



ENGAGE WITH CLIENTS.  
PROMOTE YOUR BRAND.  
EXHIBIT WITH RSNA.

# RSNA® 2017

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103<sup>RD</sup> SCIENTIFIC ASSEMBLY AND ANNUAL MEETING  
McCORMICK PLACE, CHICAGO

**NOVEMBER 26–DECEMBER 1, 2017**

*[RSNA.org/Engage](http://RSNA.org/Engage)*

# Who is RSNA?

## We are...

- » An international society of radiologists, hospital executives and other medical professionals with over 53,000 members from 144 countries.
- » Host to the RSNA Scientific Assembly and Annual Meeting, the specialty's premier forum featuring the world's largest medical equipment exhibition, with products and services from more than 660 leading manufacturers, suppliers and developers of medical information and technology.
- » Publishers of two top peer-reviewed journals: *Radiology*, the highest-impact scientific journal in the field, and *RadioGraphics*, the only journal dedicated to continuing education in radiology.
- » Your partner in reaching the demographic you need to make new connections, increase sales and build your business.



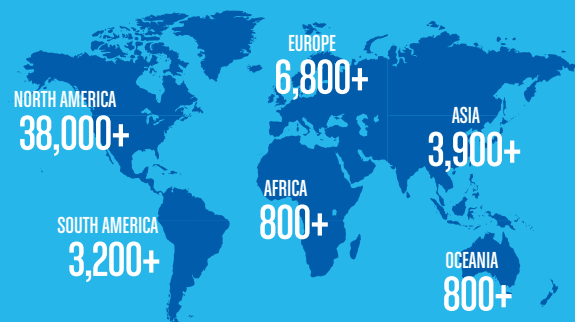
**53,000+**  
Total Membership

## LEADING RADIOLOGY SPECIALTIES

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

## GLOBAL MEMBERSHIP

RSNA members represent  
144 countries around the world









# Why Exhibit at RSNA 2017?

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Over 660 companies exhibited at RSNA 2016 to showcase the latest in imaging products and technology to current clients and future prospects—and over 65% of RSNA 2016 exhibitors have already signed up for RSNA 2017. *There's a reason why 82% of RSNA exhibitors return every year.*

## Will you be there, too?

Over 26,000 professional attendees, including radiologists, physicians, hospital executives and healthcare professionals, travel from over 130 countries to convene at the RSNA annual meeting and 76% attend specifically to see new products, technologies and services. What's more, nearly 80% are involved in purchasing decisions for their respective organizations. These key decision makers will spend almost 12 hours, on average, in our technical exhibit halls.

So whether you're a well-known business with long-standing recognition or a newly-formed start-up with nothing but a prototype and a big idea, you need to be at RSNA 2017—because even if you're not, your competition will be.

**Over 65% of RSNA 2016 exhibitors have already contracted for RSNA 2017.**



## WHO ATTENDS THE RSNA ANNUAL MEETING?

Every subspecialty within the field of radiology will be represented at RSNA 2017—and a technical exhibit space will allow you to reach them all.

RSNA 2017 provides an unparalleled opportunity to reach key decision makers in an incredibly lucrative market. If you can only attend one event this year, this is the one to choose.

**46% of trade show attendees go to only one trade show a year.\***

\*Source: Exhibit Surveys, Inc. Tradeshow Benchmarks 2015, [www.exhibitsurveys.com/trends](http://www.exhibitsurveys.com/trends)

## WHO EXHIBITS AT RSNA?

From manufacturers of medical imaging equipment to leading-edge technology developers, service providers and more, virtually every business related to the field of radiology is at RSNA. Products exhibited include:

- » 3D printing
- » Artificial intelligence
- » Computed tomography equipment
- » Electronic health records
- » Healthcare financial services
- » Machine learning
- » Mammography equipment
- » Medical publishers
- » Monitors/viewing systems
- » MRI equipment
- » Oncology equipment
- » PACS technology
- » Radiography equipment
- » Teleradiology technology
- » Therapeutic radiology equipment
- » Ultrasonography equipment
- » Virtual reality technology
- » X-Ray equipment



**26,000+**  
Professional attendees

**11.8 hours**  
Average each attendee spends in our exhibit halls

**76%**  
Attendees have a role in purchasing

## ATTENDEES INCLUDE

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

## TOP SPECIALTIES

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





## Cost. Benefit. Value.

The average face-to-face sales call has a price tag of about \$400\*. For less than the price of 10 face-to-face sales calls, you can gain access to over 20,000 professional buyers when you book a technical exhibit space at RSNA 2017. *That's value.*

\*Advantage Business Media Industrial Distribution,  
[www.inddist.com/blog/2013/08/lower-cost-sales-crm-mapping-software-call-planning](http://www.inddist.com/blog/2013/08/lower-cost-sales-crm-mapping-software-call-planning)



## RSNA 2017: REMARKABLE ROI

*Imagine being able to bypass the gatekeeper to get straight to the person you need to make a sale—that's the power of a technical exhibit at RSNA 2017.*

Over the next year, you and your team would have to meet with over 500 medical professionals a week—or about 74 per day—to achieve the same access to these valuable contacts you'll receive at RSNA 2017. What's more, attendees of the RSNA annual meeting not only want to talk to you, but the majority are also directly involved in purchasing decisions for their organizations.

