



Steve Drew
Assistant Executive Director

Welcome

Mark Watson
Executive Director

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

Society Update

- RSNA Membership
 - 48,000 Professional Members
 - 24% International
- 2011 Program Participation
 - 12,334 Abstract and Exhibit Submissions – new record!
 - 60% International
- Journal Subscriptions
 - 2,911 Manuscripts Processed
 - 60% International

Society Update

- 2011 Annual Meeting Statistics
 - 59,097 total registration
 - 27,305 professionals
 - 16,272 radiologists
 - 9,642 international attendees – 35% of total professionals

RSNA R&E Foundation

- The R&E Foundation has funded 880 research and education grants totaling \$34 million to improve patient care.
- 40% of grants in 2011 were made possible by corporate support
- A special thanks to corporate partners in the Vanguard and Exhibitor Circle programs for your support



Vanguard Donors meet with Grant Recipients at 2011 Corporate Donor Reception

RSNA R&E Foundation

The **RSNA Exhibitors Circle** program is an opportunity to support the R&E Foundation and receive recognition at RSNA 2012 including:

- Logo recognition on meeting signage
- Name and booth location on mailing to professional registrants
- Invitation to corporate networking receptions with industry & RSNA leadership
- Open to all exhibitors
- Sign up in our online Technical Exhibition Center
- Recognition starts at \$1,500

RSNA.org/Foundation/Exhibitor



Signage throughout McCormick Place Recognizes the Exhibitor Circle

Corporate Relations Committee Meeting

- Dates: August 14 & 15
- Location: Trump International Hotel/Chicago
- Invitation Only
 - President/CEO of top exhibiting companies

Lauren Giagnorio
 Manager: Technical Exhibits

Registration Report

2011 Registration Report

Professional Registrants	27,305
Exhibitor Personnel	22,426
Other Registrants (press, staff, guests)	9,366
Total Registrants	59,097

- ### Registration Highlights
- Total registration was 59,097 – almost 2% higher than in 2010
 - Professional registration was 27,305 – a slight increase from 2010
 - Radiologist attendance was 16,272 – a record high in the meetings history!
 - International registrants numbered 9,642, a record number making up more than 35% of professionals
- Based on audited, official registration figures*

- ### Registration Highlights
- Non-North American Professional Registrants
 - Top Countries
 - France (901)
 - Japan (826)
 - China (750)
 - Italy (685)
 - Germany (664)
 - Brazil (581)

Exhibit Space Summary

Booth Type	2011
Free Form	237
Inline	421
Peninsula	16
Publishers Row	18
Mobile Units	5
Pavilions	6
First Time Exhibitors	117
Total Booths	698
Total Exhibitors	681

Exhibition Totals

- Exhibition consisted of 681 companies – 117 First Time exhibitors
- 462,650 sq. ft. total
- Booth totals by Hall
 - Hall A: 326
 - Hall B: 228
 - Hall D: 143

Tom Shimala

Director: Technical Exhibits

- Meeting Survey Feedback
- Meeting Technology Tools
- Bistro RSNA
- Changes at McCormick Place

Meeting Survey Feedback

- Several different reports and evaluations are collected
 - Exhibitor reactions
 - Ratings
 - Suggestions
- RSNA 2011 Attendee Survey
 - Research conducted by *Exhibit Surveys, Inc.*

Meeting Survey Feedback

- Attendee Profile and Exhibit Performance Report
- Survey sample of 2,254. Projected to a net attendance of 27,305
 - Reasons for attending RSNA
 - Attendee Buying Plans
 - Time spent in Exhibit Halls
 - Other key data

Meeting Survey Feedback

- **Attendees primary reason for attending RSNA** (1) see new products and developments (2) the educational program (3) keeping up-to-date on industry trends/issues
- 47% of the **attendees have buying plans** as a result of what they saw at the exhibit.
- 75% of the attendees indicated they have a **role in the purchasing** compared to 71% last year
- The **Net Promoter Score** for the RSNA Annual Meeting (those likely to recommend RSNA to an associate or colleague) is +53%, a significant increase from +41% in 2010

