

McCormick Place & Chicago

Getting around McCormick Place and the RSNA annual meeting is easy thanks to an easy-to-follow, intuitive floorplan and technological offerings to aid you every step of the way. Along with the latest technology, bustling technical exhibit halls and a broad spectrum of RSNA services and dining options, RSNA also offers resources to help you get the most out of your trip to the Windy City.

Technology

Take advantage of these digital resources to learn more about specific sessions, get general information and find your way around RSNA 2012 and McCormick Place.

MOBILE CONNECT

Visit this new area of RSNA Services to get the most out of your personal digital devices, including the on-the-go flexibility offered by RSNA's mobile apps. Tech experts will be on hand in this casual, open environment to help attendees get familiar with their mobile device functions and introduce them to the apps RSNA offers for the *Meeting Program*, *Radiology*, *Radio-Graphics*, *RSNA News*, and *RadiologyInfo.org*, as well as the technology used for RSNA DxLive™. Stop by anytime during RSNA Services hours for personalized, hands-on help from an RSNA expert. Along with a "Genius Bar" style layout featuring iPads, iPhones and Android phones and tablets, Mobile Connect offers two "theaters" where users can watch mobile app demonstrations.

RSNA 2012 WEBSITE

The official annual meeting website, *RSNA.org/Annual_Meeting.aspx*, is your source for the very latest, up-to-date information on the annual meeting program, including course and exhibitor listings, maps and more:

- **RSNA Meeting Program**

The online *RSNA Meeting Program* offers easy-to-search, detailed information about each of the hundreds of presentations happening at RSNA 2012. Along with searching for courses by title and name of presenter, users can search the online program by day, area and subspecialty, and sort findings from earliest to latest. The program will remain online after the meeting.



- **Online Help Center**

Whether you're wondering where to pick up your badge, how to make travel arrangements, how to access the RSNA 2012 *Meeting Program* or what the weather is like in Chicago, RSNA's all-new Online Help Center has the answers to RSNA 2012-related questions. The center is divided into "Before You Go," "While You're Here" and "After the Meeting" categories.

FROM YOUR DEVICE

- **RSNA Mobile**

Smartphone users can easily browse the mobile version of the RSNA 2012 website at *m.rsna.org*.

- **Scan QR Codes for Quick Info**



Look for the QR codes accompanying scientific sessions and multisession and refresher courses listed in the printed *RSNA Meeting Program in Brief*. Use your smartphone to scan the code (try the sample at left to access information about the *RSNA News* iPad edition) and

automatically download abstract information for the session or course. Information can also be downloaded using the QR codes on signs outside meeting rooms at McCormick Place. Also look for QR codes in RSNA Services—get information without having to pick up and carry multiple brochures.

- **Tweet Your RSNA 2012 Experience**

Access Twitter to follow live feeds about RSNA 2012 and contribute Tweets of your own. RSNA staff members will be Tweeting live buzz and information at @RSNA and want you to join in the discussion. Tweet about your experience and interact with others using the hashtag #RSNA12.

INSIDE MCCORMICK PLACE

- **Digital Navigators**

Explore and map RSNA courses and exhibits with touch-enabled digital navigators onsite at McCormick Place and let them point the way to your next destination. Ten interactive units will be placed throughout the public areas and

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exhibit floor entrances. The touch screens guide you through the *Meeting Program* and technical exhibitor listing, help you find facility services and direct you with visual walking paths to meeting rooms, exhibit booths and service areas. The Digital Navigator will also be integrated into RSNA Mobile at m.rsna.org.

• Internet Zones

Computers will be available at Internet Zones throughout McCormick Place for use in accessing the RSNA 2012 website for the most current meeting and exhibitor information.

• WiFi

Get connected with wireless connectivity, using 802.11 b/g WiFi protocol, available throughout McCormick Place. These wireless networks are not secure and should not be used for sending sensitive information. These connections will use DHCP service to automatically supply IP addresses and Internet access.

• Charging Stations

Charge your laptop, cellular phone or other device at one of the Charging Stations located throughout McCormick Place.

Technical Exhibition

Technical Exhibits at RSNA 2012 will feature nearly 700 exhibitors in three halls: Hall A in the South Building, Hall B in the North Building, and Hall D in the Lakeside Center. A balanced mix of companies will be located in each hall.

Featured at the Technical Exhibition:

NEW: Exhibitor Product Theater: Learn about new products being displayed in an educational environment in South Building, Hall A.