Those numbers mean remarkable support for your ROI—and when you also consider the important contacts you'll make for B2B networking, the value only increases.

*Medical industry sales are closed at the RSNA annual meeting. At **\$35 per square foot**, exhibiting at RSNA 2017 isn't just cost-effective and budget-friendly, it's the smartest business and marketing decision you'll make all year!*

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## STAKE YOUR CLAIM

*Reserve your booth for RSNA 2017 now!*

Increase brand recognition, generate new sales leads and strengthen relationships with key clients. In a matter of days, RSNA 2017 gives you an unsurpassed opportunity to achieve more important face-to-face interactions than you may otherwise have all year.

Of course, radiologists, hospital executives and other medical professionals aren't the only important attendees who'll be at RSNA 2017. Other dealers, distributors and equipment manufacturers will be exhibiting as well, which makes our annual meeting an excellent value for networking and B2B sales.

*Take the next step and book your technical exhibit for RSNA 2017 now! Contact Nate Wicks at 1-630-368-3747 or [nwicks@rsna.org](mailto:nwicks@rsna.org) to reserve your space.*





## FIRST-TIME EXHIBITOR?

Showcased within a prime location in the North Building, the First-Time Exhibitor Pavilion offers the option of efficient turnkey packages to assist in the the planning of your first RSNA technical exhibit.

### First-Time Exhibitor Pavilion Packages include\*:

- » Skirted table, two chairs and carpeting
- » Technical exhibit space
- » Header panel featuring company name
- » Electrical service
- » Special housing rates at official hotels
- » Technical exhibitor listing
- » And more!

Space is limited and available to first-time exhibitors only. Reservations will be accepted on a first-come, first-served basis.

*\*Packages only available within the First-Time Exhibitor Pavilion.*







## MARKETING PROMOTION

- » Advertising
- » E-Blasts
- » Direct Mail
- » Meeting Guides
- » Digital Collateral
- » Print Materials

RSNA expends an incredible amount of financial capital and human resources to promote the annual meeting. Throughout the year, thousands of hard copy marketing messages and online impressions encourage industry participation and specifically direct attendance to the technical exhibit hall—and publications like the Technical Exhibits Guide and Meeting Central also include your company's unique information.

Exhibiting at RSNA 2017 puts our substantial marketing budget to work for you. Let RSNA brand power extend your marketing reach!

## EXPAND YOUR INFLUENCE

For exhibitors who want to expand the influence of their RSNA 2017 experience, a multitude of sponsorship choices are available to drive traffic to your booth:

- » Pre-Show Promotions
- » Sponsored Education
- » Traffic Generators
- » Signage
- » Print
- » Digital
- » Meeting Suites
- » Year-Round Opportunities

To learn more about sponsorship opportunities, visit [RSNA.org/Promote](http://RSNA.org/Promote).



## LOCATION, LOCATION, LOCATION

Situated in the nation's heartland, Chicago is a world-class city easily accessible from both U.S. coasts and every part of the globe. Two large, modern airports offer convenience for both arrivals and departures and public transit makes travel within the city efficient. Plus, when you consider all the amenities of McCormick Place, the undisputed leader among convention centers in North America, it's easy to see why Chicago is good for business.

*And it's good for entertaining, too.*

Broadway shows, department stores, sporting events, art galleries, designer boutiques, live music, nightclubs, museums, five star dining and deep dish pizza...Chicago has it all—including RSNA 2017, radiology's premier event.





## EXHIBITOR BENEFITS

In addition to sales and networking opportunities at RSNA 2017, exhibitors receive:

- » Access to 53,000+ healthcare professionals, technical exhibit staff and industry personnel
- » 32 exhibit hours
- » 5 exhibitor badges per 100 sq. ft.
- » One-day guest badges for your customers\*
- » Company listing published online and in select print materials
- » Description and photo included in Technical Exhibits Focus section of the *Daily Bulletin*\*
- » Special exhibitor housing rates negotiated by RSNA at official hotels
- » Planning tools such as timely webinars, exhibitor newsletters, exhibitor service kit and complimentary marketing tools.

*\*Restrictions apply*



[RSNA.org/Engage](http://RSNA.org/Engage)

## TAKE THE NEXT STEP: BOOK NOW!

Enhance your position as a leader within the field of radiological manufacturers and service providers. Reserve your space at RSNA 2017 now!

Contact **Jaclyn Kelly** at 1-630-590-7793 or [jkelly@rsna.org](mailto:jkelly@rsna.org) to secure your position at RSNA 2017.

Visit [RSNA.org/Engage](http://RSNA.org/Engage) to learn more.

## IMPORTANT DATES

**June 14, 2017**

Exhibitor Housing and Registration Opens

**July 12, 2017**

Exhibitor Service Kit Available

**September 30, 2017**

Meeting Suite Deadline

**October 31, 2017**

Exhibit Space Application Deadline

**November 24, 2017**

General Move-in Begins

**November 26–30, 2017**

RSNA Technical Exhibits

Sunday–Wednesday | 10 AM–5 PM

Thursday | 10 AM–2 PM

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**RSNA**<sup>®</sup>  
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of North America

#RSNA17