Meeting Survey Feedback

- **Considered national in scope** compare with other US healthcare meetings. A total of 38 states were represented. Over a third of the attendees (36%) are from other countries (healthcare industry average is 19%)
- Overlap with other meetings remains very low with 49% **not attending any other meetings** (last year 44%)
- 33% of the **attendees were at the event for the first time**, 28% attended last year, 24% are considered frequent attendees (have attended for three of the past four years)

Meeting Survey Feedback

- **Attendees spend an average** of 11.9 hours on the exhibit floor compared to 8.7 in 2010 and 10.6 in 2009. On average they spent 3.5 days at the event (2.8 in 2010 and 3.3 in 2009)
- The **vast majority of attendees** visited all three halls – 95% North Hall (86% in 2010), 97% South Hall (85% in 2010), and 95% Lakeside Center (80% in 2010). 91% visited all three halls.
- The **amount of time attendees spent at the exhibits** increased traffic density was 1.6 last year to 2.2 this year. This means that on average two attendees could have occupied every 100 sq. ft. during exhibit hours.

Meeting Technology Tools

- Mobile App Report
- Exhibitor List Online activity
- Digital Navigation (Wayfinding System)
- Non-Technology program
 - Bistro RSNA



Meeting Technology Tools

- Mobile App Report
- Total unique visitors: 34,074
 - Total searches: 92,966
 - Visits by Day:
 - Friday: 1,323
 - Saturday: 2,644
 - Sunday: 13,056
 - Monday: 13,910 – most visits
 - Tuesday: 11,547
 - Wednesday: 8,877
 - Thursday: 6,071
 - Friday: 1,031
 - Saturday: 230
 - Peak Times:
 - Between 8:00 am – 3:00 pm
 - Most visits were at or around 10:00 am

Meeting Technology Tools

Mobile App Breakdown Report

- Technical Exhibition
 - Exhibitor searches: 19,335
 - Exhibitor views: 3,617
 - Exhibitor briefcase views: 1,078
- Meeting Program
 - Program searches: 73,631
 - Event views: 39,293
 - Program briefcase views: 10,734

Meeting Technology Tools

RSNA 2011 Annual Meeting Website: Exhibitor Listing Searches

- Date Range: September 1 thru December 2
- Total Online Searches: 193,435
- Distinct IP addresses: 12,994
- Total Exhibitor Pages viewed: 88,680

Top 5 Companies Viewed

- GE Healthcare (558)
- Agito Medical (523)
- Siemens Healthcare (483)
- Agfa HealthCare (481)
- 3DISC Americas (468)

Meeting Technology Tools

Digital Navigation (Wayfinding system)

- Help attendees find what they're looking for... Faster, easier!
- Locate exhibitors, sessions, etc.

Meeting Technology Tools

Onsite Digital Navigation Summary (14 units)

- Total impressions 764,368 during the meeting
- Exhibitor Searches: 599,817
 - 16,482 drill down
- Session Searches: 163,320
 - 1,792 drill down touches
- Poster Searches: 280 total impressions
- Prints: 951 maps printed

Meeting Technology Tools

Onsite Top 5 Exhibitor Searches

- Siemens Healthcare
- GE Healthcare
- Merge Healthcare
- Springer
- American College of Radiology (ACR)

Onsite Top 5 Exhibitor Direct Hits

- Siemens Healthcare
- Samsung Medison Co Ltd
- Avreo Inc
- GE Healthcare
- Philips Healthcare

Meeting Low-Tech Program

Bistro RSNA 2011 Summary Report

- Goals – Keep attendees & exhibitors at McCormick Place and on the exhibit floor
 - Offer quality food at a reasonable price
 - Deliver quick & friendly service
 - Allow attendees & exhibitors to purchase tickets in advance

Meeting Low-Tech Program

Bistro RSNA Sales

	Advanced	Total
2008	4,056	8,083
2009	7,312	10,917
2010	9,565	14,081
2011	11,246	17,964

