











- 2  **Steve Drew**  
Assistant Executive Director
- 3  **Today's Speakers**
  - Mark Watson, RSNA Executive Director
  - Cindy Payne, Choose Chicago
  - Dr. Dana Smetherman, Technical Exhibits Committee Chair
  - John Postelnik, Freeman
  - Kevin Felton, Freeman Electrical
  - Ben Smock, Bistro RSNA
  - Chris Carr, Director, Informatics
  - Lauren Giagnorio, Manager, Technical Exhibits
  - John Jaworski, Assistant Director, Technical Exhibits
  - Tom Shimala, Director, Technical Exhibits
- 4  **Mark Watson**  
Executive Director
- 5  **Cindy Payne**  
Choose Chicago
- 6  **Dr. Dana Smetherman**  
RSNA Technical Exhibits Committee Chair
- 7  **Educational Program**
  - 13,393 Abstract Submissions
  - 60% International submissions received
  - Over 300 courses
  - Scientific Papers/Posters
    - 1,700 Papers accepted
    - 900 posters accepted
- 8  **Registration Update**
  - Healthcare Professionals: 6,391
  - Spouse/Guest: 1,642
  - Total Attendees: 8,033
  - Statistics
    - North American Registrants: 4,041
    - International Registrants: 2,350
- 9  **Technical Exhibits – First Round**
  - 515 companies with 419,175 square feet of exhibit space
  - 33 First-time exhibitors
  - 3 Vendor Workshops
  - 6 Exhibitor Product Theater
- 10  **John Postelnik**  
Senior National Account Manager
- 11  **Material Handling & Shipping**
  - Read and understand the Exhibitor Service Manual and all related rates
  - Determine what is best for you, direct shipment vs. Advance Warehouse shipment

- Schedule your I&D labor accordingly, especially on the break
- Consolidate shipments where possible
- Make sure your carrier has your targeted move-in date / time.
- Have your carrier provide a certified weight ticket for invoicing purposes
- Ask your carrier if your shipment will be consigned to a freight broker who will be handling multiple shipments

12  **"One – contractor" efficiencies**

- Floor work
- Pre-show production meetings
- Concierge Elite
- Working towards one goal

13  **Freeman Electrical Team**

- 1 • Kevin Felton – Director
  - [kevin.felton@freemanco.com](mailto:kevin.felton@freemanco.com)
  - 773.473.8315 Office
  - 702.429.9977 Cell
- John Race – Asst. Director
  - [john.race@freemanco.com](mailto:john.race@freemanco.com)
  - 773.473.7457 Office
  - 773.491.1004 Cell
- Derrick Munro – Overall Account Manager
  - [derrick.munro@freemanco.com](mailto:derrick.munro@freemanco.com)
  - 773.473.7428 Office
  - 773.447.4034 Cell
- Zina Sakharia – Account Manager – Mtg Rooms
  - [fuona.saharia@freemanco.com](mailto:fuona.saharia@freemanco.com)
  - 773.473.8310 Office
  - 773.270.7037 Cell
- 2 • Tim Kats – Account Manager – South
  - [tim.kats@freemanco.com](mailto:tim.kats@freemanco.com)
  - 773.473.8364 Office
  - 773.447.9910 Cell
- Mike Schulze – Account Manager – North
  - [michael.schulze@freemanco.com](mailto:michael.schulze@freemanco.com)
  - 773.473.7472 Office
  - 773.270.7009 Cell
- Becky Mann – Production Supervisor
  - [becky.mann@freemanco.com](mailto:becky.mann@freemanco.com)
  - 773.473.8311 Office
  - 773.617.0147 Cell

14  **Freeman Electrical Overview**

- Freeman Electrical was established in 2004.
- We provide electrical services in Anaheim, Long Beach, San Diego, San Francisco, Las Vegas, Reno, Salt Lake City, San Antonio, New Orleans, Chicago, Orlando, Minneapolis, Springfield, MA.

- In Chicago we inventory over \$6.6MM worth of electrical inventory, most designed specifically for McCormick Place and Navy Pier.
- We currently have 18 office personnel in Chicago dedicated to electrical operations, not including union personnel.
- We offer assistance with design and layout of exhibitor electrical requirements to make for the most efficient installation.

