RSNA Exhibitor Product Theater

This unique opportunity provides a forum for exhibitors to promote a new product/service, present new research findings or conduct product demonstrations outside of their exhibit booth in an educational environment. Located in the South Building, Hall A, the Product Theater can help you generate additional sales leads and engage invaluable face-to-face time with potential customers. Additionally, presentations will be streamed live through the RSNA 2014 Virtual Meeting and will be recorded for on-demand viewing, enabling you to extend your exposure outside the walls of McCormick Place to the virtual audience.

Theater Presentation Dates and Times

Theater presentations will be available Monday, December 1 through Wednesday, December 3.

- Presentations are limited to 45-minutes in length. Time slots will begin each day at 10:30 a.m., 12:15 p.m., 2:00 p.m., and 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 2014, 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, near Café A1 at booth 3314.
2. The Theater will be enclosed and include carpet, modern seating for 100 attendees, raised stage, podium, and head table.
3. Audiovisual setup includes a LCD with screen, podium microphone, VGA connection, sound system and Internet connection.
4. Two lead retrieval units will be supplied.
5. Theater host will be provided to greet attendees and assist in gathering leads.
6. Beverage service will be provided for session attendees.
7. Theater presenters will have access to the theater 30-minutes 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. If companies require additional set-up time, please request the 10:30 a.m. time slot.

Theater Schedule (Monday, Tuesday & Wednesday)

SET-UP	PRESENTATION	DISMANTLE
10:00 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. – 12:15 p.m.	12:15 p.m. – 1:00 p.m.	1:00 p.m. – 1:30 p.m.
1:30 p.m. – 2:00 p.m.	2:00 p.m. – 2:45 p.m.	2:45 p.m. – 3:15 p.m.
3:15 p.m. – 3:45 p.m.	3:45 p.m. – 4:30 p.m.	4:30 p.m. – 5:00 p.m.

Live Streaming / Virtual Meeting

All presentations will be streamed through the RSNA 2014 Virtual Meeting and will be recorded for on-demand viewing on the RSNA Virtual Meeting through Friday, December 19 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 2014 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 24.

Deadline

Deadline to participate in the RSNA Exhibitor Product Theater is Friday, August 29. 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 $10,000.00 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 2014, please contact John Jaworski at 1-630-571-7855, *jjaworski@rsna.org* or Lauren Giagnorio at 1-630-571-7851, *lgiagnorio@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 max)

1st Choice / Day / Time _____

2nd Choice / Day / Time _____

III. Payment Information

Bank Wire Companies may wire $10,000.00 payment to:

JP Morgan Chase Bank, NA
10 South Dearborn St.
Chicago, IL 60603 USA

ABA Transit #: 071000013
Swift Code: CHASUS33
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 29, 2014

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 2014 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 2014. Additional days may be considered 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 $10,000.00 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.