



Radiological Society  
of North America

# ENGAGE PROMOTE PARTNER

2018 SPONSORSHIP OPPORTUNITIES



[RSNA.org/Promote](https://www.rsna.org/Promote)



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# ENGAGE

Engage with key buyers and decision makers in the radiology specialty when you harness the marketing power of the Radiological Society of North America's Scientific Assembly and Annual Meeting. Identify and target your best prospects using tools that deliver your message to specialty professionals, including CIOs, consultants, hospital executives, radiologists and others ready to explore the latest, most innovative medical imaging products and services. RSNA 2018 is your gateway to the radiology community.

# PROMOTE

RSNA provides year-round promotional vehicles and special on-site sponsorship opportunities during the annual meeting. These opportunities will blanket the entire marketplace with your message, showcase your brand, produce leads and build interest in your products and services. The result: increased sales to grow your bottom line.

# PARTNER

RSNA rewards your loyalty with our Corporate Partners Program, which not only provides opportunities for greater visibility as an industry partner, but also improved exhibit positioning. Together, we'll grow your brand.



Mammotome

Carroll

AMY  
STUDENT

**HITACHI**  
Inspire the Next

THE FUTURE IS OPEN TO SUGGESTIONS

Hitachi Social Innovation

# ENGAGE

## Cultivate new business at RSNA 2018

With over 26,000 medical professionals gathering every year at McCormick Place in Chicago, the radiology marketplace sales cycle begins—and ends—with the RSNA annual meeting.

RSNA 2018 provides an incredibly lucrative opportunity for medical service providers and product manufacturers to reach key decision makers from many of the 400-plus healthcare systems, networks and alliances in the U.S.\* in addition to thousands of physicians and healthcare professionals from over 140 countries.

Your exhibit at RSNA 2018 is an indispensable tool that helps position your brand as an industry leader—and an RSNA sponsorship further solidifies that position in the minds of decision makers ready to purchase.

Drive more traffic to your booth. Meet more potential clients who are ready to purchase. Secure your position as an RSNA 2018 sponsor and engage!

*\*American Hospital Association, November 2016*



## Decision Makers are Here

**26,000+**

Professional attendees

**12 hours**

Average each attendee spends in our exhibit halls

**77%**

Attendees have a role in purchasing

## ATTENDEES INCLUDE

- » Radiologists
- » Physicians
- » Hospital Executives
- » IT Management
- » Practice Managers
- » Healthcare Consultants
- » Support Personnel

## TOP SPECIALTIES OF ATTENDEES

- » Diagnostic Radiology
- » Breast/Mammography
- » Neuroradiology
- » Magnetic Resonance
- » Interventional
- » Musculoskeletal



# PROMOTE

## RSNA 2018 Opportunities

Put your company's name at the forefront of attendees' minds at RSNA 2018 with annual meeting sponsorship opportunities that support your on-site efforts. Build name recognition and drive traffic to your exhibit space with unique, high-profile promotional opportunities that target this lucrative market.



## RSNA® 2018 TOMORROW'S RADIOLOGY TODAY

NOVEMBER 25-30

### PRE-SHOW OPPORTUNITIES

Build interest in your brand with pre-show promotional opportunities that encourage attendees to visit your booth once they arrive at RSNA 2018.

#### Attendee Registration List Rental

Reach your best prospects by mail before the show and attract them to your booth with your company literature or special offer for RSNA 2018.

**\$0.15/name, \$75 order minimum**  
(plus postage & shipping)

#### Attendee Prospect E-Blasts

RSNA members and past attendees are prime prospects to attend RSNA 2018. Include your banner in e-blast communications leading up to the annual meeting.

**\$7,500**

#### Meeting Announcement E-Blasts

Thousands of registered attendees will see your company's banner in one of RSNA's regularly scheduled emails, including pre-meeting e-newsletters.

**\$7,500**

#### Registration Confirmation E-Blasts

Include your banner on every registration email sent for an entire month. Every time an attendee registers or updates their registration, they'll receive a confirmation email with your exclusive message.

