

RSNA 2012
Patients First

Today's Speakers

- Mark Watson, RSNA Executive Director
- Cindy Payne, Choose Chicago
- Dr. Dana Smetherman, Technical Exhibits Committee Chair
- Anthony Lopez, McCormick Place
- John Postelnik, Freeman
- John Patroski, GES
- Jennifer Christiansen, Experient
- Ben Smock, Bistro RSNA
- Joan McMillen, Senior Manager, Informatics
- Lauren Giagnorio, Manager, Technical Exhibits
- John Jaworski, Assistant Director, Technical Exhibits
- Tom Shimala, Director, Technical Exhibits

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Mark Watson

Executive Director

- Society Update
- RSNA R&E Foundation
- Corporate Relations Committee Meeting

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General Update

- RSNA Member ship continues to grow
 - Total membership exceeds 48,000
- Subscriptions to *Radiology* and *RadioGraphics* continue to be strong
- 2012 Annual Meeting advance registration is keeping pace with last year
 - Abstract submissions for the 2012 RSNA Annual Meeting have set a new record – exceeding 13,000

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Annual Meeting

- 2011 Annual Meeting attendance
 - Total registration was 59,097 – increase of 2%
 - Exhibitor attendance was up 2.6%
 - Professional attendance up 1%

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International – Membership

- Over 11,000 Non-North American members
- 24% of total membership
- Top Countries
 - United Kingdom – 1,233
 - Brazil – 1,002
 - Germany – 1,842
 - Japan – 754
 - Australia – 646

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International Meeting Attendance

- 9,600 Non-North American attendees at 2011 RSNA Annual Meeting
- 35% of professional attendees
- Top countries
 - France – 901
 - Japan – 826
 - China – 705
 - Italy – 685
 - Germany – 664
 - Brazil – 581
 - United Kingdom – 557
 - Korea – 390
 - Netherlands – 390
 - Spain - 348

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International Activities

- RSNA President/Booth Travels
 - 2011
 - SMRI – Mexico City
 - ECR – Vienna
 - CAR – Ottawa
 - RCSI – Dublin
 - RANZCR – Melbourne
 - 2012
 - SMRI – Mexico City
 - ECR – Vienna
 - CAR – Montreal
 - ICR/JPR – Sao Paulo
 - AOCR/RANZCR – Sydney
 - CCR – Cartagena de Indias, Columbia
 - CIR – Col. Escalon, El Salvador
 - 2013
 - SMRI – Mexico City
 - ECR – Vienna
 - CAR – Montreal
 - JPR – Sao Paulo
 - DRG – Hamburg, Germany
 - RANZCR - Auckland

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International Activities

- Co-sponsorship of the JPR Annual Meeting in Sao Paulo in 2014, 2016, 2018
- RSNA 2012 will include:
 - Brazil – “Country Presents” session
 - IACR – Half-day session on Saturday

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Public Relations

- RadiologyInfo.org – Over 713,000 visits per month in 2011
- Image Wisely – www.imagewisely.org

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R&E Foundation

- Funding 80 grants totaling \$2.9 million in 2012 – the highest amount ever funded in a single year
- Three of the grants funded were from outside North America
 - Two Education Scholars
 - Spain
 - Chile
 - One Research Seed Grant from China

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R&E Foundation

- \$30:1 return on investment has enabled over \$1 billion for radiologic research
- Thank you to our Vanguard and Exhibitors Circle donors – donated nearly \$1 million in 2011
- For more information contact Debborah Harp – dharp@rsna.org

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Corporate Relations Committee

- Next meeting scheduled in Chicago at the Trump Hotel
- Dinner on Tuesday, August 14
- Meeting on Wednesday, August 15

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Cindy Payne

**CHOOSE
CHICAGO**

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Dr. Dana Smetherman
Technical Exhibits Committee Chair

- Technical Exhibits First Round
- Educational Program
- Registration Summary

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Technical Exhibits First Round

- 526 companies with 432,000 square feet of exhibit space
- 40 First-Time exhibitors
- 4 Vendor Workshops

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Educational Program

- 13,162 Abstract Submissions
- 60% International submissions received
- Over 300 courses
- Scientific Papers/Posters
 - 1,700 papers accepted
 - 900 posters accepted

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Registration Summary

- Healthcare Professionals: 5,158
- Spouse/Guest: 1,456
- Total Attendees: 6,614
- Statistics
 - 3,414 North American Registrants
 - 1,744 International Registrants

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Anthony Lopez
McCormick Place

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John Postelnik
Freeman, Senior National Account Manager

P: 773.473.8110
E: john.postelnik@freemanco.com

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Bringing the Service Desk to you

CONCIERGEELITE

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What is Concierge Elite?

Concierge Elite is an innovative solution that:

- Provides real-time visibility to valuable show information such as orders, shipments and requests
- Expedites the show move out process
- Increases efficiencies for exhibitors, display houses, show managers and service contractors
- Allows exhibitors and third parties to provide feedback through a simple survey
- Can be accessed through a laptop/PC, mobile device, or through the iPhone/iPad app that is available in the iTunes store

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Concierge Elite on the Floor

- During the move-in of the show Concierge Elite Representatives will be on the show floor to assist you
- A flier will be dropped in your booth during the first day of move-in with contact information
- CE Reps can resolve issues or place orders from their mobile device

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Concierge Elite Exhibitor App

- Replicates the key functionality of the full Concierge Elite service available through Freeman Online
- Allows users to access the app by logging in with their Freeman Online user IDs
- Works on iPhones and iPads
- An app for android devices will be available in Fall 2012
- Creates a consistent user experience by providing identical screens for iPhone and iPad users
- Can be downloaded by searching for Concierge Elite, CE Exhibitor, Freeman CE or MHA in the iTunes App store

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Exhibitor Experience Login Page

- Exhibitors can sign in using their existing Freeman Online login or create a new one using "Register Now" button
- Users can also search for their username or reset their password

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Exhibitor Experience
My Shows List

- Users will see all Concierge Elite shows where they are registered as an exhibitor or display house

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Exhibitor Experience
Show Information Page

- Displays the show name, facility name (with map), show dates and service desk number in the top pane, followed by the key show dates
- When you click on the map, it expands to show you surrounding areas
- The view can be horizontal or vertical

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Exhibitor Experience
Review Orders

- Displays all current orders for that customer. Orders will be arranged by booth number if the exhibitor has multiple booths

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Exhibitor Experience
View/Create Requests

- Displays all requests submitted by the user, including the date, time and status
- Clicking the + symbol in the top right corner allows users to create a new request
- The booth number and contact name will be pre-populated. The user can add a mobile number and select Notify Via Text to receive status updates

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Exhibitor Experience
Freight Alerts

- Displays all alerts and notifications that have been sent
- The user can select the Setup Contacts icon in the top right corner to add new contacts or update alert settings
- Exhibitors can enter their Exhibitor Appointed Contractor name, email and cell phone number so they too can receive alerts regarding the booth freight or other Freeman Orders

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Exhibitor Experience
Show Move-Out

- Displays all Material Handling Agreements (outbound shipments) for the user
- Selecting a particular shipment allows the user to update their shipment details, request additional labels and submit their outbound paperwork during show move-out (if they have a credit card on file)
- If you have a credit card on file and you have entered all of your outbound shipping information either through Freeman Online or through the app you can automatically check-out without going to the service desk

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Money/Time Saving Tips

- Place your orders before the discount cut-off date to take advantage of the Advance Pricing. The discount cut-off date for RSNA 2012 is October 29th
- Check on your advance freight shipments either through a CE notification or by calling the Freeman Crossdock at 773.869.9579
- Combine your freight shipments whenever possible
- Enter all of your contact information, most importantly your email address, so you can receive alerts on your Freeman orders and special reminders for example when the discount date is approaching
- If you need assistance while in your booth feel free to call the Service desk or your Concierge Elite representative
- Order your Display or Machine Rigging labor in advance to save 30%

