











- 1  **RSNA Exhibitor Planning Webinar**  
February 25, 2014
- 2  **Steve Drew**  
Assistant Executive Director
- 3  **Today's Speakers**
  - Dr. Dana Smetherman, Technical Exhibits Committee Chair
  - Tom Shimala, Director of Technical Exhibits
  - Bob Hope, Director, Housing, Registration and Travel Services
  - Erin Dunstan, Director, Strategic Accounts, Experient a Maritz Travel Company
  - Lauren Giagnorio, Manager, Technical Exhibits
  - John Jaworski, Assistant Director, Technical Exhibits
- 4  **Dr. Dana Smetherman**  
RSNA Technical Exhibits Committee Chair
- 5  **2013 Registration Summary**
  - Professional Registrants  
– 26,569
  - Exhibitor Personnel  
– 21,312
  - Other Registrants (press, staff, guests)  
– 6,127
  - Total Registrants  
– 54,008
- 6  **Non-North American Professional Registrants**
  - Top Countries  
– France: 1,029  
– Japan: 792  
– Germany: 675  
– Brazil: 632  
– United Kingdom: 597
- 7  **Educational Program**
  - 300 refresher courses
  - 1,839 scientific papers
  - 936 scientific electronic posters & 2,277 education and quality storyboard exhibits
- 8  **Exhibition Summary**
  - Exhibition consisted of 662 companies – 104 first time exhibitors  
– 437,675 sq. ft. total  
– Total Booths: 665  
– Total Exhibitors: 662
- 9  **Exhibition Summary**
- 10  **Tom Shimala**  
Director, Technical Exhibits

### 11 **TE Promotions & Opportunities**

- Post Company Listing and Booth Location
- Offer Premium Exhibitor Listing
- Acquire pre-show Attendee List
- New Product Announcements in our RSNA Daily Bulletin
- Conduct a session in the Exhibitor Product Theater
- Conduct a Vendor Workshop or Satellite Symposia event
- Early Morning VIP Tours
- Raffles/Giveaways at your booth
- Bistro RSNA Program in both Exhibit Halls

### 12 **Holding Down Expenses**

- Exhibit Space Rate
  - 2008/\$31.50 per sq. ft vs. 2013/\$33.00 less \$1 rebate +1.0%
- Material Handling Rate
  - 2009/\$76.50 CWT vs. 2013/\$77.90 = +1.8%
- Display Labor Rate (Straight Time)
  - 2009 hourly/\$99.75 vs 2013/\$101.55 =+1.8%
- Electrical Labor Rate (Straight Time)
  - 2009/\$99.00 vs. 2013/\$93.00 = -6.25%
- RSNA 2013 Rebate Program
  - \$1 per sq. ft. check issued in December 2013

### 13 **Survey Feedback**

- Exhibitor Survey
  - Overall satisfaction rating – 78.5% vs 2012 74.6%
  - Labor services satisfaction rating –  
Carpenters 89%, Riggers 75.5%, Electricians 73.2%
  - Like most – well organized, two halls, quality visitors and a great place to network with customers and partners
  - Needs improvement – housing system, dropping one day – Sunday or Thursday, quality of internet services

### 14 **Survey Feedback**

- Exhibit Survey Inc. Results
  - 75% of attendees indicate a role in purchasing
  - 50% have buying plans (ESI average 43%)
  - Attendees average 12.1 hours on the show floor
  - 41% said: "RSNA is the only show they attend"
  - Traffic Density – 2.3 (2 attendees could have occupied every 100 sq. ft. during exhibit hours (ESI average for healthcare meetings – 1.9 density)

### 15 **Bob Hope**

Director of Housing, Registration and Travel Services

### 16 **Housing Update**

- Hotel Rates
  - 3% increase on average

- Hotel Management/Name Changes
  - Hotel Chicago (Marriott’s Autograph Collection) – formerly Hotel Sax
  - Kinzie Hotel – formerly Amalfi Hotel
- New Hotels
  - Loews Hotel – 2015
  - Virgin Hotel – 2015
  - Marriott Marquis at McCormick Place – 2016
- Housing Formula
  - Individual Housing – maximum of 24 rooms regardless of booth size
  - Block Housing – 4 rooms per 100 sq. ft., minimum of 700 sq. ft. and 25 rooms on peak
- Discounted Airfare
  - Contracted with American Airlines and United Airlines
  - No blackout dates
  - No service fees if booked online

#### 17 **Exhibitor Registration/Housing Dates**

- May 28
  - Hotel letter emailed
- June 11
  - Housing and Registration available online, 10:30 am CT
- June 30
  - Block Housing deadline
- August 13
  - Block Housing assignments available
- August 22
  - Block Housing hotel deposits due
- October 1
  - Block Housing rooming list due
- November 5
  - Deadline for housing and badge mailing

#### 18 **Benefits of Booking through RSNA**

- Lowest rates – 84 hotels in the heart of the city offering a wide range of options and price points and the lowest rates possible
- Flexible Terms (New this year) – Unlike online travel agencies that require prepaid stays or have restrictive penalties, RSNA has established flexible booking terms up to 72 hours prior to arrival (for companies that have requested 24 rooms or less)
- Customer Service – RSNA is your advocate if a dispute or problem arises
- Supporting the Association – When you book through our system, you are supporting the RSNA. It’s not only the right thing to do, it will have cost benefits for the association which are passed on to exhibitors and attendees. It helps to maximize our overall room pickup allowing RSNA to negotiate better deals on room rates.