Meeting Low-Tech Program

Bistro RSNA 2011 Summary Report

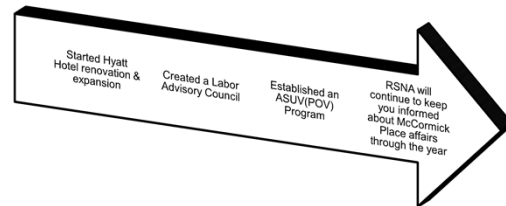
- Survey Results (Bistro RSNA)
 - Seated in 5 minutes or less – 86% met or exceeded expectations
 - Friendly & helpful hosts – 96% met or exceeded expectations
 - Quality of lunch – 86% met or exceeded expectations
 - Value of lunch – 82% met or exceeded expectations

Changes at McCormick Place

McCormick Place Initiatives

- Work Rule changes – improvements affecting exhibitors
 - Standardized straight time, overtime, double time provisions
 - Expanding exhibitor rights
 - New pricing plans for utility services and food and beverage
- ETS (Focus One) no longer providing electrical services
- Labor Unions filed suit against MPEA – Fed. Judge reverses
- Privatized management of McP – SMG Worldwide
- New food service management company – Savor
- Unions drop court appeal and agree to the work rule changes
- Hyatt McCormick Place renovation and expansion

Changes at McCormick Place



Changes at McCormick Place

McCormick Place and the City of Chicago's goal is to provide you and your company with a much better place to conduct business with...

- Less hassles
- More flexibility
- More choices
- Lower costs

John Patronski

Executive Vice President

GES Electrical

Bob Hope

Director of Housing and Registration

- Housing and Registration Update

Housing Update

- Hotel Rates
- New Hotels
- Hotel Management/Name Changes
- Major Renovation Projects
- Housing Formula
- Airfare
- Credit Card Deposit Policy Change

Exhibitor Dates

- May 9
 - Hotel letter mailed
- June 13
 - Housing and Registration available online
- July 6
 - Block Housing deadline
- August 8
 - Block Housing assignments available

Exhibitor Dates

- August 17
 - Block Housing hotel deposits due
- September 26
 - Block Housing rooming list due
 - \$50 penalty initiated for each canceled room (individual and block)
 - \$50 penalty initiated for each reservation change that reduces length of stay (individual or block)
- October 31
 - Deadline for housing and badge mailing

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



Judy Kapicak

Assistant Director of Advertising

- Promotional Opportunities



Grand Concourse Lobby Billboard

Located in the Grand Concourse Lobby, these (2) billboards are located on the South Wall near the Starbucks tables and will be approximately 8' wide and 12' high



Grand Concourse Lobby Table Decals

Located in the Starbucks area, each table would feature a company decal on the top of the table. Approximately 27 tables are available.



Escalator Runner and Stair Decals - Level 4

- Located to the south of the fountain in the Grand Concourse, these escalators take attendees upstairs to Level 4 and the classrooms
- Located next to the South Level 4 escalator runners



Escalator Runner and Stair Decals - Level 5

- These escalators take attendees upstairs to Level 5 and the classrooms from Level 4
- Located next to the South Level 5 escalator runners



South Hall Transportation Lobby Pillar
 These (3) three-sided pillars are located at bus pick up at Gates 3 & 4

John Jaworski, CEM

Assistant Director: Technical Exhibits

- RSNA Virtual Meeting
- Planning for RSNA 2012
- Additional Opportunities
- Important Dates

Virtual Meeting Goals

- The goal of the RSNA Virtual Meeting is to establish an expanded environment of the RSNA Annual Meeting to further engage members, non-members, international professionals, students and commercial vendors. Integration of a 2D and 3D virtual environment will be employed to create an engaging learning experience.
 - Attract and engage attendees who previously attended but cannot attend the annual meeting based on staffing, timing or other factors.
 - Attract and engage attendees who have chosen not to attend the annual meeting in the past based on lack of resources, interest or other factors.
 - Create an opportunity to attract and retain new audiences who have not heard of or been exposed to the annual meeting in the past.

