

Freeform Booth Approval Form

Deadline: September 5, 2014

Faxed or emailed floor plans will not be accepted for approval.

All freeform exhibitors must submit this form with complete scale drawings, both concept and construction, indicating all dimensions including applicable setbacks and supplemental lighting requests, to RSNA by September 5, for basic approval. Plans will be reviewed for general conformity to Rule 9D. Please complete this form and submit with your floor plans indicating heights and applicable setback. See RSNA Rules and Regulations for Exhibit Design guidelines.

When planning your exhibit for RSNA 2014, keep in mind:

- No part of any freeform exhibit may exceed a height of 24' from the floor of the exhibit hall.
- Exhibitors are not allowed to hang any company identification signs or exhibit elements from the ceiling.
- All freeform exhibits should have access from all four sides.

- Freeform exhibits of 400 – 1,400 sq. ft. may not have exhibit structures closer than 1' to any external boundary. Reception counters/information kiosks may not be closer than 2' from the aisle.
- Freeform exhibits of 1,500 sq. ft. or greater may not have exhibit structures closer than 3' to any external boundary. Reception counters/ information kiosks may not be closer than 4' from aisle.
- Exhibit and/or display components exceeding 12' in height must be approved by a licensed structural engineer. A set of approved floor plans must be accessible during installation of exhibit.
- McCormick Place Facility Guidelines are available at www.mccormickplace.com.
- Penalty: Failure to submit Freeform Booth Approval Form by September 5, 2014 will result in a loss of 4 priority points toward RSNA 2015.

Exhibiting Company Information

Exhibiting Company		Official Contact	Booth Number
Telephone	Fax	Email Address	
Booth Number	Booth Dimensions	Highest Point of Exhibit	

Special Request

Lighting (Booth size 1,000 sq. ft. or larger)

- Yes No
- We request to use a Hanging Lighting System (must include diagram)
- We request to turn off House Lights above our booth. Exhibitors are responsible for associated costs.

Two-Story/Multilevel Exhibits: Exhibits with a second level will be assessed a surcharge.

- Yes No
- My exhibit includes a second level.

If yes and you have not paid your second level charge, please do so below.

Square feet of second level = _____

x \$16.75/sq. ft. (Preferred) or
 \$25.15/sq. ft. (Standard)

Total \$ _____

Please submit check in U.S. funds, drawn on U.S. bank payable to RSNA with freeform booth approval form and floor plan.

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.

I have read, understand and agree to the RSNA Rules and Regulations pertaining to booth design and construction.

Agreed to

X _____
 Signature of Main Exhibit Contact Date

Return this signed form and floor plans to:

RSNA Technical Exhibits Department
 820 Jorie Blvd.
 Oak Brook, IL 60523

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Note: Please allow 7-10 business days for processing

For RSNA Use Only – Please do not write in this area	
_____/_____/_____ Date Received	_____/_____/_____ Response to Exhibiting Company
Approved: <input type="radio"/> Yes	<input type="radio"/> No
As noted: _____	
_____ _____	
Reviewed by:	
X _____ Signature of RSNA Contact	_____ Date