15  **Freeman Electrical - Chicago**

- Our team consists of Account Managers and Production Coordinators.
  - These individuals will be contacting the exhibitors and the EAC's to ensure that we understand all of your electrical requirements.
  - They will aid you in getting the proper services ordered and in the layout if required.
  - They will work with you on scheduling the proper labor, at the proper times to ensure a smooth move in process.

We are here for YOU!

16  **Ben Smock**

Toque and Bottle

21  **Chris Carr**

Director, Informatics

22  **Lauren Giagnorio**

Manager, Technical Exhibits

23  **Marketing Opportunities**

Marketing Opportunities

- Mailing List Requests
- New Product Announcement
- Raffles and Giveaways
- Marketing Tools
  - Logos, banner ads, e-blast files, postcard








Service Kit – Available July 15

24  **John Jaworski**

Assistant Director: Technical Exhibits

25  **Exhibitor Internet / Wi-Fi**

- RSNAnet
  - Increased Service Levels
  - Early-bird Deadline: September 30
- New Exhibit Booth Wi-Fi Recommendations
  - Mount equipment as low as possible
  - Direct antennas into booth
  - Access points must have adjustable power setting, set low
  - Set the channel to auto
  - Use wireless protocols: 802.11a/g/n; operate in 5 GHz band
  - RSNAnet staff will monitor for signal strength and channel usage

- 26  **Your RSNA Exhibitor Listing**
- Annual Meeting Program
    - Recognition with company name listed
  - Technical Exhibition Guide
    - Company name, booth number and floor plan
  - Online Exhibitor Listing
    - Interactive floor plan
    - Basic: company name, address, contact information, booth number, company description, product categories
- 27  **Your RSNA Exhibitor Listing**
- Premium: (1) company logo, (2) banner ad, (3) feature products, (4) videos, (5) documents, (6) social media and (7) contact us
    - NEW: Top listing when searched by product categories
    - NEW: Exhibitor SnapShot section (available late-September)
- 28  **Your RSNA Exhibitor Listing**
- RSNA 2013 Mobile App
    - Available October
    - Duplicate online listing
  - Virtual Meeting
    - Duplicate online listing
- 29  **Exhibitor Product Theater**
- Educational environment outside your booth
  - South Building, Hall A, Booth 3314
  - Four timeslots on Monday - Wednesday
    - 10:30am, 12:15pm, 2:00pm and 3:45pm
  - Accommodates 125 attendees
  - NEW: Enclosed design
  - NEW: Full-time Theater host
  - NEW: Beverage service included
- 30  **Exhibitor Product Theater**
- Streamed through the RSNA Virtual Meeting
    - Lead capture, chat, Q&A and recording shared with company
  - Six timeslots still available
- 31  **RSNA Virtual Meeting**
- 40+ courses and sessions for CME credit
  - Digital Poster Presentations
  - Exhibitor Product Theater
  - Interactive Features
    - Case of the Day Quiz for CME credit
    - Diagnosis Live sessions for CME credit
    - Social Media
  - Online Exhibitor Listing
- 32  **RSNA Virtual Meeting**
- NEW: Available for two weeks

- Live: Saturday, November 30 – Friday, December 6
- On-Demand: Saturday, December 6 – Friday, December 13
- NEW: Registration Fee
  - \$100/member; \$300/non-member

33  **Exhibitor Education Center**

- Exhibitor Newsletter
- Frequently Asked Questions
- Competitive Edge – Exhibitor Training
  - How-to Articles
- Webinars
  - Electrical Service
  - State-of-the-Art RSNA Pre-Show Marketing
  - First-Time RSNA Exhibitor Webinar

34  **Tom Shimala**

Director of Technical Exhibits

35  **RSNA Centennial Celebration 2014**

- Centennial Committee & Staff Task Force – developing plans
- A Centennial Pavilion is being designed. This is where many activities will be focused, but not limited (Hall D)
- An area within the Pavilion will showcase Equipment & Devices from the past.
- Exhibitors wanting to participate and/or help support our Centennial Celebration can contact me directly at: [tshimala@rsna.org](mailto:tshimala@rsna.org)

RSNA Centennial Celebration begins Nov 30 – Dec 4, 2014, Chicago McCormick Place

36  **Tom's Tips for a Successful Exhibitor**

1. Knows exactly what they want to accomplish
2. Uses promotion before and after the exhibition
3. Set up appointments with attendees & customers
4. Conducts Exhibit Staff training
5. Gives really great presentations
6. Gives away something at the booth that's really cool!
7. Follows up with those leads immediately
8. Conducts de-briefing ASAP

37

- Technical Exhibit Space
  - South: 269,075

- North: 150,100
- Vendor Workshop: 4,480

38  **Distribution of 2013 Floor Plans  
and Exhibitor List**

- Booth confirmations, invoices and floor plans were mailed
- Relocation form will be posted on our website

*RSNA.org/exhibitors*

Thank you to Choose Chicago  
for today's luncheon!