**\$7,500/month**

#### Registration Website Banners

Showcase your company with a banner on the highly-viewed RSNA registration website—the all-in-one online resource for annual meeting registration and hotel reservations.

**\$4,000/month**

#### Sponsored E-Blasts

Send a customized HTML message to RSNA attendees via email and let the RSNA annual meeting brand strengthen your credibility. Nine sponsored e-blasts available; limit one per company.

**\$15,000**

## ON-SITE OPPORTUNITIES

### SPONSORED EDUCATION

#### Corporate Symposium

Host a Corporate Symposium for RSNA attendees onsite at McCormick Place during the annual meeting. Your symposium will be listed in the online meeting program and open to all attendees. Signage outside the classroom will provide additional coverage for your brand. CME may be offered if administered by a third-party provider. Available Sunday, November 25 through Thursday, November 29. **\$25,000**

#### Medical Education Grants

Target potential customers in one of 20 subspecialties or areas of focus by supporting an educational track or individual course(s) at RSNA 2018 with an unrestricted educational grant. Supporters are acknowledged in the meeting program and on signage outside the classroom.

**Starting at \$12,500**

#### Lunch & Learn

RSNA exhibitors can host an informational, non-CME educational presentation or procedural instruction during the annual meeting. Lunch & Learns are invite-only and limited to no more than 100 attendees. Companies are responsible for inviting attendees and sessions will be listed in the meeting program as invite-only. The sponsor must provide boxed lunches using the official annual meeting caterer. Three spaces available daily on Monday, Tuesday and Wednesday, November 26 to 28. **\$15,000** (Boxed lunches not included)

#### Machine Learning Theater Presentation

Present your demo or share your research with a 20 minute presentation in the open air theater in the Machine Learning Showcase to an engaged audience eager to learn more about this exciting topic. Your presentation will be broadcast in the Showcase and will be listed in the online program and the Machine Learning Topic Brochure.

**\$1,500** (Limit one presentation per Machine Learning Showcase exhibitor )

#### Satellite Symposium

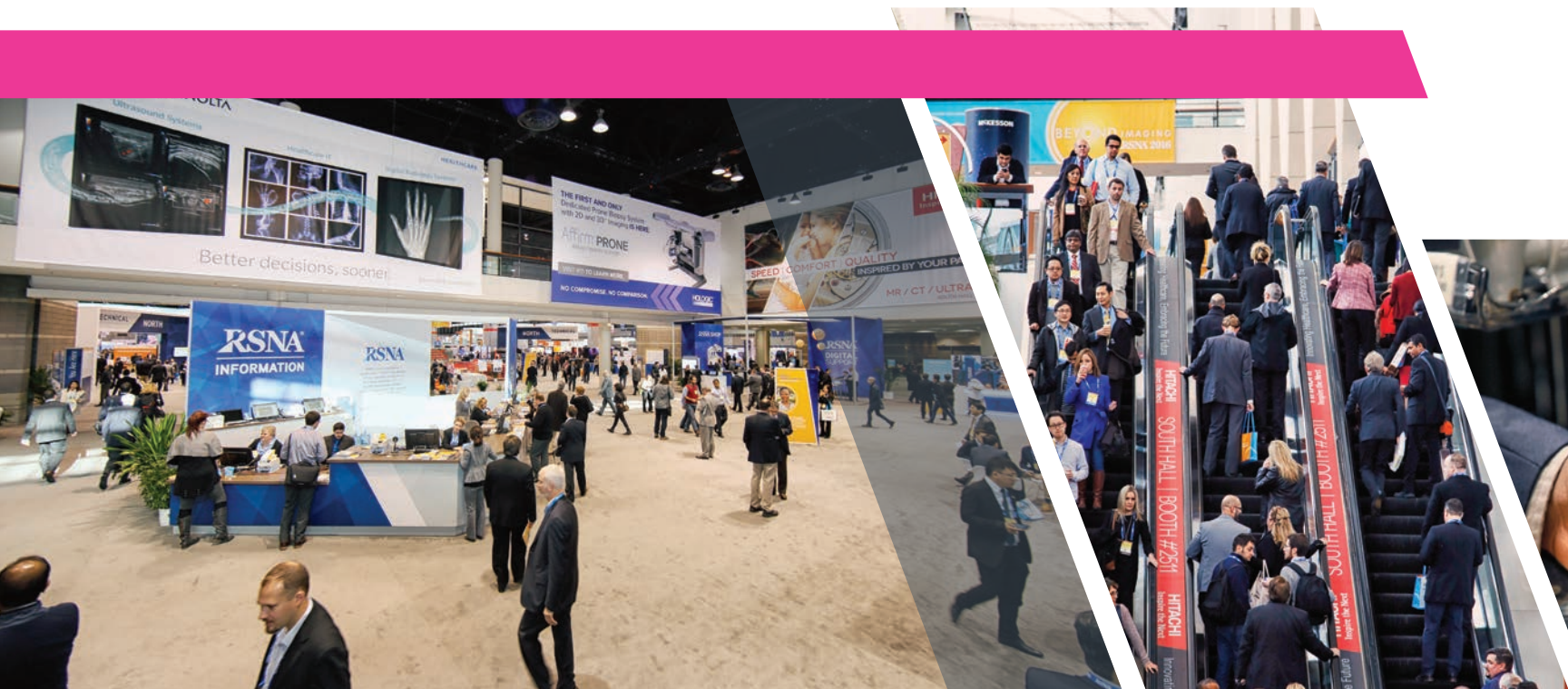
Host an off-site function, including an educational or promotional presentation or procedural instruction, before or after hours of RSNA 2018. Companies may offer CME if administered through a third-party provider. Promotional support is not provided.

