

RSNA 2016 Booth Space Selection Process

For RSNA 2016, the Radiological Society of North America (RSNA®) is introducing an enhanced Technical Exhibit priority point system and new exhibit space selection process. The below guidelines outline the new system that RSNA will use to conduct the exhibit space selection process for the RSNA 2016 Annual Meeting. First-round space selection will take place on-site at RSNA 2015.

Technical Exhibit Priority Point System

An enhanced priority point system has been developed to recognize a company's support of RSNA and reward exhibitors for upholding meeting policies for their previous year's exhibit. Based on this priority point system, RSNA 2015 contracted exhibitors will have the opportunity to select their booth position for the RSNA 2016 Annual Meeting. The order of space selection will be determined by an exhibitor's cumulative number of points based on the following factors as of November 5, 2015:

- Four (4) historical points for each year of participation as an RSNA technical exhibitor since 1996.
- Ten (10) housing points for booking at least 70% of exhibitor personnel hotel room(s) within the RSNA housing block for RSNA 2015 by November 4, 2015.
- Five (5) payment points for paying RSNA 2015 technical exhibit space rental fees in full by August 7, 2015.
- One (1) Corporate Partners point for every \$1,000 spent on RSNA's Corporate Partners program initiatives, which include meeting sponsorships, subscriptions, and more. (Includes payments, and contracts for RSNA 2015, made between November 1, 2014, and October 31, 2015.)
- One (1) booth size point for each 100 square feet of paid technical exhibit space at RSNA 2015.

Exhibitors will be ranked based on cumulative priority points earned using the above point system. Tie-breaker procedures will be enforced when multiple companies have earned the same number of priority points. The tied companies' points will be analyzed in the following order until one organization clearly outranks the other(s). The sequence for analysis will be: (1) historical points, (2) housing points, (3) payment points, (4) Corporate Partners points, (5) booth size, and (6) alphabetical order of contracted company name.

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Anchor Booth Space Selection

Based on RSNA 2015, the fourteen (14) exhibitors with the most square feet of exhibit space will be deemed Anchor exhibitors for RSNA 2016 and will be eligible for advance space selection. Anchors will be able to select their RSNA 2016 booth space via scheduled conference calls beginning Wednesday, November 11, 2015. Anchor space selection appointments will be announced on November 9, 2015.

Using the enhanced priority point system:

- The four (4) companies with the most square footage at RSNA 2015, will be ranked in order based on their priority points and will select from four predetermined anchor zones (A-D) indicated on the preliminary floor plan (available September 2015).

- The remaining ten (10) Anchor exhibitors will be ranked in order based on their priority points and will select from ten predetermined anchor zones (1-10) on the preliminary floor plan (available September 2015).

On-site Exhibit Space Selection

Companies that are non-Anchor exhibitors for RSNA 2016 will be able to select their space during the RSNA 2015 Annual Meeting at McCormick Place, Monday, November 30 – Wednesday, December 2, 2015. RSNA will communicate the meeting time and location for the booth selection process in an email invitation the week of November 9, 2015.

Exhibitor order will be determined by the company's priority points. Selection will take place on a live floor plan. Exact booth space will be determined at the discretion of RSNA in an effort to manage exhibit hall traffic.

Companies that do not keep their pre-scheduled appointment are invited to select space on a first-come, first-served basis at 5 p.m. on the day of their pre-scheduled appointment.

Space requests from Standard Exhibitors will not be assigned until all Preferred Exhibitors have been assigned space during the On-site Exhibit Space Selection process.

Remaining Exhibit Space

RSNA 2015 exhibitors who did not participate during the on-site booth selection process and new companies that sign up after December 2, 2015, will be assigned exhibit space on a first-come, first-served basis upon receipt of a signed Technical Exhibit Space Application/Contract and deposit.

Technical Exhibit Space Payment Schedule

Technical Exhibit Space Applications/Contracts received during the on-site exhibit space selection process (November 30 – December 2, 2015) must be accompanied by a 25% deposit of the total rental fee in U.S. funds drawn on a U.S. Bank. Exhibitors may also pay the entire amount at this time.

Updated Rules and Regulations will be available at a later date.

If you have questions about the RSNA 2016 booth space selection process, please contact:

John Jaworski

1-630-571-7855

jjaworski@rsna.org

OR

Lauren Giagnorio

1-630-571-7851

lgiagnorio@rsna.org