Country Pavilions: Exhibitors from France, China, Korea, Germany and Canada (Ontario) will be showcasing their products and services.

Publishers Row: Browse educational titles in all areas of medical imaging in South Building, Hall A.

Vendor Workshops: Get hands-on tutorials of vendor software systems.

Associated Sciences: Organizations for allied professionals are located together in Lakeside Center, Hall D.

ESTATE PLANNING, KEEPING UP WITH TAX ENVIRONMENT, FOCUS OF SESSION

Understanding the fundamentals of estate planning, planning for retirement and strategies for leveraging taxable gifts are among the topics to be covered at the Monday session, "Estate Planning for the Changing Tax Environment."

Alicia K. Waltenberger, Esq., Director, Wealth Planning Strategies, TIAA-CREF Financial Services, will discuss issues including retirement needs analysis, Roth conversions, estate planning basics, leveraging taxable gifts, non-tax-related planning and charitable planning.

"Estate Planning for the Changing Tax Environment" will be held from 3-5:30 p.m., Monday, November 26, in Room S104B.

Private Consultations Offered in R&E Donor Lounge

Waltenberger will also provide complimentary private, no-obligation consultations to donors at the Research & Education (R&E) Foundation Donor Lounge on Monday and Tuesday. She will answer questions, review current plans and provide guidance for specific situations. R&E staff will set up appointments for those interested.

Detailed maps of exhibit halls are available on the annual meeting website (RSNA.org/Annual_Meeting.aspx). Browse a comprehensive, up-to-the-minute list of the exhibitors and their products and services to map your visits to the exhibit floors. Smartphone users can search the list on the RSNA mobile site at m.RSNA.org.

Again this year, exhibitors were invited to participate in the Virtual RSNA 2012 (See more information on Virtual RSNA 2012 on Page 29).

TECHNICAL EXHIBITION GUIDE

The *Technical Exhibition Guide* is your go-to source of information for navigating the annual meeting. In addition to floor plans and contact information for the more than 700 technical exhibitors, the Guide provides a detailed map of the three Technical Exhibit Halls. Distributed in bins adjacent to the *Daily Bulletin* and at exhibit hall entrances, the *Technical Exhibition Guide* is an essential navigational tool for RSNA attendees.

For the most up-to-date meeting and exhibitor information, visit the Internet Zones and Digital Navigation units located throughout McCormick Place.

Technical Exhibition Hours

Hall A (South Building), Hall B (North Building) and Hall D (Lakeside Center)

Sunday–Wednesday
10 a.m. – 5 p.m.

Thursday
10 a.m. – 2 p.m.

RSNA Services

An expanded international reach at the Global Connection booth and a new technology-focused booth (see Mobile Connect, previous page) headline the bustling RSNA Services area at RSNA 2012. As always, RSNA staff will demonstrate resources, provide information and answer questions about RSNA's full array of products and services. Anchored by the RSNA Plaza, RSNA Services on Level 3 of the Lakeside Center offers:

RSNA Global Connection: Learn about training programs, grants and fellowships, free and discounted resources for international institutions, online education opportunities, journals, international membership and more. Staff will be available to answer questions about opportunities offered by the RSNA Committee on International Relations and Education and the RSNA Research & Education (R&E) Foundation. This year, meeting attendees are encouraged to stop by the booth and bring information on international outreach programs they know about or are involved in—following the RSNA Annual Meeting, this informa-

tion will be added to the RSNA International Radiology Outreach Resources (IROR) Webpage at RSNA.org/IROR.aspx.

Career Connect: Looking for a job? All attendees are invited to stop by our Career Connect booth to view current job openings and post their résumé to our website. If you're an employer with a current job opening, stop by and post your position for FREE—a \$225 savings!

Journals, News & RadiologyInfo.org:

Check out RSNA's print, online and mobile publications and news including *Radiology*, *RadioGraphics*, *Radiology Legacy Collection*, *Radiology Select* and *RSNA News*. RSNA staff will help with subscriptions, demonstrate mobile and online publications, and show you *RadiologyInfo.org*, the RSNA-American College of Radiology public information website. Visitors to *RadiologyInfo.org* can enter a drawing to win a Kindle Fire and can also pledge to "Image Wisely."

Membership: Visit this booth for answers to questions about membership, journal subscriptions, dues payment or making the most of your benefits.

myRSNA®: Learn from experts with a presentation or hands-on tutorial on myRSNA®, a collection of online tools for RSNA members. Features include enhanced searching, file sharing, bookmarking, CME management and more.