**Starting at \$5,000**

#### Vendor Workshop

Give potential or current customers first-hand experience on your systems by offering user training and product instruction in a Vendor Workshop. With space located on the exhibit floor, you can conduct session(s) throughout the entire meeting in a classroom environment.

**Starting at \$30,000**







## TRAFFIC GENERATORS

### 5k Fun Run

Stand out as the exclusive sponsor of the RSNA R&E Foundation 5k Fun Run with pre-meeting recognition in the RSNA 2018 Registration and Hotel Reservation brochure, promotional meeting e-blasts, *RSNA News* magazine and *Insider* email. During the annual meeting, your logo will be included in the RSNA 2018 Pocket Guide, on race day signage, and on participant t-shirts in addition to coverage in the *Daily Bulletin* and post-meeting inclusion in the *RSNA Foundation Focus* newsletter.

**\$20,000**

### Aisle Signage

Include your branding and message on highly visible directional signage that helps attendees find their way around the exhibit halls. This great marketing opportunity puts your brand on the front and back of every aisle sign.

**Both Halls: \$65,000; North Hall: \$30,000; South Hall: \$40,000**

### Charging Stations

Promote your company with branding on the popular Charging Stations as meeting attendees charge their personal electronic devices.

**Starting at \$7,000/station**

### Classroom Signage

Customize your message on signage placed outside of all classrooms during the annual meeting. With over 450 courses throughout the week, this exclusive sponsorship opportunity features a printed sign below each monitor and a scrolling message on each monitor that can be customized to the topic or attendees in each course.

**All Halls: \$45,000; South Hall: \$25,000; East Hall (Lakeside Center): \$15,000; North Hall: \$10,000**

### Coat Check Package

With four locations throughout the convention center, RSNA's complimentary coat check service is bustling with activity every day of the meeting. Take advantage of this attendee hot-spot and maximize your RSNA 2018 exposure with the Coat Check Package. This exceptional opportunity places your company brand on 30,000+ check tickets as well as signage in high traffic locations, including the Grand Ballroom lobby near the taxi line and Grand Concourse, to direct attendees to a total of four separate coat check stations in McCormick Place. Package includes:

- Exclusive presence near the entrance of McCormick Place in the Grand Ballroom Lobby, near the Grand Concourse and Taxi Line
  - Banner above entrance to Grand Ballroom
  - Stair riser graphics in the Grand Ballroom lobby
  - Column wraps in the Grand Ballroom lobby
- Prominent signage surrounding all four coat check areas
- Your logo and booth number on all baggage/coat check tickets that attendees will carry and refer to throughout the meeting
- Column wraps in the Arie Crown Lobby in Lakeside Center
- Column wraps at Gate 26 in the South Building Transportation Lobby

**\$125,000**

### Coffee Cup Sleeve

Make your logo part of over 30,000 cups of house coffee served to attendees during the six days of the meeting. All coffee locations within McCormick Place (excluding Starbucks) will serve coffee with insulated sleeves featuring your logo and booth number.

**\$20,000**

### Daily Bulletin Technical Exhibits Focus Article

Prominently feature your company's story in a front page article of the Technical Exhibits Focus section of the RSNA 2018 *Daily Bulletin*, the meeting's official daily newspaper. Thousands of attendees read the meeting newspaper each day, both in print and online.

**\$10,000 (limit one article per sponsor)**

### New for 2018! Exhibit Hall Activation Area

Invite meeting attendees to an exclusive area hosted by your company located at the front of the Exhibit Halls. Create a custom space with furniture, signage or other unique activations. With only two locations available, this is a perfect opportunity to engage with meeting attendees in an unique, low-stress setting.

**\$25,000 (Space only; furnishings not included)**





### New for 2018! Exhibit Floor Towers

Put your branding directly on the main aisles of the Exhibit Floor. Take advantage of this new, unique opportunity to drive traffic to your booth with a sponsor message facing the front and back of the Hall. Include your company's brand on two sides of the highly visible towers down the middle of the main aisle of the show floor. You may further customize the space by adding lounge furniture on an a la carte basis.  
**\$25,000**

### Machine Learning Showcase Sponsorship

Establish your company as a leader in the fields of both radiology and Machine Learning and gain high impact recognition as a sponsor of the Machine Learning Showcase. This sponsorship will help your company garner significant brand exposure and traction with your best prospects before, during and after the RSNA Annual Meeting. Your company will be highlighted as a sponsor in promotions for the Showcase and at the annual meeting.

- RSNA 2018 meeting registration brochure mailed to thousands of attendees
- Promotional meeting e-blasts to over 65,000 members and meeting attendees
- Logo recognition on branding surrounding the Machine Learning Showcase on the exhibit floor
- Recognition in the RSNA *Pocket Guide*, *Technical Exhibits Guide*, and other materials where the Machine Learning Showcase is promoted to more than 52,000 meeting attendees and industry personnel

**\$50,000 (Limited to three sponsors)**

### Meeting Bag

Exclusively sponsor the eco-friendly meeting bag provided free of charge to all attendees with your four-color message on one side and one gusset of the bag. The Meeting Bag is seen virtually everywhere at the annual meeting and beyond. This is the ultimate exposure!  
**\$50,000**

### Meeting Bag Insert

Drive traffic to your booth with a printed insert or other promotional item included in the official meeting bag. Promotional items are subject to pre-approval. Five inserts available.  
**\$12,000 (production not included)**

### New for 2018! Meeting Registration Package

Gain significant exposure to all RSNA attendees both leading up to RSNA 2018 and again at the annual meeting as the exclusive sponsor of RSNA Meeting Registration. All meeting attendees print their badges at an on-site registration location as badges are not mailed in advance. This unique opportunity offers your company an opportunity to reach all attendees at multiple points throughout the registration process:

- Include your digital banner in a pre-meeting e-blast with essential registration information
- Feature your company's message at three prominent registration locations throughout McCormick Place with queue line signage and a digital banner on the registration computer screens
- Include your brand on satellite locations in select RSNA hotels

With the RSNA Meeting Registration Package, your company will secure several high impact brand recognition opportunities before and during the meeting to make a lasting impression.  
**\$100,000**

### Professional Portrait Studio

*Grand Concourse Location!* Drive brand awareness and traffic to your booth by sponsoring the popular portrait studio where attendees line up for free professional portraits. Sponsorship includes on-site signage and a customized promotional message, including your company logo and web link, when attendees receive their photos via email.  
**\$20,000**

### Table Decals

Place your company decal on the top of tables in the North Hall near the restaurant and Starbucks lounge area. It's a creative way to establish your presence in a popular meeting spot where attendees like to stop and relax.  
**\$15,000**

### SIGNAGE

Drive attendees to your booth with highly visible signage throughout McCormick Place.