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John Patronski

GES Electrical, Executive Vice President

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Service Plan for 2012

- Based on your feedback
- Accelerate planning process with exhibitors
- Planning cycle accelerates mid September
- Exhibitors want information so they can make informed decisions
- Improve response time
- Streamline information processing (Expresso)
- Based on our feedback
- "Actionable" floor plans are critical to planning and on-site execution

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Service Plan

| |
|--|
| Communication Plan for all exhibitors |
| Personal calls from GES conducted August through September |
| Establish your contact information |
| Allow you to advise on your timeline for planning |
| Target dates for electrical move-in |
| 24 hour / 72 hour response commitment |

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Service Plan

| |
|---|
| Communication Plan for all exhibitors |
| Focus on order, floor plan and "ok to proceed" |
| Benefits and Disadvantages of advance floor plans and "ok to proceed" |
| Carpet installation by exhibitor or OSC |
| Final invoice review meeting to be pre-scheduled |

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Benefits of Providing GES with Accurate Floor Plans

- GES can pull the appropriate materials needed to install your electrical and services
 - Maximize your opportunity for straight time installation
 - "OK to Proceed"
 - Actionable floor plans
- All services will be installed by 6 AM the morning of your assigned target date (subject to booth availability)

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Exhibitor Communication

- Webinar – August 16, 2012
- EAC Meeting – Week of September 10th
- Site visits at McCormick Place

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Expresso

View account order status and history

Chat with our award winning National Servicer

Runs on all browsers for PCs, Macs and tablets

Simple to navigate, picture-driven system

Access through RSNA web site

All GES ordering of utility services

- Electrical orders
- Plumbing orders
- Provides Questionnaire for Sure Price Quotes
- Provide "upload" function for exhibitor floor plan

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Radiological Society of North America
McCormick Place, 11/25/12 - 11/29/12
Order by Monday, October 29 for our best pricing

Exhibit Planning, Ordering and Management

It's never been quicker, not more freeing and exciting. Expresso by GES accelerates your experience from start to finish. [Order to your account today.](#)

Order Now

Get Quote Post Quote

Order Bookmarks and Alerts

Live Chat

Open Online Chat Now

Need Help?

Call 888.411.2888 or 312.534.1899
M-F 9 AM-6 PM CST
M-F 9 AM-5 PM EST

SEE WHAT'S NEW!

Click here to see how we're accelerating your online ordering experience.

EXPRESSO

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Thank You

Questions or additional information

jloveless@ges.com

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Jennifer Christensen
Experient, Inc.

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SWAP™

powered by Experient

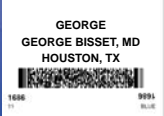
The next generation of lead retrieval

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Lead Management

Transition from Expocard to a barcode badge

- Eliminate lost or demagnetized Expocard
- Eliminate attendee unfamiliarity with Expocard
- Bigger and easier to read badge with updated layout
- Experient continues as provider
- Same pricing and equipment as 2011



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A Mobile Nation

- 2011 – 38% US mobile consumers owned smartphones
- 2012 – 50.4 % US mobile consumers own smartphones
- In one year, the average number of apps per smartphone went from 32 to 41
- Two-thirds of those who acquired a new mobile device in the last three months chose a smartphone over a feature phone

Statistics courtesy of Nielsenwire.com – March and May, 2012


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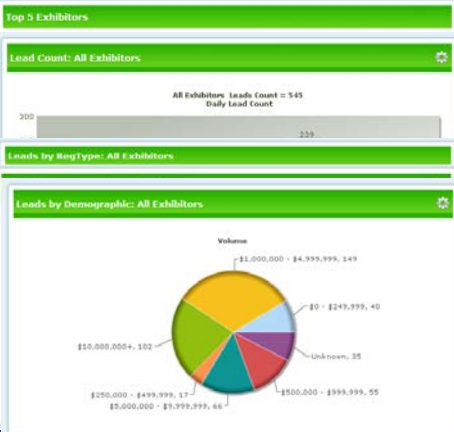
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Swap Changes in 2012

- Last Initial Verification
 - After entering the registrant ID, 9 initials are presented on the screen. To save the lead, you must select the initial of the lead's last name
- Custom Survey Support
 - Design and preview your own qualifying survey on our Exhibitor Portal
- Improved notification and reminders
 - Ensure successful syncing



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Leads by Demographic: All Exhibitors

| Volume | Count |
|---------------------------|-------|
| \$1,000,000 - \$4,999,999 | 149 |
| \$0 - \$249,999 | 40 |
| Unknown | 55 |
| \$150,000 - \$399,999 | 55 |
| \$5,000,000 - \$7,999,999 | 64 |
| \$250,000 - \$499,999 | 17 |
| \$10,000,000+ | 102 |

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Future SWAP Enhancements

(currently under consideration and development)

- Purchase additional activations directly from mobile device
- Real-Time follow-up
- Continued improvements in data exchange to improve size, speed and performance

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Ben Smock, Toque and Bottle
Bistro RSNA

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Express Entry
Healthy Menu Options
Free Concierge Services for Exhibitors

www.bistroRSNA.com

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Results from 2011:

-  **Express Entry**
86% seated in 5 minutes or less
-  **Healthy Menu Options**
87% met or exceeded expectations for quality
82% met or exceeded expectations for value
-  **Free Concierge Services for Exhibitors**
1232 dinner reservations booked
-  **Attendee Tickets** – 3,650 lunch tickets sold!



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Menu Options

Bistro RSNA provides a delicious variety of healthy and international menu offerings. Menu changes daily - includes soup, salads, entrée choices, vegetables, beverage options, fresh fruit, and dessert.

Bistro Prices – 2012

- *Large Table Package
20 tickets per day
\$440 daily, \$1760 entire Show
- *Small Table Package
10 tickets per day
\$220 daily, \$880 entire Show
- *Individual Tickets - \$22 each
- *10% fee added (\$24.20 total)




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Concierge Services

Bistro hosts provide FREE concierge services for Exhibitors online and onsite.

Planning advice available at:
www.bistroRSNA.com






Visit us in the Grand Concourse during RSNA 2012 to buy Bistro Tickets and book reservations with our local hospitality experts!

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Joan McMillen
Senior Manager, Informatics

IHE Image Sharing Demonstration




Demonstration Goal

- Working together, the radiology vendor community, research organizations, government agencies and RSNA will show the benefits of effective, standards-based information sharing in radiology.




Demonstration Highlights

- Image sharing based on IHE profiles and the NIBIB-funded RSNA Image Share pilot
- Radiation dose management using the IHE Radiation Exposure Monitoring (REM) profile and DICOM Dose Structured Reports
- Teaching File authoring and management using the MIRC and IHE Teaching File and Clinical Trial Export (TCE) profile
- Enhanced reporting using RSNA Reporting templates and RadLex terminology




Demonstration History

- DICOM and IHE Demonstrations have been presented since 1993
- Image Sharing has been focus since 2006
- RSNA Image Share pilot project launched in October 2009
- More than 800 attendees took part in demonstration in 2011




Participant Roles

- Radiology Information System
 - Generate orders for radiology studies using RadLex Playbook procedure codes
- Modalities
 - Generate image sets including Dose SRs
- PACS
 - Store images and Dose SRs
 - Export images to teaching file system using TCE



Participant Roles

- Reporting System
 - Use RSNA templates (including RadLex terms) to generate structured radiology reports
- Dose Management System
 - Aggregate information from Dose SRs locally and show dose management tools
- Dose Registry
 - Aggregate information from Dose SRs nationally and display dose management tools