RSNA Store: Shop for CME refresher course CDs, *RadioGraphics* special issues and much more. Staff members are happy to demonstrate CME programs, self-assessment modules (SAMs), RSNA/AAPM physics modules for residents and the RSNA CME Credit Repository. The Store also features RSNA branded merchandise and apparel—great as souvenirs and gifts.

Research & Education (R&E) Foundation:

Learn more about R&E activities in this booth featuring current grant and award recipients as well as individual, private practice and corporate donors. A Donor Wall lists all individuals who have contributed to the Foundation during the giving year. Donations are accepted onsite.

The R&E Donor Lounge: Offers computers, a coat room and comfortable furniture for relaxation and refreshments for those who have received a donor ribbon as well as those who have contributed at least \$250 onsite. Contributors to the R&E Foundation wear distinctive ribbons.

RSNA Studio: Attendees are invited to videotape a congratulatory message to help RSNA prepare for its 2014 centennial celebration.

Help Center

Look for the "I" icon throughout McCormick Place to find help. Visit one of the RSNA Help Centers located in the Grand Concourse, Level 3, or Lakeside Center Ballroom, Level 3, where RSNA staff can assist with general information or any of the following:

- Attendance voucher replacement
- Badge replacement/correction
- Chicago tourism information
- Hotel information
- Interpretation services
- Lanyard pickup
- Replacement course tickets

Also in the Grand Concourse, visit the **RSNA Concierge Services Desk**, where staff will assist with the following services:

- RSNA Tours & Events
- Chicago restaurant reservations
- Bistro RSNA Tickets
- Ribbon Pick-up

Registration & Housing

There are four ways to register for RSNA 2012:

1 Internet

Go to RSNA.org/register

Fastest way to register!

2 Telephone

(Mon.-Fri. 8:00 a.m. – 5:00 p.m. CT)

1-800-650-7018

1-847-996-5876

3 Fax (24 hours)

1-800-521-6017

1-847-996-5401

4 Mail

Experient/RSNA 2012

568 Atrium Drive

Vernon Hills, IL 60061 USA

REGISTRATION FEES

BY NOV. 2 AFTER NOV. 2

| | | |
|------|-------|---|
| \$ 0 | \$100 | RSNA/AAPM Member |
| 0 | 0 | RSNA/AAPM Member Presenter |
| 0 | 0 | RSNA Member-in-Training, RSNA Student Member and Non-Member Student |
| 0 | 0 | Non-Member Presenter |
| 165 | 265 | Non-Member Resident/Trainee |
| 165 | 265 | Radiology Support Personnel |
| 750 | 850 | Non-Member Radiologist, Physicist or Physician |
| 750 | 850 | Hospital or Facility Executive, Commercial Research and Development Personnel, Healthcare Consultant and Industry Personnel |
| 300 | 300 | One-day registration to view only the Technical Exhibits |

ONSITE REGISTRATION

Those who registered after the mail deadline (10/19 international, 11/2 domestic) and/or who did not receive badges in advance should proceed to the Professional Registration, Already Registered line in either the Grand Concourse, Level 3, or Lakeside Center, Level 2, Arie Crown Lobby. Those that did not register in advance and wish to obtain a badge should proceed to the Professional Registration, New Registration line in the Grand Concourse, Level 3 or Lakeside Center, Level 2, Arie Crown Lobby. RSNA encourages attendees to do this on Saturday, November 24, to avoid long lines later in the week.

Hours of Operation

Saturday, November 24
12 – 6 p.m.

Sunday, Nov. 25 – Thursday, Nov. 29
7:30 a.m. – 5 p.m.

Friday, November 30
7:30 a.m. – 12 p.m.

For more information, visit RSNA2012.RSNA.org, e-mail reginfo@rsna.org, or call 1-800-381-6660 x7862.

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RESERVE YOUR ROOM NOW

Discounted hotel room rates are available for RSNA attendees. To see the hotel list and room rates go to RSNA2012.rsna.org. Don't delay and miss your chance to save. The deadline for housing reservations and changes through RSNA is November 2.

A \$300 deposit is required to confirm your hotel reservation. Reservations may be secured with a major credit card at the time of booking. The credit card must be valid through December 2012 and will be charged by the hotel approximately two weeks before the annual meeting. Registrants can also send a check, money order or wire transfer (payable to RSNA) for the hotel deposit (guests are responsible for all wire transfer fees).