#### Banners

- Grand Concourse: **\$25,000**
- North Hall: **Starting at \$12,500**
- Outdoor: **\$25,000**
- Walkway: **\$10,000**

#### Billboards

- Grand Concourse: **\$7,500**
- Transportation Lobby: **\$5,000**

#### Pillars and Column Wraps

- Column Wraps: **Starting at \$6,000**
- North Hall Lobby Pillars: **\$20,000**
- Grand Concourse Pillars: **\$25,000**

#### Stairs/Escalators

- Stair Graphics: **\$15,000**
- Escalator Runners: **Starting at \$10,000**

### ATTENDEE RESOURCES

Get your brand noticed when your message appears in valuable attendee resources during RSNA 2018.

#### Daily Bulletin

RSNA's official newspaper is a must-read, providing meeting news, hot topics and new product and service information from exhibitors. Available Sunday, November 25 through Thursday, November 29. Sizes: 1/8 page to 2-page spread  
**Starting at \$6,950 for five days**  
**Wraparound Band: High-impact vehicle available Sunday only \$15,000**

#### Daily Bulletin Technical Exhibits Focus

Position your message in this attendee must-read specifically focused on the exhibit halls. Place your ad in this *Daily Bulletin* supplement featuring the latest technological offerings. Available Sunday, November 25 through Wednesday, November 28.  
**Sizes: 1/8 page to 2-page spread**  
**Starting at \$6,135 for four days**



### Pocket Guide

The must-have, go-to resource for all things annual meeting, the RSNA Pocket Guide is in attendees' hands all week long. With vital transportation information, dining locations, maps and more, nearly 35,000 copies of this invaluable attendee tool are distributed throughout McCormick Place. Be part of this highly sought-after planning resource and drive traffic to your booth.

**Full pages and covers II, III and IV**  
**Starting at \$6,950**

### Pocket Guide Bookmark

Highlight your message on a bookmark for the meeting's highly sought-after planning resource. Your message is reinforced every time an attendee uses the guide.

**\$25,000**

### Subspecialty and Topic Brochures

Reach your core audience with this targeted ad opportunity in a subspecialty brochure—a key piece in an attendee's education planning. Choose from one of over 20 topics, including Ultrasound, 3D Printing and Machine Learning.

**\$5,000**

### Technical Exhibits Guide

Stand out from the crowd with the Technical Exhibits Guide and include your message in the best source for navigating the Technical Exhibits. The Guide includes exhibit hall information, floor plans and booth numbers; copies are available at each entrance to the Technical Exhibit Halls.

**Sizes: ¼ page to full page**  
**Starting at \$6,450**

### DIGITAL OPPORTUNITIES

Highlight your company's brand with a digital message in high-impact resources that attendees will use before the meeting and throughout RSNA 2018.

#### Daily Bulletin E-Blasts

Include your digital banner in one of five e-blasts sent daily to all attendees and members during the meeting with a sneak peek at the day's top story and a link to the full issue of the official RSNA 2018 newspaper. *New for 2018! Two positions available in each e-blast!*

**Starting at \$3,000**

#### Meeting App

Put your brand at the fingertips of attendees as the exclusive sponsor of the official RSNA Meeting App and create brand awareness in pre-meeting and on-site communications. Sponsorship includes a splash page, notifications and banners.