Participant Roles

- RSNA Edge Server and Equivalent Systems
 - Export studies to clearinghouse using XDS-I
- Clearinghouse
 - Registry and repository for image studies (including reports)
- Personal Health Record (PHR) System
 - Retrieve image studies from Clearinghouse using XDS-I, display and share with other providers

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Participation

- Open to qualified vendors willing to perform designated roles
- Interested parties to submit statement of capabilities by July 16
- Participants will be selected for assigned roles based on capabilities
- No fees for participation

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Demo Rehearsal

- Nov. 5-8, 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

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Marketing Materials

- Signage and handouts will list all participants and include logos
- Promotion through RSNA publications, websites and other meeting promotional channels
- Attendees will be rewarded with a small gift for taking part in demonstration

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Demo Logistics

- Location in Hall A: Technical Exhibits
- Set up date Nov. 23
 - Configured and running by 10 am, Nov. 24
 - Afternoon for testing and run-throughs
- Staffing requirements through hours of Technical Exhibit (Thursday, 2 pm)

Contact: informatics@rsna.org

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Lauren Giagnorio
Manager, Technical Exhibits

- Exhibitor Service Kit
- Important Dates and Deadlines

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Exhibitor Service Kit

- RSNA Service Forms
- Official Contractor Forms
- Important Facility/City Information

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JULY 2012

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | | | | | |

Service Kit Available (July 16)

Full Refund Deadline (July 13)

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AUGUST 2012

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

Final Payment Due (August 10)

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SEPTEMBER 2012

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| | | | | | | |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | | | | | | |

Booth Design Floors Plans Due (Sept 7)

Target Move-in Assignments Released (Sept 17)

RSNAnet Early-Bird Deadline (Sept 28)

All internet connections must be made through RSNA - Save \$300

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OCTOBER 2012

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

New Product Announcement (Oct 3)

EAC Registration (Oct 5)

Raffle & Give-a-way Request Form (Oct 19)

Exhibitor Housing Closes (Oct 31)

2 MONTHS UNTIL MEETING

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NOVEMBER 2012

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|------|------|------|-----|-----|-----|------|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 12/1 |
| 12/2 | 12/3 | 12/4 | | | | |

Exhibitor Function Space (Nov 9)

Move-out (Nov 30)

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John Jaworski, CEM
Assistant Director, Technical Exhibits

- Exhibitor Product Theater
- Exhibitor Listing
- Mobile Connect
- RSNA Plaza Rental

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Exhibitor Product Theater

- New Feature of the Technical Exhibition
- Area outside of the exhibit booth to:
 - Promote a new product or service
 - Present company research
 - Conduct product demonstration
- Streamed in the Virtual Meeting
 - Recorded for on-demand viewing

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Exhibitor Product Theater

- Monday, Tuesday and Wednesday
- Three time-slots per day
 - 10:30 am
 - 12:45 pm
 - 3:00 pm
- Located in Hall A
- Seats 125 attendees
- Include audiovisual

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Exhibitor Product Theater

- Product focused and promotional in nature
- Presenter(s) are full-time employees
- CME cannot be offered
- Sessions will be promoted by RSNA
- Rental rate is \$9,500 per session

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Online Exhibitor Listing

- New look and capabilities
- All exhibitors receive a FREE Bronze Listing
- Update to Silver or Gold Listing

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The screenshot shows an exhibitor listing for 'Company LOGO'. A starburst graphic on the right says 'FREE Bronze Listing'. Callouts on the left point to the following fields: Logo, Company Name, Booth Number, Contact Information, Company Description, and Product Categories. The listing includes a company logo, name, booth number, contact details, a company description, and a list of product categories with corresponding booth numbers.

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Premium Exhibitor Listing

- Upgrade to Silver & Gold Listing for additional capabilities
 - Featured Product/Services
 - Videos
 - PDF Documents
 - Social Media
 - Contact Form
 - 3D Exhibitor Showcase
 - Featured in the RSNA 2012 Virtual Meeting
 - Reports

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your company LOGO

Company Name
12345 Main St
City, State, Zip
Phone: 000-000-0000
Fax: 000-000-0000
E-mail: info@yourcompany.com

Home | Products | Services | Contact Us

- Banner Image
- Booth Design
- New Product
- HQ Office

- Silver Listing
- Gold Listing

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your company LOGO

Company Name
12345 Main St
City, State, Zip
Phone: 000-000-0000
Fax: 000-000-0000
E-mail: info@yourcompany.com

Home | Products | Services | Contact Us

- Feature up to 12 Products
- Image
- Description
- Weblink

- Silver Listing (6)
- Gold Listing (12)

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your company LOGO

Company Name
12345 Main St
City, State, Zip
Phone: 000-000-0000
Fax: 000-000-0000
E-mail: info@yourcompany.com

Home | Products | Services | Contact Us

- Social Media Links
- Facebook
- Twitter
- LinkedIn
- YouTube
- Flickr
- Vimeo

- Silver Listing
- Gold Listing

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your company LOGO

Company Name
12345 Main St
City, State, Zip
Phone: 000-000-0000
Fax: 000-000-0000
E-mail: info@yourcompany.com

Home | Products | Services | Contact Us

- Contact Form
- Communicate with current and prospective customers

- Silver Listing
- Gold Listing

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your company LOGO

Company Name
12345 Main St
City, State, Zip
Phone: 000-000-0000
Fax: 000-000-0000
E-mail: info@yourcompany.com

Home | Products | Services | Contact Us

- Up to 12 Videos
- Product Demos
- Testimonials
- Corporate Message
- President Message
- Film videos at RSNA

- Gold Listing (12)

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your company LOGO

Company Name
12345 Main St
City, State, Zip
Phone: 000-000-0000
Fax: 000-000-0000
E-mail: info@yourcompany.com

Home | Products | Services | Contact Us

- Up to 12 PDFs
- Product Brochures
- Corporate Reports
- White Papers

- Gold Listing (12)

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3D Showcase

- Digitell
- Browser-based Platform
- Interactive
- Replicate Products
- Detailed Reporting
- Additional Fees





Gold Listing

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RSNA 2012 Virtual Meeting

- 3,400 registrants in 2011
- Full week of programming with CME credit
- 14 New Cases of Day each day
- 1,000 Digital Poster Presentations
- Exhibitor Product Theater Presentations
- Saturday, November 25 – Friday, November 30





Silver Listing



Gold Listing

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Premium Exhibitor Listing



Silver Listing - \$995

- Bronze Listing plus
- Banner Image
- (6) Products
- Social Media
- Contact Form
- RSNA Virtual Meeting



Gold Listing - \$1,995

- Silver Listing plus
- (12) Products
- (12) Videos
- (12) PDFs
- 3D capabilities

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RSNA Mobile Connect

- New Feature of the RSNA Service Area
- Focus on educating RSNA attendees on getting the most out of their mobile device.
- “Genius-style” bar for one-on-one training
 - Staffed by experts
 - Mobile device functions
 - Downloading Apps

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RSNA Mobile Connect

- Theater Demos throughout the week
 - RSNA Suite of Apps
 - QR Codes
 - DX Live (interactive learning program)
 - Digital Presentation System (DPS)

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RSNA Mobile Connect

- Exhibitors will be offered opportunities to present in the Mobile Connect Theater
 - Session length is 20-30 minutes
 - Available during meeting breaks
 - RFP for sessions will be available in August
 - Questions contact John Jaworski at jjaworski@rsna.org or 1-630-571-7855.