# RSNA 2013 Premium Exhibitor Listing

FEATURES		BASIC EXHIBITOR LISTING	PREMIUM EXHIBITOR LISTING
1.	Contact Information	✓	✓
2.	Company Description	✓	✓
3.	Product Categories	✓	✓
4.	Mobile Listing	✓	✓
5.	Virtual Meeting Listing	✓	✓
6.	Company Logo		✓
7.	Banner Image		✓
8.	Featured Products		12
9.	Video Highlights		12
10.	PDF Documents		12
11.	Social Media Links		✓
12.	Contact Us Email Form		✓
13.	Exhibitor SnapShot		✓
PRICE		FREE	\$495



## Description of Features

- Contact Information:** Complete company contact information will be listed, including mailing address, phone, fax, toll-free number, and web address.
- Booth Number:** As assigned to your company at RSNA 2013, enabling visitors to find your booth.
- Company Description:** 150-word company profile.
- Product Categories:** Select all product or services that your company provides. Choose from over 500 RSNA products/services.
- Virtual Meeting Listing:** Company profile will be included in the RSNA 2013 Virtual Meeting.
- Company Logo:** Upload your company logo to be featured on exhibitor listing page.
- Banner Image:** Photo (such as booth design, headquarter building or new product) to be featured prominently.
- Featured Products:** Up to twelve company products/services can be featured in the section, including a product image, 25-word description and direct link to your website for each product.
- Video Highlights:** Up to twelve company videos can be promoted in this section where you can show current corporate and product videos, message from the president or film videos at your booth to show virtual attendees.
- PDF Documents:** Up to twelve PDF documents can be shared for attendees to download in this section where you can post product brochures, corporate brochures and white papers.
- Social Media Links:** Encourage attendees to follow you after the meeting by promoting your social media sites such as Facebook, LinkedIn, Twitter, YouTube, Vimeo and Flickr.
- 'Contact Us' Email Form:** Set up an email address where current and prospective customers can contact you with questions regarding your company, product or service.
- NEW - Exhibitor SnapShot:** This feature will pull your banner image into an interactive online slide show for attendees to view a mini-billboard of your company information and capabilities.

**More Information** Contact RSNA Technical Exhibit Services at 1-630-571-7850 or [exhibits@rsna.org](mailto:exhibits@rsna.org)





## 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 front of 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 2013 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 2 through Wednesday, December 4.

- 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 2013, 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. **NEW** - The RSNA Exhibitor Product Theater will be located in South Building, Hall A, near Café A1 at booth 3314.
2. **NEW** - The Theater will be enclosed and include carpet, modern seating for 125 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. **NEW** - Theater host will be provided to greet attendees and assist in gathering leads.
6. **NEW** - 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 2013 Virtual Meeting and will be recorded for on-demand viewing on the RSNA Virtual Meeting through Friday, December 13 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 2013 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 25.

### Deadline

Deadline to participate in the RSNA Exhibitor Product Theater is Friday, August 30. 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 \$9,500.00 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 2013, please contact John Jaworski at 1-630-571-7855, [jjaworski@rsna.org](mailto:jjaworski@rsna.org) or Lauren Giagnorio at 1-630-571-7851, [lgiagnorio@rsna.org](mailto: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)		
1ST CHOICE	DAY	TIME
2ND CHOICE	DAY	TIME

### III. Payment Information

**Bank Wire** Companies may wire \$9,500.00 payment to:  
 JP Morgan Chase Bank, NA ABA Transit #: 071000013  
 10 South Dearborn St. Swift Code: CHASUS33  
 Chicago, IL 60603 USA 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 30, 2013**

### For RSNA Use Only – Please do not write in this area

Date Received: _____	
Assignment: _____	Date _____ Time _____
<b>Approved by RSNA:</b>	
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 2013 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 2013. Additional days may be available 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 \$9,500.00 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.