Virtual Meeting Environment

- 2D & 3D Environment included
 - RSNA Service Center
 - Education Store, Membership, R&E Foundation, myRSNA, and Publications booths
 - Learning Center
 - Digital Poster Presentations (DPS) available throughout the week
 - 14 New Cases of Day for CME credit each day (Sun-Thurs)
 - One day of live programming (Tuesday)
 - streamed from McCormick Place which included 9 sessions for CME credit and available on-demand (no CME)
 - Vendor Opportunities
 - 3D Vendor Showcase
 - Vendor Auditorium (no CME)

Registration Fee

- No Registration Fees
 - RSNA Members
 - RSNA Members and Non-Members Attending 2011 Annual Meeting
- \$300 Registration Fee
 - Non-Members (registering for educational content including Case of the Day, DPS and educational sessions)
- Access to Vendor Showcases and RSNA Member Services Area was free for all virtual meeting visitors



3D Virtual Environment



3D Case of the Day



Sample Vendor Showcase

Participant Data

- 3,452 registrants
- 2,900 entered the virtual meeting
- 1,057 registrants created an avatar for 3D
- 542 entered the 3D environment
- 41% of all registrants were International

Participant Data

- Live Day Educational Sessions Participation
 - 1682 attended the four Essentials Courses
 - 210 attended Plenary Session in Arie Crown Theater
 - 440 attended the two Refresher Courses
 - 504 attended the two Scientific Sessions
- CME Credits Earned At Live Day Educational Sessions
 - 539 Registrants Obtained a Total of 2,092 CME credits

Participant Data

- Cases of the Day Participation
 - 449 Registrants Submitted a Total of 3,722 Answers
- Vendor Auditorium Live Day Participation
 - 215 Registrants Attended Exhibitor Presentation

Virtual Meeting Attendee Survey

- 80.0% of attendees were not at the RSNA 2011 annual meeting.
- 13.8% of attendees never attended a RSNA annual meeting.
- 86.6% were satisfied with the Virtual Meeting
- 76.6% would participate again in 2012
- 86.8% would recommend the RSNA virtual meeting to a colleague

Virtual Meeting Vendors

Six (6) Vendor Showcases
One (1) Vendor Presentation

42.9% of attendees visited a 3D Exhibitor Showcase
• 78.4% rated the 3D Exhibitor Showcase good or better

Virtual Meeting Vendors

- Objectives included:
 - New Sales Leads (4)
 - Introduce New Products (1)
 - Have a presence in the environment (1)
- 50% were successful in achieving their goals
83% would be interested in participating again in 2012

2012 Virtual Meeting

- RSNA
- Full week of live programming (Sun-Thurs)
 - Continue DPS and Cases of the Day
 - New 3D platform
 - Less 3D offerings
 - use tool when applicable

2012 Virtual Meeting

- Vendors opportunities under consideration
- Vendor Profile Page
 - 3D Immersive Environment
 - Live Synacast from exhibitor's booth
 - Live steaming from Product Theater
 - NEW for 2012

Planning for RSNA 2012

- **Technical Exhibitor Invitation Brochure**
 - Mailing March 2
- **Technical Exhibition Center**
 - Opens March 2
 - Only online at RSNA.org/exhibitors
 - 24/7 resource for all exhibitor related information in planning for RSNA 2012

Planning for RSNA 2012

- **Technical Exhibit Space Application**
 - Available online only beginning March 28
- **Application Deadline**
 - All applications received by April 30 with a 25% deposit and product/company brochure will be included in the first-round of space assignments

Planning for RSNA 2012

- **Assignment Process**
 - Date points are no longer part of the Priority System
 - Priority Point System will only include Historical Points
 - Four (4) points are earned for each year since 1996
 - Maximum points that can be earned is 68

Planning for RSNA 2012

- **Assignment Process Example**
 - Company A has exhibited since 2000 (or 13 years), they will earn 52 points.
 - Company B has exhibited since 1994, they will earn the maximum of 68 points.
 - Company C is a first-time exhibitor, they will earn 4 points.