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RSNA Plaza Rental


- New venue to host an evening reception
- Heart of the RSNA Services Area
 - Lakeside Center, Level 3 (outside of Hall D)



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RSNA Plaza Rental


- Modern seating and floral arrangement
- Access to audiovisual components
 - 6'x30' LED Banner
 - 46" LCD Monitors (9)
 - Custom packages are available



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RSNA Plaza Rental

- Receptions can begin at 6:15 p.m.
- Accommodate up to 500 attendees
- Additional services can be coordinate through the official contractors
- Questions? Contact Kristin Sulda at ksulda@rsna.org



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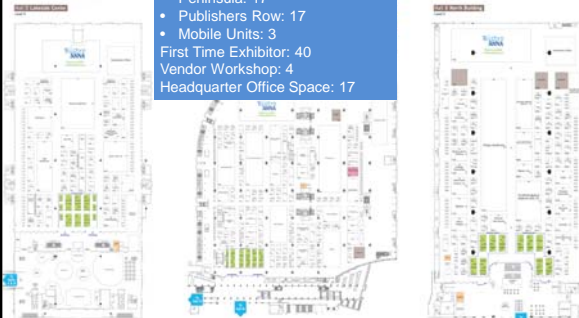
Tom Shimala Director, Technical Exhibits

- Announcements
- First Round Space Assignments
- Pavilions at RSNA 2012

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Country Pavilions

- German
- Korean
- Government of Ontario (Canada)
- UBIFANCE
- China



Booth Types:

- Freeform: 216
- Inline: 277
- Peninsula: 17
- Publishers Row: 17
- Mobile Units: 3

First Time Exhibitor: 40
Vendor Workshop: 4
Headquarter Office Space: 17



Distribution of 2012 Floor Plans
and Exhibitor List

- Booth confirmations, invoices and floor plans were mailed today
- Relocation form will be posted on our website

RSNA.org/exhibitors

Thank you to **Choose Chicago**
for today's luncheon!

RSNA Exhibitor Product Theater

The RSNA Exhibitor Product Theater is a new feature of the RSNA Technical Exhibition that can help you generate sales leads and engage invaluable face-to-face time with potential customers. Located in a high-traffic area off a main-aisle of the South Building, Hall A, the Product Theater gives your company/organization the opportunity to present your product or service in an educational environment outside of your exhibit booth.

This unique opportunity provides exhibitors the ability to give attendees a chance to discover more of what your company has to offer:

- Promote a new product or service
- Present new research findings
- Conduct product demonstrations

Three 45-minute theater time-slots are available Monday, November 26 through Wednesday, November 28. In addition, presentations will be streamed live through the RSNA 2012 Virtual Meeting website and will be recorded for on-demand viewing, enabling more exposure to potential customers, who can shop and learn on their own time.

Theater Presentation Dates and Times

Theater presentations will be available Monday, November 26 through Wednesday, November 28.

- Presentations are limited to 45-minutes in length. Time slots available each day will be 10:30 a.m. – 11:15 a.m., 12:45 p.m. – 1:30 p.m. and 3:00 p.m. – 3:45 p.m.
- Time slots will be assigned on a first-come, first-served basis.

Theater Presentation Guidelines

1. Theater sessions should be product focused and promotional in nature, such as presenting information on a particular product or service launched at RSNA 2012, educating attendees on company benefits or announcing the company vision of healthcare imaging.
2. Presenters should be one or more internal staff of the Theater Participant Company. Demonstrations, lectures or presentation by RSNA members or by other physicians, physicists or other healthcare professionals, other than those who are full-time employees of the exhibiting company, are prohibited.
3. Presentations must be live programming. No satellite or simultaneous broadcasts will be permitted.
4. Theater sessions cannot offer CME credit to those in attendance.

Theater Location, Configuration Installation/Dismantling

1. The RSNA Exhibitor Product Theater will be located in South Building, Hall A, of the RSNA Technical Exhibition.
2. The Theater will be 2,000 sq. ft. and include carpet, seating for 125 attendees, raised stage, podium, and head table.
3. Audiovisual setup includes a LCD with screen, podium microphone, VGA connection and sound system.
4. Two lead retrieval units will be supplied.
5. Theater presenters will have access to the theater one hour prior to presentation for set-up. All company audiovisual equipment, literature, and handouts must be removed from the Theater within half an hour after the end of their session.

Theater Schedule (Monday, Tuesday & Wednesday)

| SET-UP | PRESENTATION | DISMANTLE |
|-------------------------|-------------------------|-------------------------|
| 9:30 a.m. – 10:30 a.m. | 10:30 a.m. – 11:15 a.m. | 11:15 a.m. – 11:45 a.m. |
| 11:45 a.m. – 12:45 p.m. | 12:45 p.m. – 1:30 p.m. | 1:30 p.m. – 2:00 p.m. |
| 2:00 p.m. – 3:00 p.m. | 3:00 p.m. – 3:45 p.m. | 3:45 p.m. – 4:15 p.m. |

Live Streaming / Virtual Meeting

All presentations will be streamed through the RSNA 2012 Virtual Meeting website and will be recorded for on-demand viewing on the RSNA Virtual Meeting website through Friday, November 30 at 4:00 p.m.

Promotion by RSNA

RSNA will promote the Exhibitor Product Theater through:

1. RSNA Annual Meeting website
2. Onsite signage
3. Annual Meeting Print Publications
4. Electronic Communications
5. RSNA 2012 Virtual Meeting

Promotion by Exhibitor

1. A \$500 voucher to use towards the purchase of a one-time use registration list rental based on review and approval of final mailing piece.
2. Theater Participants can supplement Theater signage with floor-standing signage and may distribute materials during the Participant's time slot. Solicitation in the aisle is prohibited.
3. All proposed giveaways for the Theater must be reviewed and approved by RSNA through its RSNA Giveaway Request Form on or before October 19.

Deadline

Deadline to participate in the RSNA Exhibitor Product Theater is Friday, August 31. After this date, inclusion in publications is not guaranteed. Applications may be considered after this date if time slots remain available. However, promotion may be limited.

Fees and Payment

A non-refundable fee of \$9,500.00 will be charged per time slot. Payment must be sent in full to RSNA at the time of submitting the application. Company check drawn on U.S. bank and wire transfers will be accepted.

Questions

If you have any questions regarding the RSNA Exhibitor Product Theater opportunity at RSNA 2012, please contact John Jaworski at 1-630-571-7855 or jjaworski@rsna.org.

RSNA Exhibitor Product Theater Order Form

I. Contact Information (Please print or type)

| | | | |
|------------------|--------------------|-----------------|---------|
| COMPANY | BOOTH NUMBER | | |
| OFFICIAL CONTACT | TITLE | | |
| ADDRESS | | | |
| CITY | STATE/PROVINCE | ZIP/POSTAL CODE | COUNTRY |
| TELEPHONE | FAX | EMAIL ADDRESS | |
| ONSITE CONTACT | TELEPHONE (MOBILE) | EMAIL ADDRESS | |

II. Theater Session Information

| | | |
|------------------------|-------|------|
| NAME OF PRESENTATION | | |
| SPEAKER | TITLE | |
| SPEAKER | TITLE | |
| SPEAKER | TITLE | |
| DESCRIPTION (50 WORDS) | | |
| 1ST CHOICE | DAY | TIME |
| 2ND CHOICE | DAY | TIME |

III. Payment Information

Bank Wire Companies may wire \$9,500.00 payment to:
JP Morgan Chase Bank, NA ABA Transit #: 071000013
10 South Dearborn St. Swift Code: CHASUS33
Chicago, IL 60603 USA Account Number: 4184254

All fee associated with the wire transfer are the responsibility of the exhibiting company (approximately \$20 per wire transfer).

Check By sending your check to us, you authorize RSNA to convert the check into an electronic funds transfer. Please be aware that your bank account may be debited as soon as the same day we receive your payment.

Credit Card Visa, MasterCard American Express
 Diners Club Discover

Card Number _____ Exp Date _____

Name as it Appears on Card _____

X _____
Authorized Signature

IV. Agreement

I have read, understand and agree to the RSNA Exhibitor Product Theater Terms and Conditions.