# ANNUAL MEETING PROMOTIONAL OPPORTUNITIES

99th Scientific Assembly and Annual Meeting  
December 1–6 | McCormick Place | Chicago

An aerial photograph of the Chicago skyline, featuring numerous skyscrapers and the city's proximity to Lake Michigan. The water is a vibrant turquoise color, and the sky is a deep, clear blue. A large, semi-transparent red speech bubble is positioned in the upper left quadrant of the image. Inside the bubble, the text 'RSNA2013.RSNA.org' is written in a yellow, sans-serif font.

*RSNA2013.RSNA.org*

# ANNUAL MEETING PROMOTIONAL OPPORTUNITIES

**RSNA 2013** The RSNA annual meeting offers a wide variety of signature marketing opportunities that extend impact beyond the printed page. With nearly 60,000 attendees from more than 100 countries assembled in Chicago, your message will be seen by 26,000+ healthcare professionals with purchasing power.

## 5k Fun Run

Be the sole advertiser of this inspiring 5k event to benefit the RSNA R&E Foundation. You'll receive recognition on the Fun Run registration webpage with a link to your company's site, recognition in all event promotions, and on signage at McCormick Place, the event day banner and the runners' commemorative T-shirts. You'll also be able to assign a company representative as an event starter and have a corporate team in the run—up to 10 runners at no additional charge. Additionally, your company will be recognized after the race in press messaging and the Daily Bulletin.

**Space Deadline:** 9/3  
**Material Deadline:** 9/5  
**Price:** \$50,000



## Badge Wallet Insert

Be the single advertiser in the official badge wallet. Attendees will see your ad when it arrives along with their badge, course tickets and other important materials in advance of the meeting.

**Space Deadline:** 8/23  
**Material Deadline:** 8/30  
**Price:** \$20,000 (production not included)



## Banner - Level 2.5

Located at the 2.5 Level below the Grand Concourse, attendees walk this path daily to visit popular restaurants. One banner is available on the North side.

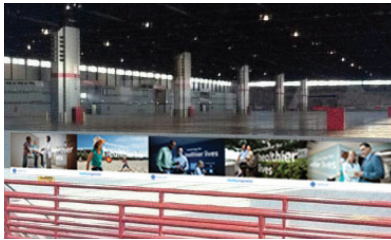
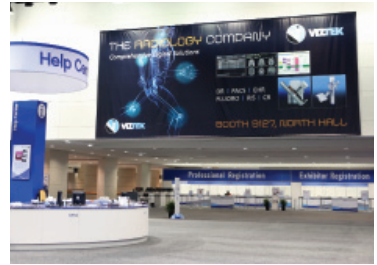
**Space Deadline:** 10/31  
**Material Deadline:** 11/7  
**Price:** \$25,000



## ***Banners - North Hall***

As attendees enter the spectacular North Hall, your message will be the first to welcome them. Your highly visible ad sits atop the entrance openings, where it's seen by tens of thousands of attendees each day.

<b>Space Deadline:</b>	10/31	
<b>Material Deadline:</b>	11/7	
<b>Price:</b>	\$10,000	15'w x 20'h
	\$15,000	30'w x 20'h
	\$25,000	45'w x 20'h
	\$25,000	80'w x 7'h
	\$35,000	70'w x 20'h



## ***Banner - North Hall Escalator***

Your company message will be visible in the heavily traveled North Hall escalator area. Attendees will view it when they ride up and down the escalators.

<b>Space Deadline:</b>	10/31
<b>Material Deadline:</b>	11/7
<b>Price:</b>	\$20,000

## ***Billboard - North Hall***

Located in the North Hall lobby, these billboards appear on the south wall near the Starbucks tables. Two 8' wide by 10' high creative areas are available.

<b>Space Deadline:</b>	10/31
<b>Material Deadline:</b>	11/7
<b>Price:</b>	\$10,000/billboard



## Charging Stations

Place your company's message on one of the most frequently visited spots at the convention! Attendees use the mobile device charging station to re-charge their laptops and smartphones. Stations feature branding on the top, front and sides.

- Space Deadline:** 10/31  
**Material Deadline:** 11/7  
**Price:** \$5,000/station  
\$20,000/6 stations



## Coffee Cup Sleeve

All coffee locations within McCormick Place (excluding Starbucks areas) will serve coffee with insulated sleeves carrying an advertiser's logo and booth number. More than 30,000 cups of coffee are served during the six days of the meeting.