Planning for RSNA 2012

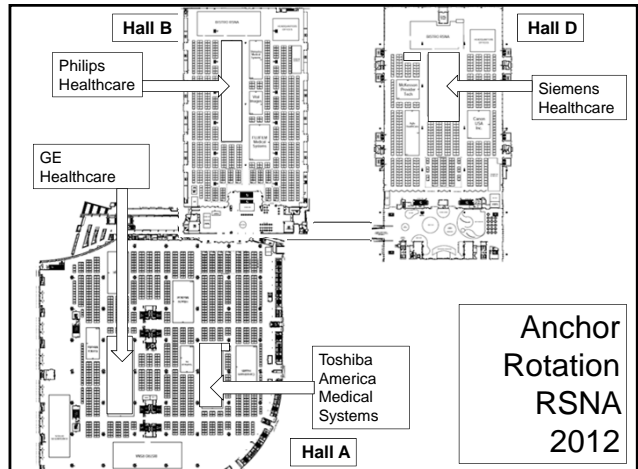
- Other factors considered during the booth assignment process:
 - Building Preference
 - Competitor Proximity
 - Corner Request (inline booths only)
 - Premium Booth (inline booths only)
- Submit a letter with application if special consideration is needed.

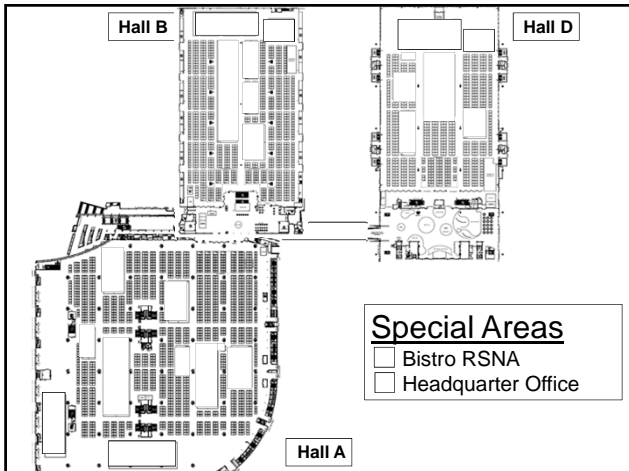
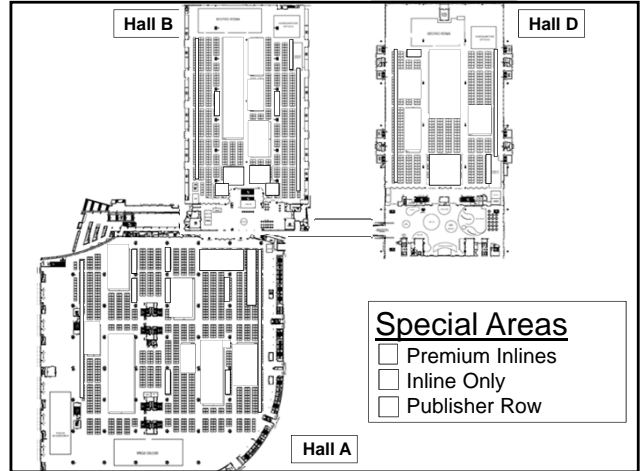
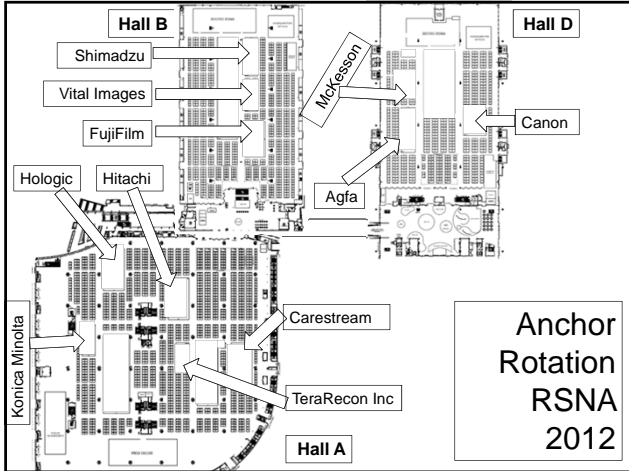
RSNA 2012 Space Rates