EXCLUSIVE AIRLINE DISCOUNTS

American Airlines

AA.com offers a 5 percent discount on the lowest applicable published airfare. Use promotional code 69N2BK when booking your reservation on AA.com. You can also call American (1-800-433-1790) and mention the American promotional code to be eligible for discounted fares. Service fees will apply when booking over the phone. Discounts are available on American Airlines, American Eagle, American Connection, and all oneworld alliance carriers (as long as one segment is on American). Reservations involving any oneworld Alliance or codeshare partner airlines must be booked via phone.

Delta

Delta.com offers a 5 to 10 percent discount based on the fare and class of travel booked. Use promotional code NMAZY when booking your reservation on Delta.com. You can also call Delta (1-800-328-1111) and mention the Delta promotional code to be eligible for discounted fares. Service fees will apply when booking over the phone. Discounts applicable to U.S. and Canada originating passengers.

United

United.com offers a 2 to 10 percent discount off published fares and class of service. Save an additional 3 percent if booked online. Use promotional code ZMY9901427 when booking your reservation on United.com. You can also call United

(1-800-426-1122) or your personal travel agent and mention the United promotional code to be eligible for discounted fares. Service fees may apply. Discounts applicable for the following travel dates: November 22, 23 and November 26–Dec 2, 2012.

Gant Travel has been RSNA's official domestic travel agency for the past 12 years. Custom travel itineraries may be booked by phone and e-mail Monday–Friday, 7 a.m. to 6 p.m. CT. Additional taxes and booking fees will apply to airline ticket prices and after-hours emergency assistance. Contact Gant at 1-877-613-1192 or 1-630-227-3873 (outside of U.S. and Canada) or RSNA@ganttravel.com.

Meeting Materials and Publications

Name Badge

A name badge is required to attend RSNA courses or events or to enter the exhibit halls. RSNA now encodes a simple bar code on name badges with the registrant's name, institution, address, e-mail address, phone/fax numbers and radiologic specialty as provided at the point of registration. This barcode can be scanned by a technical exhibitor when choosing to request information or follow-up. There is no longer an ExpoCard™. If you prefer that exhibitors contact you at a different address than is shown, provide alternate information directly to the exhibitor at the point of contact or at the RSNA Help Center.

RSNA continues to use radiofrequency identification (RFID) badge scanning technology within the Technical Exhibit Halls. No personal information is stored in the RFID badge, only an ID number. Should you wish to "opt out" of this program, please visit either Help Center onsite located in the Grand Concourse or Lakeside Center.

Pocket Guide

The RSNA 2012 Pocket Guide is an important, easy-to-use reference guide to items such as:

- Complete A-Z listing of everything available to attendees
- Room assignments for all courses and events
- Floor plans of each building and each floor of McCormick Place
- Shuttle bus schedules, routes and boarding locations
- Taxi fees, loading and unloading areas
- Airport transportation service with times, costs and boarding information
- Complete Metra Electric Line Train System schedule outlining station locations, times and drop-off destinations
- Parking lot locations, hours and fees



RSNA Program in Brief, Official Meeting Bag and Lanyard

One complimentary copy of the *RSNA 2012 Program in Brief*, official meeting bag and lanyard are available with the presentation of a voucher at the distribution counters located in the Lakeside Center, Level 2, Hall E (near coat check), or in the Grand Concourse, Level 3 (near Starbucks). Additional copies of the *Program in Brief* will be available for purchase at the RSNA Store.



In addition to the printed *RSNA 2012 Program in Brief*, RSNA offers an online program with a user-friendly search engine to find presentations to fit your schedule. The complete roster of special interest/controversies/hot topic sessions, multisession and refresher/informatics courses and vendor computer workshops are available in RSNA's online meeting program. Along with searching for courses by title and name of presenter, users can search the online program by day, area and subspecialty, and sort findings from earliest to latest. To confirm tickets for courses you must be registered for RSNA 2012 and guarantee your seat at RSNA.org/register before Nov. 22.

Daily Bulletin

This year's *Daily Bulletin*—the official newspaper of the annual meeting—is bigger and better than ever. Along with an additional four pages in the Monday and Tuesday

editions, you will find the enhanced New Products & Services section offered Sunday–Wednesday. Readers can also download, read and navigate the *Daily Bulletin* in a mobile-friendly version.

The *Daily Bulletin* can be found in bins throughout McCormick Place. Each day's paper also includes a New Products & Services section to alert attendees to new radiologic technology and services demonstrated by technical exhibitors at the meeting.