Print Name _____
X _____
Signature Required _____ Date _____

Return your signed order form and payment to:
RSNA Technical Exhibits
820 Jorie Blvd, Oak Brook, IL 60523-2251
Fax: 1-630-571-2198

**Deadline:
August 31, 2012**

For RSNA Use Only – Please do not write in this area

| |
|---|
| _____/_____/_____ Date Received |
| Assignment: _____ Date _____ Time _____ |
| Approved by RSNA: |
| _____ Signature of RSNA Contact _____ Date _____ |

RSNA Exhibitor Product Theater Terms and Conditions

It is the exhibiting company's responsibility to distribute copies of this information to the appropriate company personnel and/or any agents, representatives or contractors involved in planning activities at the RSNA annual meeting. The exhibiting company is responsible for the actions of their employees and/or agents and they will be expected to follow all rules and guidelines outlined.

I. Order Form

The order form must be signed by an authorized representative of your company and accompanied by a 100% non-refundable payment and completed application which includes requested time slot, presentation description and list of presenters. Any additions, deletions or addenda to the original application must be made in writing and delivered to RSNA via certified registered delivery. No change will be considered without an official written request. INCOMPLETE FORMS WILL NOT BE ACCEPTED.

II. Eligibility

Exhibitors with approved contracts for RSNA 2012 and in good standing with RSNA are eligible to secure a Theater time slot. Cancellation of technical exhibit space results in the immediate release of any assigned Theater time slot. A minimum of three time slots must be contracted for the Theater to be conducted at RSNA 2012. Additional days may be available if all time slots on Monday, Tuesday and Wednesday are reserved.

III. Representatives

The application signatory or his/her designee shall be the official representative of the exhibitor and will certify representatives and act on behalf of the exhibitors in all negotiations. Notification of violations of rules and regulations, which may result in immediate or future penalties to the exhibitor, shall also be made in writing to the chief executive officer. Exhibitors who choose to use a third-party organizer must submit a letter on company letterhead naming the third party as being authorized to handle planning responsibilities on the exhibitor's behalf. No direct requests from third-party organizers will be considered.

IV. Rental Rate

A non-refundable fee of \$9,500.00 will be charged per time slot.

V. Space Payment Schedule

Applications must be accompanied by a non-refundable full payment at the time of submitting the application to RSNA. Payment must in U.S. funds drawn on a U.S. bank.

Checks should be payable to Radiological Society of North America, Inc. The RSNA tax identification number is 15-0539115.

Exhibitors may wire transfer payments to:
JP Morgan Chase Bank, NA
10 S. Dearborn St.
Chicago, IL 60603 USA
ABA Transit Number: 071000013
Swift Code: CHASUS33
Account Number: 4184254

All fees associated with wire transfers (approx. \$20.00) are the responsibility of the exhibitor.

VIII. Insurance & Liability

The exhibitor shall protect, indemnify, hold harmless and defend RSNA, its officers, directors, agents and employees against all such claims, liabilities, losses, damages and expenses, including reasonable attorneys' fees and costs of litigation; provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence of RSNA, its officers, directors, agents or employees.

IX. Violations and Penalties

Theater presentations found to be in violation of these guidelines shall be immediately discontinued. This agreement is in addition to the contract for exhibit space. All terms, conditions, rules & regulations contained therein remain in full force. The exhibitor waives any rights to claims of damages arising out of enforcement of these guidelines.

X. Amendments

All matters and questions not covered by the above guidelines are subject to the discretion of RSNA. These RSNA guidelines may be amended at any time by RSNA, and all amendments shall be equally binding on all parties. In the event of any amendment or addition to these guidelines, written notice will be given by RSNA to such parties.

Make your presence count with a premium exhibitor listing.

Upgrade your online exhibitor listing to Silver or Gold.

All RSNA 2012 exhibitors will receive a bronze listing, available both online and via mobile devices, which includes company logo, contact information, booth number, company description and product categories.

Exhibitors can update their online listing beginning September 4 and add content through November 30.

Silver Listing

Includes Bronze listing plus:

- Banner image on top of listing
- Ability to add (6) featured products with description, image and link to company website
- Social media links
- 'Contact us' email form to gather leads

Gold Listing

Includes Silver listing plus:

- (12) featured products with description, image and link to company website
- (12) video highlights
- (12) PDF documents with title and description
- 3D Exhibitor Showcase

All Silver and Gold exhibitors will automatically be featured in the RSNA 2012 Virtual Meeting.

Your Silver or Gold Listing helps you expand your reach.

More than 3,400 attendees registered for the RSNA Virtual Meeting last year — and 41% were international attendees. Take this opportunity to reach professionals who are attending from across the world, or who just want to learn more about your products on their own time by upgrading your exhibitor listings. RSNA Virtual Meeting Dates are November 24 – 30.



2012 Virtual Meeting Program Features

- Full week of live programming streamed from RSNA 2012 with CME credit (one day in 2011)
- Programming recorded for on-demand viewing
- 14 Cases of the Day added each day for CME credit
- Over 1,000 Digital Presentations available to view

Upgrade today!

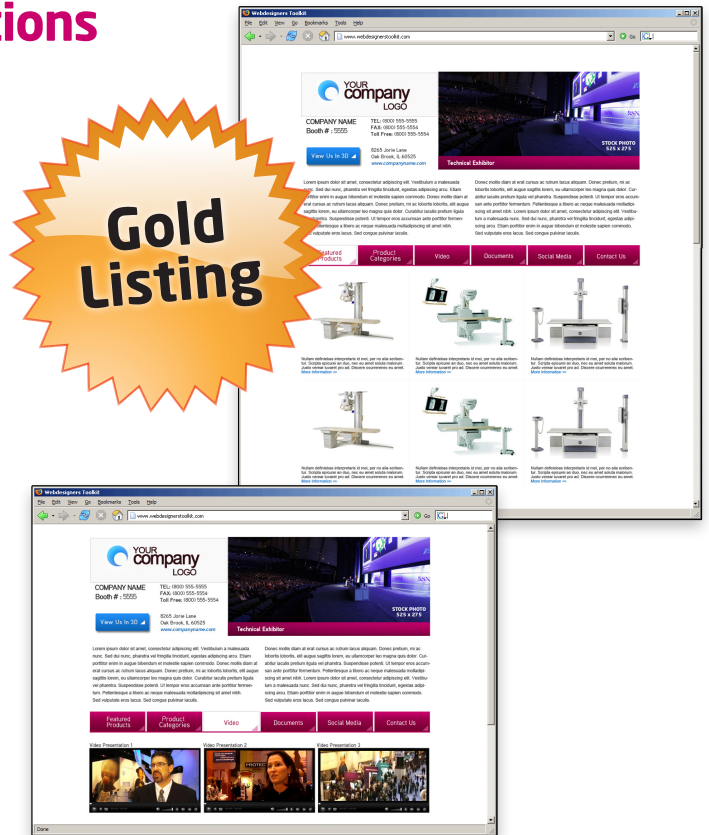
RSNA 2012 Exhibitor Listing Options

| FEATURES | BRONZE EXHIBITOR LISTING | SILVER EXHIBITOR LISTING | GOLD EXHIBITOR LISTING |
|----------------------------|--------------------------|--------------------------|------------------------|
| 1. Company Logo | ✓ | ✓ | ✓ |
| 2. Contact Information | ✓ | ✓ | ✓ |
| 3. Company Description | ✓ | ✓ | ✓ |
| 4. Product Categories | ✓ | ✓ | ✓ |
| 5. Mobile Listing | ✓ | ✓ | ✓ |
| 6. Virtual Meeting Listing | | ✓ | ✓ |
| 7. Reports | | ✓ | ✓ |
| 8. Banner Image | | ✓ | ✓ |
| 9. Featured Products | | 6 | 12 |
| 10. Social Media Links | | ✓ | ✓ |
| 11. Contact Us Email Form | | ✓ | ✓ |
| 12. Video Highlights | | | 12 |
| 13. PDF Documents | | | 12 |
| 14. 3D Showcase* | | | ✓ |
| PRICE | FREE | \$995 | \$1,995 |