- Space Deadline:** 9/21  
**Material Deadline:** 10/5  
**Price:** \$20,000

## Column Wraps

Wrap your message in the high-traffic areas in the lower level of the North Hall by the restaurants, outside the Arie Crown Theater in Lakeside Center or outside the Grand Ballroom. Column wraps are 7' high by 3' wide and are 4-sided.

- Space Deadline:** 10/31  
**Material Deadline:** 11/7  
**Price:** \$5,000/column (Grand Ballroom)  
\$5,000/column (North)  
\$7,500/column (Lakeside)





## Column Wrap - Level 2.5

Extend your message on this 7' high by 3' wide column wrap located directly below our Level 2.5 Banner. Attendees will view it on their way to the popular North Hall restaurants!



**Space Deadline:** 10/31  
**Material Deadline:** 11/7  
**Price:** \$5,000



## Daily Bulletin

RSNA meeting attendees rely on the Daily Bulletin, the official meeting newspaper, to provide overnight coverage of meeting news, hot topics, schedule and program changes, and new product and service information from exhibitors. 15,000 copies are distributed each morning throughout McCormick Place.



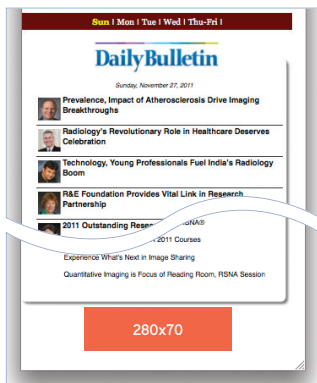
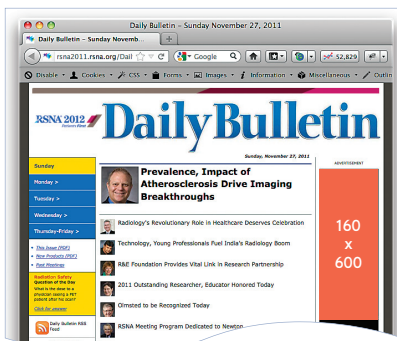
**Space Deadline:** 10/18  
**Material Deadline:** 10/25  
**Rates**—(4 Color): \$1,500/  
 Single Page; \$3,000/Spread.  
 Covers include color.

	Main News (All 5 Days)	New Products (4 Days)
Spread	\$29,610	\$25,165
Center Spread	\$32,565	\$27,680
Full Page	\$14,805	\$12,585
Cover Positions	\$17,955	\$15,260
Junior Page	\$13,260	\$11,270
1/2 Page	\$11,645	\$9,900
1/4 Page	\$7,910	\$6,725
1/8 Page	\$5,450	\$4,635

## Daily Bulletin Interactive

Meeting attendees and others will see your ad as they access the news on the go and share stories on social media.

**Space Deadline:** 10/31  
**Material Deadline:** 11/15  
**Ad Banner Size:** 160x600  
**Price:** \$5,000



## Daily Bulletin Mobile App

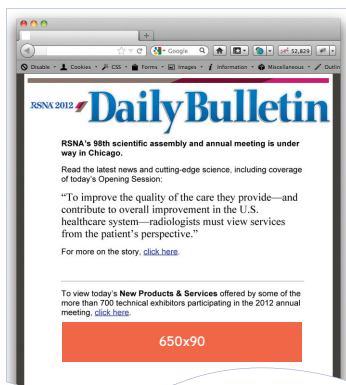
The optimized format can be downloaded, read and navigated in a mobile friendly version. Your ad will appear at the bottom of each page every time a user opens a story.

**Space Deadline:** 10/31  
**Material Deadline:** 11/15  
**Ad Banner Size:** 280x70  
**Price:** \$5,000

## Daily Bulletin E-Blast

Don't miss out on this terrific opportunity to promote your company to members and annual meeting attendees with this once-a-day e-blast sent Sunday through Thursday during the RSNA annual meeting. The email highlights a top story of the day and includes a link to reveal full news articles.

**Space Deadline:** 10/31  
**Material Deadline:** 11/22  
**Ad Banner Size:** 650x90  
**Price:** \$5,000/E-Blast





## Daily Bulletin Wraparound Band

Make an impact on the first day of the meeting by surrounding the Sunday *Daily Bulletin* with your message. The wraparound band is a high visibility advertising vehicle reaching an audience of 15,000 in a single day.