**\$50,000 (exclusive to one company)**

#### Website Banners

Position your banner on *RSNA.org* and Meeting Central during the year or during the week of RSNA 2018. Attendees will see it before and during the event to build interest in your brand with estimated page views up to 1.2 million each November and December.

**Starting at \$3,000**

### EXHIBIT HALL OPPORTUNITIES

#### Headquarter Offices

Located in the Technical Exhibit Halls, Headquarter Offices are a quiet area away from your booth you may use as a company break/lunch room, check-in point for staff, internal meeting location or coatroom. Headquarter Offices are restricted to exhibit personnel only and should not be used in conjunction with booth activities. Available for rent in 100 square-foot increments.

**Starting at \$1,300**

#### Meeting Suites

Hold private meetings in an RSNA Meeting Suite, located within the Exhibit Hall of your main booth. Educational sessions and product demonstrations are not permitted in meeting suites.

**Starting at \$7,500**

Rates and specifications  
 for all opportunities  
 available at  
*RSNA.org/Promote.*

# PROMOTE

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## Reach RSNA Members Throughout the Year

RSNA membership is comprised of more than 54,000 individuals worldwide dedicated to shaping the future of radiology. Members include radiologists, radiation oncologists, medical physicists, nuclear medicine physicians and radiologic scientists.

In addition to hosting the RSNA annual meeting, the Society also publishes two top peer-reviewed journals: *Radiology*, long regarded as the authoritative reference for the most current, clinically relevant radiology research, and *RadioGraphics*, the only journal dedicated to continuing education in radiology. Radiology professionals turn to RSNA for premier educational resources, informatics-based software solutions in support of a universal electronic health record, research to advance quantitative imaging biomarkers, and outreach to enhance education in developing nations.

Through its Research & Education Foundation, RSNA provides millions of dollars in funding to young investigators to help build the future of the specialty.

Connect with RSNA members as they engage in these trusted radiology resources.



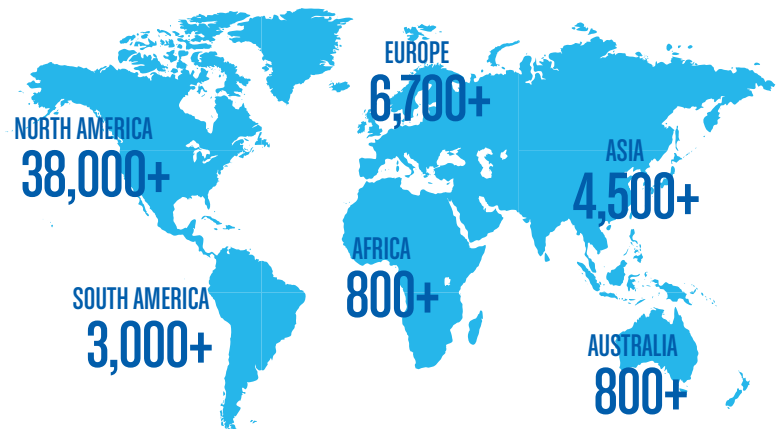
**54,000+**  
Total Membership

## LEADING RADIOLOGY SPECIALTIES

- » Diagnostic
- » Neuroradiology
- » Interventional
- » Breast
- » General
- » Musculoskeletal

## GLOBAL MEMBERSHIP

RSNA members represent 140+ countries around the world



## Year-round Opportunities

Engage with RSNA members when you promote your products and services in print and digital tools used throughout the year to learn about the latest developments in medical imaging. *Radiology*, *RadioGraphics*, *RSNA News* and *RSNA.org*—plus the *Insider*, *RF Buzz* and *Weekly*—are key vehicles to help build interest in your products, drive sales and keep your brand on the minds of your best prospects. Make these marketing tools from RSNA a key part of your year-round marketing strategy.

### DIGITAL OPPORTUNITIES

#### Banners

Grab the attention of readers with your electronic banner on the websites of *Radiology* or *RadioGraphics* or on *RSNA.org*. Multiple sizes available.