*Additional fees apply through Digitell

Description of Features

- Company Logo:** Logo of company featured on exhibitor listing page.
- Contact Information:** Complete company contact information will be listed, including mailing address, phone, fax, toll-free number, and web address.
- Booth Number:** As assigned to your company at RSNA 2012, enabling visitors to find your booth.
- Company Description:** 150-word company profile.
- Product Categories:** Select all product or services that your company provides. Choose from over 500 products/services. Attendees can search these categories to narrow their exhibitor search.
- Virtual Meeting Listing:** In addition to a listing in the RSNA 2012 Exhibitor List, your company profile will be included in the RSNA 2012 Virtual Meeting.
- Reports:** A detailed report of the visits and clicks to your enhanced listing will be provided.
- Banner Image:** Photo (such as booth design, headquarter building or new product) to be featured prominently.
- Featured Products:** Up to twelve company products/services can be featured in the section, including a product image, 25-word description and direct link to your website for each product.
- Social Media Links:** Encourage attendees to follow you after the meeting by promoting your social media sites such as Facebook, LinkedIn, Twitter, YouTube, Vimeo and Flickr.
- 'Contact Us' Email Form:** Set up an email address where current and prospective customers can contact you with questions regarding your company, product or service.
- Video Highlights:** Up to twelve company videos can be promoted in this section where you can show current corporate and product videos, message from the president or film videos at your booth to show virtual attendees.
- PDF Documents:** Up to twelve PDF documents can be shared for attendees to download in this section where you can post product brochures, corporate brochures and white papers.
- 3D Showcase:** Official contractor, Digitell, can work with vendors wanting to participate with 3D Exhibitor Showcase and create a unique, personally branded immersive experience. Each environment is designed to assist vendors in conveying their marketing message and demonstration products in a 3D environment. Digitell can replicate products as 3D models, use multimedia presentations and marketing pieces to create an exciting and engaging experience for participants. Each branded environment allows for users to view products, download materials and communicate directly with vendor representatives. Visitor's interaction and movements are tracked for detailed reporting. Additional fees will apply.



Reach medical imaging leaders
beyond your booth at

RSNA 2012

Exhibitor Product Theater

NEW
for 2012

Exhibitor Product Theater can help you generate sales leads and engage in invaluable face-to-face time with potential customers. Located off a main-aisle of the South Building, Hall

A, the Product Theater lets you promote/highlight your product during a 45-minute presentation, available Monday, November 26 – Wednesday, November 28. Presentations will also be streamed live through the RSNA Virtual Meeting and recorded for on-demand viewing during the meeting.

Vendor Workshops



Take advantage of this opportunity for hands-on interaction with customers. You can demonstrate your products in a classroom-style setting. Vendor

workshops will be located within the same exhibit hall as your booth. Hours of operation are 10:15a.m. to 5:00p.m. on Sunday - Wednesday and 10:15a.m. to 2:00p.m. on Thursday.

Bistro RSNA



At Bistro RSNA, you can enjoy a plentiful lunch—including drinks, salads, and dessert—right there on the show floor. You can also reserve tables during lunch or

throughout the week for a place to chat with your customers.

Premium Exhibitor Listing

NEW
for 2012



Update your online exhibitor listing to include feature products, video highlights, PDF documents, social media links and 3D Showcase. Plus, all Premium Exhibitor Listings will be included in the RSNA 2012 Virtual Meeting website which will be accessed by over 3,000 virtual attendees during the week of RSNA 2012.

Headquarters Office Space



Give your staff a place to convene, touch base and unwind with private office space at McCormick Place away from your exhibit booth. A minimum 10' by 10' space, this office makes a great break room, check-

in point, meeting/training room and place for staff to check coats and bags.

More information

- *Technical Exhibits Team: 1-630-571-7850*
- *exhibits@rsna.org*
- *RSNA.org/Beyond_Exhibiting.aspx*

ANNUAL MEETING PROMOTIONAL ADVERTISING OPPORTUNITIES

RSNA 2012

The RSNA annual meeting offers a wide variety of signature marketing programs that extend impact beyond the printed page. With nearly 60,000 attendees from more than 100 countries assembled in Chicago, your message will be seen by 27,000+ healthcare professionals with purchasing power.

Exclusive Sponsorship: 5k Fun Run



Be the sole sponsor of this inspiring 5k event to benefit the RSNA R&E Foundation.

You'll receive recognition on

the Fun Run registration webpage with a link to your company's site, recognition in all event promotions, on signage at McCormick Place, the event day banner and the runners' commemorative T-shirts. You'll also be able to assign a company representative as an event starter and have a corporate team in the run—up to 10 runners at no additional charge. Additionally, your company will be recognized after the race in press messaging and the *Daily Bulletin*.

Price: \$10,000

Space Deadline: 6/1



Badge Wallet Insert

Be the single advertiser in the official badge wallet. Attendees will see your ad when it arrives along with their badge, course tickets and other important materials in advance of the meeting.



Price: \$20,000 (production not included)

Space Deadline: 8/24

Material Deadline: 8/31

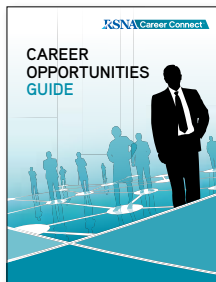
Career Opportunities Guide

This comprehensive publication showcases recruitment advertising. 8,000 Guides are distributed at the Membership and Career Connect booths and the Residents Lounge.

Price: 1/4 page (B/W) - \$650
1/2 page (B/W) - \$900
Full page (B/W) - \$1,200
Cover 2 & 3 (4C) - \$1,500
Cover 4 (4C) - \$1,700

Space Deadline: 10/26

Material Deadline: 11/7



Charging Stations

Place your company's logo on one of the most frequently visited spots at the convention! Attendees use the mobile device charging station to re-charge their laptops and smartphones. Stations feature 6' skirted tables with power strips. Hang a banner on the front of the table and a vinyl sticker application on the top of the table.



Price: \$3,000 – 1 station
\$12,000 – 6 stations

Space Deadline: 10/12

Material Deadline: 11/7

Coat Check Pillars

Your message appears on one of two pillars, 3' wide by 12' high, in the highly-trafficked coat check area in the Grand Concourse. Attendees will see your message as they're arriving at and leaving McCormick Place.



Price: \$5,000/pillar

Space Deadline: 10/12

Material Deadline: 11/7

Coffee Cup Sleeve

All coffee locations within McCormick Place (excluding Starbucks areas) will serve coffee with insulated sleeves carrying an advertiser's company logo and booth number. More than 25,000 cups of coffee are served during the six days of the meeting.



Price: \$15,000

Space Deadline: 9/21

Material Deadline: 10/5

ANNUAL MEETING PROMOTIONAL ADVERTISING OPPORTUNITIES

Column Wraps

Wrap your message in the high-traffic areas in the lower level of the North Hall by the restaurants. Column wraps, 12' high by 3' wide, 4-sided, are available for your message.

Price: \$5,000 per column
Space Deadline: 10/12
Material Deadline: 11/7



Daily Bulletin

RSNA meeting attendees rely on the *Daily Bulletin*, the official meeting newspaper, to provide overnight coverage of meeting news, hot topics, schedule and program changes, and new product and service information from exhibitors. 15,000 copies are distributed each morning throughout McCormick Place.