**Space Deadline:** 10/4  
**Material Deadline:** 10/18  
**Price:** \$15,000

## Digital Navigator

Digital Navigator units placed on the show floor and throughout the facility help attendees by showing a walking path from where they are standing to their desired location. Opportunities range from a single Main Exhibitor banner to exclusive Sub-Category banners or eight Quick-Find Link spots.

**Space Deadline:** 11/8  
**Material Deadline:** 11/15  
**Price:** \$5,000 Quick Find Link  
 \$5,000 Sub-Category  
 \$5,000/unit Main Exhibitor

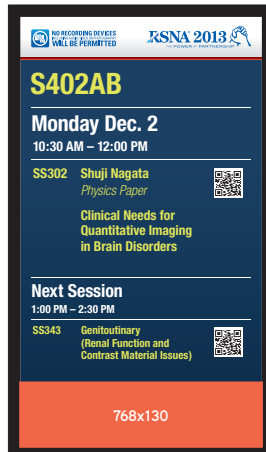


## Electronic Meeting Signs



These 46" Electronic Meeting Signs are placed outside each meeting room during the annual meeting. Your company will appear as a single sponsorship on up to 35 signs.

**Material Deadline:** 11/20  
**Price:** \$50,000





## **Escalator Runner**

Your company message appears alongside the handrails of the escalators throughout the convention halls. Attendees will view them all day long as they go up and down these heavily traveled areas.

- Space Deadline:** 10/31  
**Material Deadline:** 11/7
- Price:**
- \$10,000 Levels 4 & 5
  - \$15,000 North Hall
  - \$15,000 Level 2.5
  - \$25,000 Grand Concourse

Glass graphics available for an additional cost.

## **Indoor Billboard**

Your 10' high by 4' wide message appears as attendees exit the North and South Halls. Three placements are available outside each hall.

- Space Deadline:** 10/31  
**Material Deadline:** 11/7  
**Price:** \$15,000/billboard



## **Lobby Billboard - South Hall**

Rush-hour shuttle bus lines are legendary at the RSNA annual meeting. You'll have a captive audience as attendees arrive in the morning and line up each evening to catch their buses in the South Hall. Three pillars are available.

- Space Deadline:** 10/31  
**Material Deadline:** 11/7  
**Price:** \$5,000/pillar

## McCormick Lounge on 2.5



Located on the 2.5 Level, these three-sided billboards appear in the coffee lounge near the Starbucks. Three billboards, 10' high by 4' wide, are a great way to establish your presence in a popular spot where attendees have impromptu meetings or just stop to relax.

**Space Deadline:** 10/31  
**Material Deadline:** 11/7  
**Price:** \$15,000

**COMING SOON!**



## Meeting Bag Insert

Be creative and build brand presence! Place a printed insert, CD, or other approved promotional item in the official Meeting Bag. All promotional items must be approved by RSNA prior to submission. Maximum of 10 inserts allowed, so sign up now!

**Space Deadline:** 10/31  
**Material Deadline:** 11/7  
**Price:** \$10,000



## Outdoor Banner

This unique opportunity allows advertisers to place their message on 100 outdoor banners positioned in heavy-traffic locations such as hotels, bus routes and shopping/dining areas in the Chicago area during RSNA 2013.

**Space Deadline:** 9/20  
**Material Deadline:** 10/4  
**Price:** \$25,000

## Pillars

Place your message on these 12-foot pillars that are printed on all sides for high visibility so attendees can view them no matter which direction they are headed.



**Areas Available:** Stairs - 3 pillars - **NEW**  
Grand Concourse - 3 pillars  
North Hall - 2 pillars - **NEW**

**Space Deadline:** 10/31

**Material Deadline:** 11/7

**Price:** \$25,000/pillar



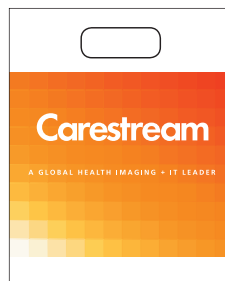
## Plastic Meeting Bag

Your logo prominently positioned on ecofriendly meeting bags provides high visibility throughout RSNA 2013. This is a favorite of attendees – it is light weight, easy to carry and convenient for collecting handouts from courses and exhibitors.