Press Conferences

While the *Daily Bulletin* is your direct source for RSNA 2012 news, more than 170 members of the news media typically attend the annual meeting, to capture the breaking news coming out of the event. Print, broadcast and online media throughout the world carried nearly 15,000 stories about RSNA 2011.

Press conferences will again be held onsite at the 2012 meeting to highlight some of the newsworthy research being presented. This year's press conferences will feature a lineup of current topics of great interest to the general public and will showcase radiology's contributions to disease detection, diagnosis and treatment.

Residents and Fellows

RSNA 2012 offers a full roster of Resident and Fellow-focused programming along with unparalleled networking opportunities and perks for trainees.

Residents/Fellows Program—Tailored specifically for radiology residents and fellows, the program launched in 2011 continues with a two-part Wednesday symposium, "Planning for Success After Residency," from 1:30–3:30 p.m., addressing the future of the radiology job market, when and where to look for a job and how to get hired, teleradiology, among other issues. "Legal Aspects of Radiology," from 4–5:45 p.m., will cover contract negotiations, medical malpractice and dealing with lawsuits.

Residents Lounge—Located in the Lakeside Learning Center, the lounge offers RSNA members-in-training and non-member residents a place to relax and network while

enjoying complimentary refreshments. The lounge is open Sunday — Thursday, 8 a.m.–6 p.m.

Residents Reception—Offered in conjunction with the American College of Radiology, the reception gives residents a chance to eat, mix and mingle with their peers and network with longtime RSNA members and leaders. The reception is held Monday, 4–5 p.m., in the Hyatt Regency McCormick Place.

RSNA Research & Education Foundation—Visit the Foundation area in RSNA Services to explore grants available to residents and fellows. Learn about the work of past grant recipients and the application process.

In addition, residents and fellows attending the meeting will want to pick up the "Resident/Fellow" brochure listing other courses of sessions with content of interest to residents and fellows.

RSNA annual meeting registration is free for RSNA members-in-training. Go to RSNA.org/Registration_and_Housing.aspx.

Transportation

RSNA offers complimentary shuttle bus service to and from McCormick Place. A dedicated bus lane makes the trip quick and easy, even during rush hours. Check signage in your hotel lobby and at McCormick Place Convention Center for exact pick-up and drop off locations.

Ride the Metra Electric Train for free using the Metra ticket located in your registration envelope. Trains run from downtown Chicago stations to the McCormick Place Convention Center Station in just 7 minutes. Stations are located within walking distance to many hotels. The ticket must be shown to the conductor when requested.

For more information about shuttle bus service and Metra, including the arrival and departure schedules, go to RSNA2012.RSNA.org and click Transportation.

International Attendees

- **Certificate of Attendance**—Use the computers in the Internet Zones to print a personalized certificate of attendance.

- **Interpretation Services**—International attendees will be assisted at the Help Centers and at Professional Registration with their conference questions in the following languages: Chinese, Dutch, French, German, Italian, Japanese and Spanish.

- **Travel Services**—ESA Voyages, the official international travel provider at RSNA 2012, will be available at the Help Center (Grand Concourse, Level 3) and at Professional Registration (Lakeside Center, Level 2, Arie Crown Lobby) to assist with questions.

- **Currency Exchange** services are no longer offered at McCormick Place, but various locations can be found in Chicago and within both Chicago airports. Visit www.choosetchicago.com/articles/view/FOREIGN-CURRENCY-EXCHANGES/117/ or www.travelex.com/US/Store-Locator/ for locations.

Tours and Events

RSNA has teamed up with Hosts Chicago and Bloomington to offer you exclusive ways to experience Chicago during your stay for RSNA 2012. This year's lineup offers multiple city tours, shopping excursions, culinary experiences, museum exhibits, and theater performances. Six days of action-packed tours are offered. The RSNA Tours & Events brochure is available at RSNA.2012.RSNA.org.

"Patients First" 5k Fun Run

Tuesday, November 27, 6:30 a.m.
Avery Field, South Grant Park, Chicago

Enjoy a 5k event with your colleagues along beautiful Lake Michigan and help fuel critical research to enable the best care for our patients. During online registration or onsite at McCormick Place, you can sign up as a runner or walker for the "Patients First" 5k Fun Run sponsored by Intelrad. The sign-up donation is \$30, which will benefit the RSNA R&E Foundation, and is fully tax deductible. You'll also receive a commemorative T-shirt.