- **RSNA.org Banner** (Avg. 1,240,000 page views per month and over 3.2 million page vies each November and December)  
**Starting at \$3,000**
- **Radiology Banner** (Avg. 640,000 page views per month)  
**Starting at \$1,500**
- **RadioGraphics Banner** (Avg. 990,000 page views per month)  
**Starting at \$1,500**

#### Member E-Newsletters

With regular distribution to an interested audience seeking the latest updates, RSNA's e-newsletters offer an affordable choice for sponsors.

- **RSNA Weekly E-Newsletter**—Current news related to radiology and clinical practice from a wide array of news sources, both domestic and international. Reaches 44,000+ RSNA members every Tuesday.  
**\$2,000**
- **RSNA Insider E-Newsletter**—Member announcements and the latest medical news impacting the specialty. Reaches 44,000+ RSNA members monthly.  
**\$3,000**
- **RF Buzz E-Newsletter**—Radiology news and information about products and services. Reaches 20,000+ residents and fellows quarterly  
**\$1,200**

#### Sponsored E-Blasts

Reach RSNA members directly with your brand message throughout the year. Develop your customized HTML message and RSNA will deploy it to our extensive membership list of over 44,000 contacts on your behalf. Three e-blasts available January to August; limit one per sponsor.

**\$17,500**

### DIAGNOSIS LIVE LICENSING

RSNA's Diagnosis Live™ is a unique audience response system that uses gaming technology to enhance learning retention and engagement. Companies can license this proprietary software to use in education sessions or company training. Presenters can easily add their own content and questions into the platform and participants use their own mobile devices to submit answers instantly and enjoy friendly competition to sharpen their skills. Please inquire for details to learn more about licensing options and the ways in which you can take advantage of this exclusive software.

**Inquire for more details.**





## PRINT OPPORTUNITIES

Reach RSNA members with the Society's premier publications. Your promotion in these respected publications generates interest from active, involved and influential physicians who make and/or recommend purchasing decisions. Subscribers include radiologists, medical physicians, physicists and radiologic administrators, as well as teaching institutions, libraries and developers of radiologic equipment and technology.

### **Radiology**

The authoritative reference for the most current, clinically relevant and highest quality research in radiology. Circulation of 10,800.

**Sizes: 1/9 to full page**  
**Starting at \$705 for a 1x placement**

### **RadioGraphics**

The only peer-reviewed journal devoted exclusively to continuing medical education in radiology and a top source for earning SA-CME credits. Circulation of 14,300.

**Sizes: 1/9 to full page**  
**Starting at \$705 for a 1x placement**

### **RSNA News**

Up-to-date news about radiologic research, education and practice issues, as well as RSNA programs, delivered to practicing members each month and archived online. Circulation of 18,000.

**Cover II and IV**  
**Starting at \$4,500**

## RSNA SPOTLIGHT COURSE

**Buenos Aires, June 2018**

RSNA is proud to travel to international communities to provide quality education on important issues in radiology. Take advantage of this unique opportunity to reach a targeted audience in Buenos Aires, Argentina, with a tabletop display or sponsorship. The RSNA Spotlight Course will focus on abdominal imaging and will include presentations from experts made entirely in Spanish in June 2018.

**Inquire for more details.**

**RSNA SPOTLIGHT COURSE**



# PARTNER

## Corporate Partners Program

RSNA values the industry partners that help keep radiology at the forefront of science and technology. To show our appreciation, RSNA established the Corporate Partners Program that acknowledges partners at the annual meeting and throughout the year with benefits like logo recognition and acknowledgment in RSNA's prominent publications and resources.

