  - Includes:
    - 8’ hardwalls with locking door
    - Carpeting with nightly cleaning
    - Conference table with chairs
    - Identifying signage
    - 5 amp electrical
  - Daily or weekly rental
  - Sizes are
    - 13’x13’ - $4,000/meeting; $1,500/day
    - 20’x20’ - $8,000/meeting; $3,000/day

65 New Programs
- Exhibitor Lunch & Learn
  - Conduct a non-CME presentation during the lunch hour on Monday, Tuesday or Wednesday within a RSNA meeting room at McCormick Place. Fee is $15,000.
- Technical Exhibits Focus
  - Submit one product with photo and description for publication at no charge.
  - Incorporate your company's message within the section's front page article. New article Sunday – Thursday.
Questions? Contact Judy Kapicak at 1-630-571-7818 or jkapicak@rsna.org

66 Exhibitor Education Center
- Upcoming Webinars
  - September 9: Exhibitor Measurement Made Easy
  - Replays of past webinars
- Exhibitor Articles Series (How-to Tips)
- Frequently Asked Questions
- First-Time Exhibitor E3 Program
- Newsletter
RSNA Attendee Profile
- 91.5% respondents would recommend the Annual Meeting to colleagues
- 46% planned to purchase equipment or services based on what they saw at RSNA 2013.

We're here to help you!
- Online Exhibitor Resource Center
- Many branding options through Advertising
- Speaking opportunities
- Marketing Tools to promote your participation
- RSNA Staff & Contractors available to answer your questions

Technical Exhibits Staff
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   Michelle Scherer
   Assistant
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   mscherer@rsna.org

Exhibit Space Breakdown
- Exhibit Hall
  - 283,700 - South Building, Hall A
  - 138,800 – North Building, Hall B
- Booth Type
– 203 FreeForm
– 269 Inlines
– 15 Peninsula
– 3 Mobile Units
– 44 Publishers Row

### Space Assignments Process

- Anchor Rotation
- RSNA Historical Point System
- Other factors that played a part were:
  - Competitor & Partner Proximity
  - Exhibit Hall Preference
  - Booth Size & Display Configurations
- All changes to the original application (i.e. company name, contact, space size, or cancellation) must be made in writing.

### RSNA 2014 Space Assignments

- Booth numbers
  - South Building, Hall A - 1000-5999
  - North Building, Hall B - 6000-8599
- First-Round Floor Plan
- Mailed Today with confirmation, invoice and important meeting information
- Annual Meeting Website
  - [www.rsna.org/Floor_Plan_and_Exhibitor_List.aspx](http://www.rsna.org/Floor_Plan_and_Exhibitor_List.aspx)