

HOW TO NAVIGATE THE RSNA EXHIBITOR SERVICE KIT

Thursday, July 21, 2016
1:00 – 1:45 pm CT

How to Navigate the RSNA Exhibitor Service Kit

- RSNA 2016 Update
- New Exhibitor Rules and Regulations
- Exhibitor Service Kit
- Bistro RSNA and Choose Concierge (Ben Smock)
- Freeman Online (Sunil Patel)
- Cost Saving Tips

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RSNA 2016 Update

- 576 companies utilizing 402,300 sq. ft.
 - 55 first-time exhibitors
 - First-Time Exhibitor Pavilion
 - 6 Country Pavilions
 - The Netherland Presents Pavilion
- 4 Vendor Workshops
- 28 Meeting Suites



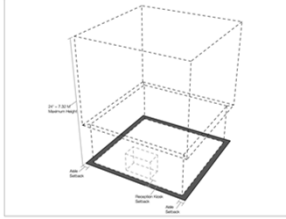
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RSNA Rule Changes

Booth Design – Set Back

- 20' wide island exhibits must maintain a 1' setback
- 50' wide island exhibits must maintain a 2' setback
- 80' wide island exhibits must maintain a 3' setback

Reception counters/information kiosks add an additional foot



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RSNA Rule Changes

Drawing and Raffles

- Total prize awarded for the show's entirety must not exceed \$1,500 in retail value.

Giveaways

- Sport-related items are permitted



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RSNA Rule Changes

Live Ultrasound Scanning is on human models are permitted

- Booth must be 20x20 or larger.
- Restricted to the head, neck, upper abdomen and extremities.
- Companies are required to pre-scan all models with a physician present.
- Models must have a badge and be properly attired.
- Models must give consent to the exhibitor by signing a formal document that explains the non-diagnostic nature of the scan.
- Request Form found is service kit.

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Exhibitor Service Kit

Marketing and Promotional Tools

- Promotional Opportunities
- Free Tools (logos, banners, graphics)
- Newsroom + Virtual Press Office
- Online Exhibitor Listing + Upgrade
- Registration List Rental
- Technical Exhibitor Focus



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Exhibitor Service Kit

Special Programs/Services

- 5K Fun Run
- Bistro RSNA
- Childcare Services
- Destination Management
- Concierge Services
- Insurance Liability
- Wheelchair Rental



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Bistro RSNA is back!

Please visit www.bistrotickets.com/rsna/

- Same price as 2015! \$22 per meal (\$24.20 total)
 - Daily menu includes salads, soup, entrees, veggies, drinks, desserts
 - Table reservations and individual tickets are available
- Bistro RSNA will be open on Sunday 11/27 – Wednesday 11/30
 - Lunch is served from 11am – 2:30pm
- NEW for 2016! Bistro RSNA will be open on Thursday 12/1 in Hall A & B
 - Special menu will be announced soon

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Free concierge services available at www.chooseconcierge.com/rsna/

- Online resources include:
 - Categorized list of dining, shopping, and nightlife options
 - Private event venue sourcing
 - Our team will collect menus and check availability for you
- Onsite resources include:
 - Printed list of dining, shopping, and nightlife options
 - Restaurant recommendations and reservations by Hospitality experts


Book now! RSNA is a Big Show. Event spaces will fill up soon.

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Exhibitor Service Kit

Onsite Resources

- Exhibitor Onsite Resources (Sept 6)
- McCormick Place Parking
- Safety Program
- Target Assignment (Sept 12)
- 2017 Booth Space Selection




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Exhibitor Priority Point System


- Ten (10) housing points for booking hotel rooms for at least 70% of badged exhibitor personnel. **New: Distributors badge are not included in this formula.**
- Four (4) historical points for each year of participation.
- Five (5) payment points for paying RSNA 2016 technical exhibit space rental fees in full by July 1, 2016.
- One (1) Corporate Partners point for every \$1,000 spent on RSNA's Corporate Partners program initiatives, which include meeting sponsorships, subscriptions, and more.
- One (1) booth size point for each 100 square feet of paid exhibit space.