**Space Deadline:** 6/3

**Material Deadline:** 6/14

**Price:** \$15,000



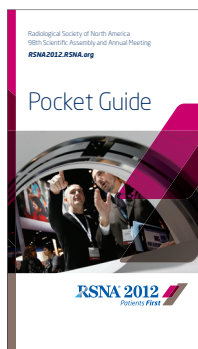
## Pocket Guide

The **Pocket Guide** is possibly the most-read publication at the RSNA annual meeting. This compact and handy guide provides room listings for all sessions and is a quick reference for general meeting information, including hotel listings, transportation schedules and just about anything else attendees need to know during their stay in Chicago. Combined distribution of 40,000 includes pre-meeting mailing and handouts at registration.

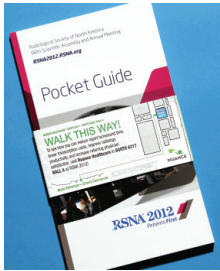
**Space Deadline:** 8/30

**Material Deadline:** 9/13

**Price:** \$11,500 Full Page  
\$18,980 Cover II  
\$18,980 Cover III  
\$20,830 Cover IV



All prices include color.



## **Pocket Guide Wraparound Band**

It's a wrap! Here's the opportunity to make a splash at RSNA 2013 on the most popular and useful publication at the annual meeting. The Pocket Guide will be handed out at registration and other designated locations.

**Space Deadline:** 8/30

**Material Deadline:** 9/6

**Price:** \$15,000

## **Program in Brief**

The Program is a quick reference for titles, authors, room numbers and times. Placing your advertisements in this publication is a sure way to get noticed. Advertising is available to one advertiser on covers 3 and 4.

**Space Deadline:** 8/30

**Material Deadline:** 9/13

**Price:** \$15,000



## **Residents Lounge**

Advertise at the busy gathering place for residents and be seen by thousands each day. Signs in the lounge will acknowledge the advertiser, and advertisers may also place handouts in the lounge. This is a strategic opportunity to build the loyalty of radiology's future leaders.

**Space Deadline:** 10/31

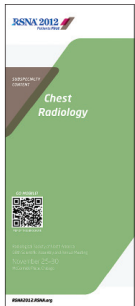
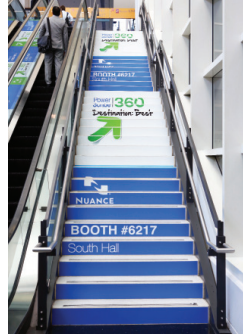
**Material Deadline:** 11/7

**Price:** \$15,000

## Stair Graphics

Your company's message stretches across each step as attendees climb the staircase to Level 4 and 5 classrooms or visit the restaurants on the 2.5 level.

- Space Deadline:** 10/31  
**Material Deadline:** 11/7  
**Price:** \$15,000/location



## Subspecialty Brochure

Be the exclusive advertiser by placing your ad on the back panel of one of several subspecialty guides, featuring meeting content from breast to musculoskeletal to ultrasound. Attendees use these guides every day to organize their busy week.

- Space Deadline:** 10/3  
**Material Deadline:** 10/11  
**Price:** \$5,000/brochure

## Table Decal - North Hall

Place your company decal on the top of each table in the North Hall Starbucks lounge area. It's a creative way to establish your presence in a very popular spot where attendees love to stop and relax.

- Space Deadline:** 10/31  
**Material Deadline:** 11/7  
**Price:** \$15,000





## Technical Exhibition Guide

The **Technical Exhibition Guide** is the most up-to-date source of information for navigating the annual meeting. In addition to floor plans and contact information for the more than 650 technical exhibitors, the guide provides a detailed map of the Lakeside Learning Center.

<b>Space Deadline:</b>	10/18
<b>Material Deadline:</b>	10/25
<b>Price:</b>	\$20,725 Spread
	\$22,795 Center Spread
	\$10,360 Full Page
	\$12,570 Cover Positions
	\$9,280 Junior Page
	\$8,150 1/2 Page
	\$5,535 1/4 Page
	\$3,815 1/8 Page



**Rates**—(4 Color): \$1,500/Single Page; \$3,000 Spread. Covers include color.



## Transportation Signage

Take advantage of this dynamic opportunity to advertise outside the convention center. This opportunity includes logo on bus windows, ad on hotel lobby signs and an ad in the transportation brochures (distributed at hotels, shuttle information desk and help centers). Supplementary opportunities to enhance this buy are available for additional costs.