	Preferred Rate	Standard Rate	Notes
Exhibit Space per sq. ft.	\$32.50	\$48.75	
Corner each	\$400.00	\$600.00	• Contiguous Aisle is the aisle between two contiguous exhibit booth spaces
Premium Inline per 10'x10'	\$250.00	\$375.00	• Two-Story Exhibits with product/equipment displays on the second level will be assessed a surcharge on the total square footage of the second level.
Contiguous Aisle per sq. ft	\$16.25	\$24.50	
Second-Level per sq. ft	\$16.25	\$24.50	

2012 Floor Plan

- Technical Exhibition will occupy three exhibit halls, Halls A, B & D
- Headquarters Office Space will be located in the same hall as the company exhibit
- Bistro RSNA will situated in the back of all three halls





Additional Opportunities

Rent a Headquarter Office Space

- **Benefits**
 - Company break/lunchroom
 - Employee check-in point/coatroom
 - Staff training area
 - Office away from booth
- **Exhibit staff only**
- **Located in the same hall as your exhibit**

Additional Opportunities

Rent a Headquarter Office Space

- Rental Fee is \$11.00 per sq. ft.
- Minimum Size is 10' x10'
- Additional Fee to Freeman for meter wall (\$147.50) and door (\$185.00)
- Deadline date is July 31

Additional Opportunities

Conduct a Vendor Workshop

- **Benefits**
 - User training on your application/software
 - Hands-on learning environment for attendees
 - RSNA promotes and tickets your course within the RSNA Meeting Program and Registration system.

Additional Opportunities

Conduct a Vendor Workshop

- **Classroom Size/Description**
 - Either 32'x40' or 40'x40'
 - Height is 9' with ceiling (can increase to 12' upon request)
 - Carpeting
 - Locking door
 - HVAC system

Additional Opportunities

Conduct a Vendor Workshop

- **Rental Fee (for entire meeting)**
 - 32'x40': \$20,480
 - 40'x40': \$25,600
- **Application due before April 30 for placement near exhibit booth.**
- **Schedule due before May 31 to receive full promotional benefits**

Additional Opportunities Host a Social Event

- **Benefits**
 - Host a dinner or reception without formal programming
 - Conduct a focus group (less than 50 participants)
 - Staff/company meetings

Additional Opportunities Host a Social Event

- Conducted during non-RSNA meeting hours
- Request space a RSNA contracted hotel or McCormick Place West Bldg
- No fee to RSNA; hotel may apply meeting room rental charge
- Form available June 1

Additional Opportunities Non-RSNA Satellite Symposia

- **Benefits**
 - Educational function with formal presentation or procedural instruction (CME credit cannot be offered)
 - Include promotion on RSNA website
 - Complimentary RSNA registration list to promote symposia

Additional Opportunities Non-RSNA Satellite Symposia

- Conducted during non-RSNA meeting hours
- Fee: \$3,500 to RSNA
- Form available on June 1

RSNA Communication

- Mailings
 - Early-March: RSNA Invitation Brochure
 - Late-March: Application Reminder Postcard
 - Upon Entering Application: Application Acknowledgement
 - June 26: Booth Space Confirmation Packet (assignment, invoice, and floor plan)
 - July 16: Exhibitor Service Kit posted online
 - Late-October: Final RSNA (show-site) email

RSNA Communication

- Year around communication
 - Exhibitor Newsletter
 - Technical Exhibition Center
 - What's New section
 - Timely email blasts

Upcoming Deadlines

- March 28
- Application Available online – RSNA.org/exhibitors
- April 30
- Application Deadline to be included in the first-round of space assignments

Upcoming Deadlines

- May 1
- First-round assignments begin
- June 13
- Housing & Registration opens
- June 26
- Exhibitor Planning Meeting
 - Space assignments released