Space Deadline: 10/19
Material Deadline: 10/26

Rates—Black/White

| Size | Main News (All 5 Days) | New Products (4 Days) |
|-----------------|---------------------------|--------------------------|
| Spread | \$29,610 | \$25,165 |
| Center spread | \$32,565 | \$27,680 |
| Full Page | \$14,805 | \$12,585 |
| Cover positions | \$17,955 | \$15,260 |
| Junior page | \$13,260 | \$11,270 |
| 1/2 page | \$11,645 | \$9,900 |
| 1/4 page | \$7,910 | \$6,725 |
| 1/8 page | \$5,450 | \$4,635 |

Rates—4 Color: \$1,500/Single Page; \$3,000/Spread.
Covers Include Color.

Daily Bulletin Wraparound Band

Make an impact on the first day of the meeting by surrounding the Sunday *Daily Bulletin* with your message. The wraparound band is a high visibility advertising vehicle reaching an audience of 15,000 in a single day. The *Daily Bulletin* is the official newspaper of the RSNA annual meeting.



Price: \$15,000
Space Deadline: 10/5
Material Deadline: 10/19

Digital Navigator

There are three separate components for you to reach attendees. Opportunities range from a single Main Exhibitor banner to exclusive Sub-Category and banners and eight Quick Find Link spots.

Price: Unit/Main Exhibitor \$5,000
 Sub-Category Sponsor \$5,000
 Link/Quick Find Link \$5,000



Space Deadline: 11/2
Material Deadline: 11/15

Escalator Runner

Your company message appears alongside the handrails of escalators throughout McCormick Place. Attendees will view it all day long as they go up and down this heavily traveled area.

Price: Grand Concourse Main \$25,000
 Grand Concourse Lower \$15,000
 North Hall \$15,000
 Level 4 - \$8,000
 Level 5 - \$5,000



Space Deadline: 10/12
Material Deadline: 11/7

ANNUAL MEETING PROMOTIONAL ADVERTISING OPPORTUNITIES

Grand Concourse Banner

Located in the high-traffic area of the Grand Concourse of McCormick Place, your message will be visible on a banner at the 2.5 level behind the media wall. One banner is available on the North side.

Price: \$25,000
Space Deadline: 10/12
Material Deadline: 11/7



Grand Concourse Pillars

Place your message in the main artery of the annual meeting, where attendees will see it as they choose their next destination. The twelve-foot pillars are printed on four sides for high visibility no matter which direction attendees are headed.



Price: \$25,000/pillar
Space Deadline: 10/12
Material Deadline: 11/7

Indoor Billboard

Your 10' high by 4' wide message appears as attendees exit the North and South Halls. Three placements are available in each hall.

Price: \$15,000
Space Deadline: 10/12
Material Deadline: 11/7



Lakeside Center Banners

The Lakeside Center houses a technical exhibit hall and the Lakeside Learning Center—it's a must visit for every professional attendee.

Place your message on a 15-foot entrance banner and a 10-foot escalator banner at either the east or center entrance or a 10-foot banner at the west entrance.

Price: \$20,000/entrance (east, center)
 \$10,000/entrance (west)

Space Deadline: 10/12
Material Deadline: 11/7



Media Wall

Your video will appear on both sides of the Media Wall in a high-traffic area of the Grand Concourse of McCormick Place. This eye-catching display allows you to present your message in a dynamic video format, as a static ad, and with or without sound.

Price: :05 video - \$5,000
 :10 video - \$9,000
 :20 video - \$15,000
 :30 video - \$20,000

Space Deadline: 10/19
Material Deadline: 11/7

ANNUAL MEETING PROMOTIONAL ADVERTISING OPPORTUNITIES

Metra Card

All train-riding attendees will see the ad prominently displayed on the back of the Metra card train pass. Metra cards are mailed to all registrants in the pre-registration badge wallet and distributed at onsite registration.

Price: \$10,000
Space Deadline: 8/17
Material Deadline: 8/31



Meeting Bag Insert

Be creative and build brand presence! Place a printed insert, CD, or other approved promotional item in the official Meeting Bag. All promotional items must be approved by RSNA prior to printing/manufacturing. Maximum of 10 inserts allowed, so sign up now!

Price: \$10,000
Space Deadline: 10/19
Material Deadline: 11/7



North Hall Banners

As attendees enter the spectacular North Hall, your message will be the first to welcome them. Your highly visible 20-foot ad sits atop the entrance openings, where it's seen by tens of thousands of attendees each day.

Price: 15' wide x 20' high - \$10,000
 30' wide x 20' high - \$15,000
 45' wide x 20' high - \$25,000
 80' wide x 7' high - \$25,000
 70' wide x 20' high - \$35,000

Space Deadline: 10/12
Material Deadline: 11/7



North Hall Escalator Banner

Your company message will be visible in the heavily traveled North Hall escalator area. Attendees will view it when they ride up and down the escalators.

Price: \$20,000
Space Deadline: 10/12
Material Deadline: 11/7

North Hall Lobby Billboard

Located in the Grand Concourse lobby, these billboards appear on the south wall near the Starbucks tables. Two 8' wide by 10' high creative areas are available.

Price: \$10,000
Space Deadline: 10/12
Material Deadline: 11/7



North Hall Lobby Table Decal

Place your company decal on the top of each table in the North Hall Starbucks lounge area. It's a creative way to establish your presence in a very popular spot, where attendees love to stop and relax. Approximately 27 tables.

Price: \$10,000
Space Deadline: 10/12
Material Deadline: 11/7



Outdoor Banner

This unique opportunity allows advertisers to place their message on 100 outdoor banners positioned in heavy-traffic locations such as hotels, bus routes and shopping/dining areas in the Chicago area during RSNA 2012.

Price: \$25,000
Space Deadline: 9/21
Material Deadline: 10/5



Plastic Meeting Bag

Your logo prominently positioned on ecofriendly meeting bags provides high visibility throughout RSNA 2012. This is a favorite of attendees – it is light weight, easy to carry and convenient for collecting handouts from courses and exhibitor literature. The plastic meeting bags will be distributed at various locations in McCormick Place.

Price: \$15,000
Space Deadline: 6/1
Material Deadline: 6/15



ANNUAL MEETING PROMOTIONAL ADVERTISING OPPORTUNITIES

Pocket Guide

The *Pocket Guide* is possibly the most-read publication at the RSNA annual meeting. This compact and handy guide provides room listings for all sessions and is a quick reference for general meeting information, including hotel listings, transportation schedules and just about anything else attendees need to know during their stay in Chicago. Combined distribution of 40,000 includes pre-meeting mailing and hand-outs at registration.

Space Deadline: 8/31
Material Deadline: 9/14



Rates — Black/White

| | |
|-----------|----------|
| Full Page | \$10,080 |
| Cover II | \$18,980 |
| Cover III | \$18,980 |
| Cover IV | \$20,830 |

Rates—4 Color: \$1,500/Single Page; \$3,000/Spread. Covers Include Color.



Pocket Guide Wraparound Band

It's a wrap! Here's the opportunity to make a splash at RSNA 2012 on the most popular and useful publication at the annual meeting. The *Pocket Guide* will be handed out at registration and other designated locations.

Price: \$15,000
Space Deadline: 8/31
Material Deadline: 9/7

Program in Brief

Advertising is available in two premium positions – covers 3 and 4. The Program is a quick reference for titles, authors, room numbers and times. The Program is available online prior to the meeting. Placing your advertisements in this publication is a sure way to get noticed.

Price: \$15,000
Space Deadline: 8/31
Material Deadline: 9/14



Residents Lounge

Advertise at the busy gathering place for residents and be seen by thousands each day. Signs in the lounge will acknowledge the advertiser, and advertisers may also place handouts in the lounge. This is a wonderful opportunity to build the loyalty of radiology's future leaders.

Price: \$15,000
Space Deadline: 10/12
Material Deadline: 11/7

South Hall Bus Lobby Pillar

Rush-hour shuttle bus lines are legendary at the RSNA annual meeting. You'll have a captive audience as attendees arrive in the morning and line up each evening to catch their buses in the South Hall.

