

## Newsroom Guidelines for Exhibitors

### General Information

The RSNA annual meeting in Chicago is a recognized forum for presentation of peer-reviewed scientific abstracts and medical imaging courses by radiologists and allied scientists from around the world. As such, it also provides exhibitors with an excellent opportunity to present products and technological advancements to the profession and to the world media. More than 100 journalists from around the world attended the 2015 meeting.

### Newsroom Location

The Newsroom is located in the McCormick Place South Building Level 3.

### Newsroom Hours

Saturday, November 26, 3:00 p.m. – 5:00 p.m.  
Sunday, November 27, 8:00 a.m. – 5:00 p.m.  
Monday, November 28 – Wednesday, November 30, 8:00 a.m. – 5:00 p.m.  
Thursday, December 1, 8:00 a.m. – 2:00 p.m.  
Friday, December 2, CLOSED

### Media Eligibility

Newsroom badges are available only to working press who can show evidence that their attendance results in original news coverage of the RSNA meeting in the print, broadcast or recognized Internet media.

RSNA does not issue press badges to: publishers or a publication's advertising, marketing, public relations or sales representatives; publishers, editors or reporters from manufacturers' house organs or promotional publications; public relations staff of exhibitors or educational institutions; or other individuals who are not actually reporting on the meeting.

**RSNA has a one-badge-per-person policy; therefore, exhibitors may not also register as press.**

### Exhibitor Area

RSNA will designate an area for the display of exhibitor news materials within the RSNA Newsroom. Exhibitor representatives are to check in at the Newsroom main registration desk and leave materials with the receptionist.

Exhibitors are encouraged to periodically check with the receptionist to determine the supply of news materials remaining.

Exhibitors must retrieve leftover materials from the Newsroom by 1:00 p.m. Thursday, December 1, or the materials will be discarded.

### Shipping News Materials

Alternatively, exhibitors may ship news materials to arrive no earlier than Friday, November 25, to:

RSNA Newsroom  
McCormick Place  
South Building Level 3  
2301 S. Lakeshore Drive  
Chicago, IL 60616

Attn: RSNA Newsroom, Emma Day

It is highly recommended that exhibitors DO NOT use Styrofoam packing peanuts when shipping their news materials.

### Use of Newsroom

The Newsroom is reserved as a work area for journalists. Exhibitors are not allowed beyond the reception area unless individuals have been invited for an interview and are met by a registered reporter. Exhibitors are not allowed into scientific news conferences without the advance consent of RSNA.

### Virtual Press Office

Exhibitors have the option of including their press materials in the RSNA Virtual Press Office and distributing press releases through PR Newswire at a discounted rate. The Virtual Press Office site can be accessed via the RSNA online newsroom. Exhibitors wishing to take advantage of this offer should contact Virtual Press Office at 973-783-7787 or [sales@vpoinc.com](mailto:sales@vpoinc.com).

### When Media Want to Talk With You

Reporters, photographers and video crews on the exhibit hall floor are issued clearly marked press badges by Newsroom staff. Members of the media are only allowed on the exhibit hall floor during exhibit hours. Photographers and video crews on the exhibitor floor must obtain an exhibitor's permission before photographing or videotaping. All registered press sign an agreement to abide by these rules.

Exhibitors need not hesitate to check badges, ask questions about a publication or broadcast program, or request a card or credentials from reporters who are requesting permission to interview, photograph or videotape. Exhibitors should immediately contact the RSNA Newsroom with questions or concerns.

### Press Conferences

Exhibitors may schedule press conferences within their booth Sunday, November 27, from 10:00 a.m. to 5:00 p.m., Monday, November 28 through Wednesday, November 30, from 8:00 a.m. to 5:00 p.m., and on Thursday, December 1, from 10:00 a.m. to 2:00 p.m. and/or at an off-site location during non-meeting hours.

Press conference requests must be submitted to RSNA for review and approval using the Press Conference Request Form by Friday, October 28. Approved press conference requests will be posted on-site in the RSNA Newsroom. Exhibitors are responsible for inviting the press to the event.

### Social Media

When Tweeting about the RSNA annual meeting, don't forget to use the #RSNA16.