<b>Space Deadline:</b>	9/23
<b>Material Deadline:</b>	10/1
<b>Price:</b>	\$20,000

## Walkway Banner

Attendees will see your 4' x 8' vertical banner as they cross the walkway to attend classes, visit the new location of our Lakeside Learning Center and our popular RSNA Services area.

<b>Space Deadline:</b>	10/31
<b>Material Deadline:</b>	11/7
<b>Price:</b>	\$10,000/banner



# SALES AND PRODUCTION OFFICE

## **DIRECTOR OF ADVERTISING**

**Jim Drew**

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*jdrew@rsna.org*

## **ASSISTANT DIRECTOR OF ADVERTISING**

**Judy Kapicak**

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## **ADVERTISING MANAGER**

**Janet Swanson**

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*jswanson@rsna.org*





820 Jorie Blvd.  
Oak Brook, IL 60523



Receive recognition for your contribution to the RSNA Research & Education Foundation.



Attend the Corporate Donor Reception with RSNA leaders, executives, and grant recipients.



*99th Scientific Assembly and Annual Meeting*  
December 1-6 | McCormick Place | Chicago

**[RSNA2013.RSNA.org](http://RSNA2013.RSNA.org)**

Join the  
**RSNA Exhibitors Circle**



Maximize your company's presence  
at RSNA 2013 and throughout the year.

Support the most promising discoveries  
in medical imaging.

## PLATINUM CIRCLE \$10,000

All benefits listed for Gold Circle, plus:

- + Logo recognition at Foundation Presentation/Image Interpretation Session at the Arie Crown Theater at RSNA 2013 (4,200+ seats)
- + Use of R&E Foundation Logo in company marketing materials indicating support of the RSNA Research & Education Foundation
- + Logo recognition inside R&E Foundation Donor Lounge
- + Invitation to the Distinguished Donor Reception for major donors and RSNA leaders (invitation only)
- + Company spotlight article in *Foundation Focus* newsletter (sent to 50,000+ RSNA members)

## GOLD CIRCLE \$5,000

All benefits listed for Silver Circle, plus:

- + Recognition in RSNA 2013 meeting publications
- + Logo on signage at each McCormick Place exhibit hall entrance
- + Logo and link to company site on R&E Foundation website
- + Company name and booth location listed on mailing to professional registrants for RSNA 2013

## SILVER CIRCLE \$2,500

All benefits listed for Bronze Circle, plus:

- + Company name recognition in award-winning *RSNA Annual Report* (sent to 50,000+ RSNA members)
- + Company name and link to company site on R&E Foundation website
- + Press release announcing your support of the R&E Foundation

## BRONZE CIRCLE \$1,500

- + Company name on R&E Foundation website
- + Logo recognition in *RSNA News* (sent to 50,000+ RSNA members)
- + Company name on signage at each McCormick Place exhibit hall entrance
- + R&E Foundation supporter sign at your booth
- + Recognition ribbon to wear at RSNA 2013
- + Networking opportunity with RSNA leaders, executives and grant recipients at the Corporate Donor Reception (invitation only)



[RSNA.org/Foundation/Exhibitor](http://RSNA.org/Foundation/Exhibitor)

For more information contact: Deborah Harp  
at 1-630-590-7773 or [dharp@rsna.org](mailto:dharp@rsna.org).



**RSNA Research & Education Foundation**

820 Jorie Blvd., Oak Brook, IL 60523 USA

Phone: 630-368-7885 Fax: 630-571-7837 [www.rsna.org/foundation](http://www.rsna.org/foundation)

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Company Name

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Address1

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Address2

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City

State

Zip

Country

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Contact Name

Title

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Phone

Email Address

## 2013 RSNA Exhibitors Circle

- \$10,000 Platinum Circle**
- \$5,000 Gold Circle**
- \$2,500 Silver Circle**
- \$1,500 Bronze Circle**

*Return with your payment in U.S. dollars  
drawn on a U.S. Bank to:*  
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RESEARCH & EDUCATION FOUNDATION  
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OAK BROOK, IL 60523 USA**

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Routing/ABA#: 026007993  
Account Name: UBS Financial Services  
Retail Incoming  
Account#: 101-WA-258641-000  
For Final Credit to Account#: GS09538**

If you have any questions please contact Deborah Harp (630) 590-7773 or [dharp@rsna.org](mailto:dharp@rsna.org)

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