Participation in any of these opportunities applies toward recognition in RSNA's Corporate Partners Program, which begins when spending totals \$50,000 or more:

- » Meeting Sponsorships
- » Sponsored Education
- » R&E Foundation Support
- » Print and Digital Advertising
- » Journal Subscriptions







## Corporate Partners Recognition Levels



### Gold (\$200,000)

- First right of refusal on new sponsorship opportunities for 14 days prior to public release
- Recognition in *RSNA News* (2 times per year)
- Recognition in *RSNA Insider* (1 time per year)
- Company logo in RSNA Corporate Partners ad in RSNA print journals (2 times per year)
- Company logo on [RSNA.org/Corporate-Partners](http://RSNA.org/Corporate-Partners)
- Company logo in annual meeting related media
- Company logo on Corporate Partners meeting signage
- Corporate Partners ribbons for name badge(s) during annual meeting
- License to use RSNA Corporate Partner logo
- 1 Technical Exhibit Priority Point per \$1,000 spent

### Silver (\$100,000)

- Recognition in *RSNA Insider* (1 time per year)
- Company name in RSNA Corporate Partners ad in RSNA print journals (2 times per year)
- Company logo on [RSNA.org/Corporate-Partners](http://RSNA.org/Corporate-Partners)
- Company logo in annual meeting related media
- Company logo on Corporate Partners meeting signage
- Corporate Partners ribbons for name badge(s) during annual meeting
- License to use RSNA Corporate Partner logo
- 1 Technical Exhibit Priority Point per \$1,000 spent

### Bronze (\$50,000)

- Company name in RSNA Corporate Partners ad in RSNA print journals (2 times per year)
- Company logo on [RSNA.org/Corporate-Partners](http://RSNA.org/Corporate-Partners)
- Company logo in annual meeting related media
- Company name on Corporate Partners meeting signage
- Corporate Partners ribbons for name badge(s) during annual meeting
- License to use RSNA Corporate Partner logo
- 1 Technical Exhibit Priority Point per \$1,000 spent

### EARN TECHNICAL EXHIBITS PRIORITY POINTS

Participation in any of the opportunities listed in this Corporate Sponsorship Kit also earns one (1) Technical Exhibits priority point for every \$1,000 spent. RSNA's priority point system recognizes a company's support of RSNA and rewards exhibitors for upholding meeting policies. The order of space selection is determined by an exhibitor's cumulative number of points. Visit [RSNA.org/Exhibitor-Resources](http://RSNA.org/Exhibitor-Resources) for complete details. Payments and contracts for RSNA 2018 must be received between November 1, 2017, and October 31, 2018, to receive Technical Exhibit priority points for RSNA 2019 and to receive recognition as a 2018–2019 Corporate Partner, November 1, 2018, to October 31, 2019.



# ENGAGE PROMOTE PARTNER

## Contact Information

For more information or to book an opportunity, contact:

### JACLYN KELLY

Director: Corporate Relations

1-630-590-7793

[jkelly@rsna.org](mailto:jkelly@rsna.org)

### LISA LAZZARETTO

Assistant Director: Corporate Relations

1-630-571-7818

[llazzaretto@rsna.org](mailto:llazzaretto@rsna.org)

### JANET SWANSON

Manager: Advertising

1-630-571-7817

[jswanson@rsna.org](mailto:jswanson@rsna.org)

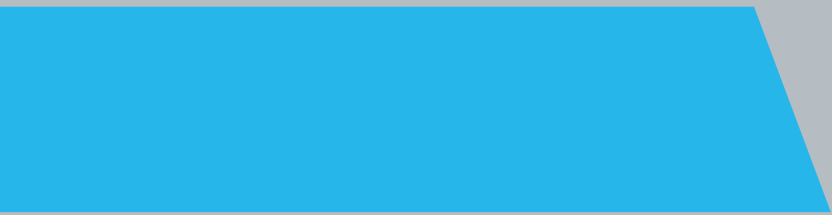
### ADDRESS FOR PAYMENTS:

Radiological Society of North America

P.O. Box 4799

Carol Stream, IL 60197-4799





# RSNA<sup>®</sup>

Radiological Society  
of North America

820 Jorie Boulevard, Suite 200  
Oak Brook, Illinois 60523-2251 USA  
Telephone: 1-630-571-2670  
Toll Free: U.S. and Canada: 1-800-381-6660  
Main Fax: 1-630-571-7837

[RSNA.org/Promote](https://www.rsna.org/Promote)