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FreemanOnline

Freeman Online provides a comprehensive solution for exhibitors to access everything they need to have a great event: **before, during and after – from any device.**




• easy is nice on any device

Freeman Online®



Mobile App Mobile Web Tablet Laptop/Desktop

Freeman Online®




Show Info Freight Services Shop Concierge Serv

Notifications Move-Out Order History

Key Features

- Synchronized Shopping Cart
- Copy To Order
- Order @ Show Site
- Shipping Estimator
- Electrical Grid Tool
- Add Important Dates To Calendar
- Progress Tracking
- Access To Updated Floor Plans
- Quick Facts

FOL Mobile



thank
•you

FREEMAN

Cost Saving Tips

Order by Advance Deadline

Important Dates & Deadlines Service Kit
Timely RSNA Emails

Important Dates & Deadlines

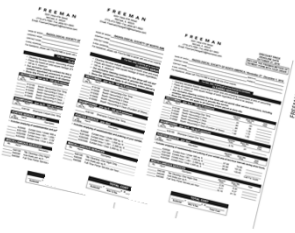
JUL 31 Hardware Order Ship Request Forms Due	NOV 1 Complete Booth Forms Due
SEPT 2 Booth Approval Forms Due	NOV 2 Exhibitor Booth Registration Due
SEPT 28 Early Booth Approval Forms Due	NOV 4 Final Booth Forms Due
SEPT 30 Monthly Booth Approval Forms Due	NOV 6 Installation of Booth Furniture for Booth Shipping
OCT 3 Early Booth Approval Forms Due	NOV 9 Booth Furniture Installation
OCT 5 Final Booth Approval Forms Due	NOV 11 Exhibitor Booth Registration Due
OCT 14 Exhibitor Approval Complete Registration Forms Due	NOV 13 Installation of Booth Furniture for Booth Shipping
OCT 19 Final Booth Approval Forms Due	NOV 19 Booth Furniture Installation
OCT 21 Final Booth Approval Forms Due	NOV 21 Booth Furniture Installation

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Cost Saving Tips

Reduced Freeman Rates

- 10% on Carpet Cleaning
 - .36 to .33 cents
- Lower Condor Crew Rates (non-electrical hanging signs)




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Cost Saving Tips

Exhibitor Bill of Rights

- An Exhibitor Employee may perform work in a booth of any size.
- They can work within the booth using their own ladders or hand tools, cordless tools, power tools and other tools designated by McCormick Place/SMG.
- Assembling and disassembling materials, machinery or equipment
- Installing all signs, graphics, drapery, including the skirting of tables
- Delivering, setting-up, plugging-in, interconnecting and operating electrical equipment, computers, audio-visual devices and other equipment

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 #RSNA16

Cost Saving Tips

Automobile and Small Utility Vehicles

- Exhibitors can load/unload materials from automobiles and small utility vehicles (ASUV) at designated McCormick Place docks using their own non-motorized, non-hydraulic hand trucks and dollies.
- Saturday, November 26 from 8am – 4pm
- ASUV form in service kit
- Advance registration online (not required)

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 #RSNA16

Cost Saving Tips

Hanging Signs – Ship to the Freeman Warehouse

- Hang sign in advance of target move-in
- Open exhibit hall for sign construction and installation
- Save time and stress

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 #RSNA16

RSNA Technical Exhibit Staff

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Future Webinars fb @ #RSNA16

Building Brand Awareness & Driving Qualified Booth Traffic: How to Attract Enough of the Right Attendees to Your RSNA Exhibit
Tuesday, August 30, 2016 from 1 to 2pm CT

Improving RSNA Lead Management to Drive Exhibiting ROI
Tuesday, October 4, 2016 from 1 to 2pm CT

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RSNA® 2016
NOVEMBER 27 - DECEMBER 2

For more information, visit MEETING.RSNA.org