Price: \$5,000/pillar
Space Deadline: 10/12
Material Deadline: 11/7



ANNUAL MEETING PROMOTIONAL ADVERTISING OPPORTUNITIES

Stair Graphics

Your company's message stretches across each step as attendees climb the staircase to Level 4 and 5 classrooms. It will also be seen across the concourse, even by attendees who don't take the stairs.

Price: \$12,000 (Level 4)
\$7,000 (Level 5)

Space Deadline: 10/12

Material Deadline: 11/7



Subspecialty Brochure

Be the exclusive advertiser by placing your ad on the back panel of one of several subspecialty guides, featuring meeting content from breast to musculoskeletal to ultrasound. Attendees use these guides every day to organize their busy week.

Price: \$5,000

Space Deadline: 10/3

Material Deadline: 10/12

Technical Exhibition Guide

The *Technical Exhibition Guide* is the most up-to-date source of information for navigating the annual meeting. In addition to floor plans and contact information for the more than 650 technical exhibitors, the guide provides a detailed map of the Lakeside Learning Center.

Space Deadline: 10/12

Material Deadline: 10/19



Rates—Black/White

| Size | Net Cost (All 5 Days) |
|-----------------|--------------------------|
| Spread | \$20,725 |
| Center spread | \$22,795 |
| Full Page | \$10,360 |
| Cover positions | \$12,570 |
| Junior page | \$9,280 |
| 1/2 page | \$8,150 |
| 1/4 page | \$5,535 |
| 1/8 page | \$3,815 |

Rates—4 Color: \$1,500/Single Page; \$3,000/Spread. Covers Include Color.

All Promotional Opportunities are Net.



Transportation Signage

Take advantage of this dynamic opportunity to advertise outside the convention center. Opportunity includes logo on bus windows, ad on hotel lobby signs and an ad in the transportation brochures (distributed at hotels, shuttle information desk and help centers). Supplementary opportunities to enhance this buy are available for additional costs.

Price: \$20,000

Space Deadline: 9/17

Material Deadline: 10/1



Walkway Banner

Attendees will see your 4' x 8' vertical banner as they cross the walkway between Lakeside Center and the Technical Exhibits in the North and South Buildings of McCormick Place.

Price: \$10,000/banner

Space Deadline: 10/12

Material Deadline: 11/7



MISSION OF THE RSNA RESEARCH AND EDUCATION (R&E) FOUNDATION

To improve patient care by supporting radiological research and education through grants to individuals and institutions.

- Since 1984 the Foundation has distributed over \$34 million in grant awards to more than 850 investigators and educators.

CORPORATE PARTNERSHIPS

- Leading companies in the industry, including Agfa HealthCare, GE Healthcare, Philips Healthcare, and Siemens Healthcare, have generously donated nearly \$20 million to fund grants.
- R&E creates a strong pipeline of Research and Development, generating data needed to transfer technology to industry and clinical applications.
- For every \$1 awarded by the Foundation, grant recipients receive over \$30 in additional funding from sources including NIH. This return on investment of philanthropic dollars translates to more than \$1 billion in research funding.

Grant funding

develops research in areas that match your company interests

**Quality Improvement
Education**

Nuclear Medicine

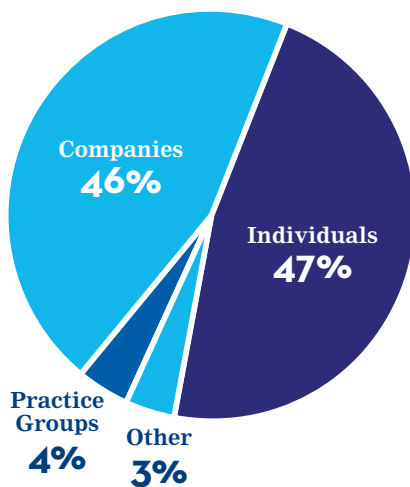
Radiation Oncology

Comparative Effectiveness

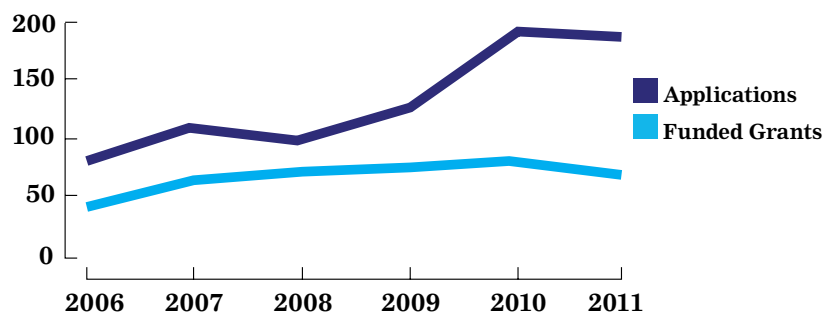
... and many more

- In appreciation of its corporate supporters, R&E provides recognition extending throughout the entire radiologic community and direct reporting of grant results.
- Funding opportunities range from \$30,000 annually to \$1.5 million over ten years in support of grants.

Sources of Support



Increased Need for Funding



Join the RSNA Exhibitors Circle



Maximize your company's presence
at RSNA 2012 and throughout the year.

Receive recognition for your contribution to the
RSNA Research & Education Foundation.

Support the most promising discoveries
in medical imaging.



Distinguished logo recognition on signage throughout RSNA 2012
showcases your support.

RSNA.org/Foundation/Exhibitor

For more information contact: Deborah Harp at 1-630-590-7773
or dharp@rsna.org.

PLATINUM CIRCLE \$10,000

All benefits listed for Gold Circle, plus:

- + Logo recognition at Foundation Presentation/Image Interpretation Session at the Arie Crown Theater at RSNA 2012 (4,200+ seats)
- + Use of R&E Foundation Logo in company marketing materials indicating support of the RSNA Research & Education Foundation
- + Logo recognition inside R&E Foundation Donor Lounge
- + Invitation to the Distinguished Donor Reception for major donors and RSNA leaders (invitation only)
- + Company spotlight article in *Foundation Focus* newsletter (sent to 5,000+ donors)

GOLD CIRCLE \$5,000

All benefits listed for Silver Circle, plus:

- + Recognition in RSNA 2012 meeting publications
- + Logo on signage at each McCormick Place exhibit hall entrance (3 total)
- + Logo and link to company site on R&E Foundation website
- + Company name and booth location listed on mailing to professional registrants for RSNA 2012

SILVER CIRCLE \$2,500

All benefits listed for Bronze Circle, plus:

- + Company name recognition in award-winning *RSNA Annual Report* (circulation of 48,000)
- + Company name and link to company site on R&E Foundation website
- + Press release announcing your support of the R&E Foundation

BRONZE CIRCLE \$1,500

- + Company name on R&E Foundation website
- + Logo recognition in *RSNA News* (sent to 48,000+ RSNA members)
- + Company name on signage at each McCormick Place exhibit hall entrance (3 total)
- + R&E Foundation supporter sign at your booth
- + Recognition ribbon to wear at RSNA 2012
- + Networking opportunity with RSNA leaders, executives and grant recipients at the Corporate Donor Reception (invitation only)

DISTINGUISH YOURSELF JOIN THE RSNA EXHIBITORS CIRCLE



RSNA.org/Foundation/Exhibitor

I would like to join the RSNA Exhibitors Circle. Please send an invoice to the email address below.

- PLATINUM CIRCLE \$10,000 SILVER CIRCLE \$2,500
 GOLD CIRCLE \$5,000 BRONZE CIRCLE \$1,500
 Please contact me with more information about the RSNA Exhibitors Circle.

Exhibiting Company Name

Contact Name

Street Address

City / State / Zip Code

Email Address

Phone Number