- Free Transportation – Free Metra train service to Randolph St Station as well as shuttle bus service between all 84 hotels and McCormick Place
- Easy Booking – Attendees have the ease of one-click booking through the RSNA website while registering offering a wide range of choices at different price points. No need to scour the internet to find the best rates.

19  **Erin Dunstan**

Director, Strategic Accounts

Lead Management Solutions  
Exhibitor Housing Updates

20  **Updates to Exhibitor Housing Tool**

- Actively addressing feedback from 2013
- Website work in progress to create ease of entering multiple reservations quickly

21  **Lead Management Solutions Update**

Move to SWAP line of products

- Real Time Data Services
- QR code only, no PDF on badge

Benefits to exhibitors:

- Have the flexibility to use own phone or tablet to collect leads (SWAP).
- Leads are captured at anytime | anywhere.
- Leads are immediately available in the cloud for faster follow-up.
- Access the exhibitor portal in real time for ratings, performance by salesperson, and overall activity.

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**Leads Portal**

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- 3 • Real time access to all leads
- At-a-glance, quick-click access to reporting and easy-to-understand graphics
- Slice and dice leads by demographics for effective post event follow-up
- View and sort leads by salesperson or key demographics
- Create custom surveys to help qualify sales leads
- Analyze data to improve networking and sales techniques

- Easily export lead data and charts

23  **Lead Management  
Product Update**

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- Download the app directly to your phone or device
- Native Apps for Apple and Android
- Custom lead qualifiers

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25  **& Optium RT2000**

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- Rental device
- Handheld and wireless unit
- No electricity required
- Wireless Bluetooth Printer available

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26  **& Android Tablet Package**

- Rental tablet
- All the mobile lead capture benefits of SWAP, pre-loaded on a 7" Android tablet
- Can be used in combination with personal device or RT2000

27  **ExSIGHT Value Add**

- For any organization purchasing more than 30 SWAP activations please contact us for special discounted pricing:

Catherine Walker, PMP  
 Director, Lead Sales and Product Integration  
 Experient  
 Direct Dial: 240-439-2418  
 catherine.walker@experient-inc.com

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28  **Developer's Kit for Real Time Data Service's**

For companies not using Experient Lead Retrieval:

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- Exhibitor Services Kit will give Real Time Data to your IT department or 3<sup>rd</sup> party vendor that you may use.
- Instructions for your IT Department to set up the data transfer
- Delivery of all access credentials necessary for downloads and customer support

- Choose whether you want to pull data in real time, nightly, or at the end of the event
- For questions or concerns please contact:
  - Catherine Walker, PMP
  - Director, Lead Sales and Product Integration
  - Experient
  - Direct Dial: 240-439-2418
  - catherine.walker@experient-inc.com

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29  **Lauren Giagnorio**

Manager of Technical Exhibits

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31  **Technical Exhibit Space Rates**

- Preferred Exhibitor Booth Rates
  - \$33.50 per square foot
  - \$400.00 per corner assigned
- Special Fees
  - Premium inline: \$250.00 per 10x10
  - Second Level Exhibit: \$16.75 per square foot
- Headquarter Office Space: \$12.00 per square foot
  - Additional costs: \$147.50/meter wall; \$186.00/door

32  **Exhibit Space Application/Contract**

- Mail original, signed application
- 25% or 100% deposit required
- Company check or wire transfer payment
- Include a sample brochure or product literature

33  **Space Assignment Tips**

- Keep the point system in mind as you indicate floor location preferences
  - 4 points for each year a company has exhibited beginning in 1996 with a maximum point earning of 76
- Select Two locations per Hall in different locations
- If important, name competitors and/or partner companies on your application
- Tell us the most important criteria on your application (building preference, competitor/partner, floor location or corner booth)

34  **Important Dates to Remember**

- March 26
  - Application available online
- April 25
  - First-Round deadline
- April 28
  - Space assignments begin

- June 25
  - Space assignments released at Exhibitor Planning Meeting; mailed to confirmed exhibitors
- July 14
  - Service Kit posted online
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35  **John Jaworski, CEM**  
Assistant Director: Technical Exhibits

36  **Online Exhibitor Listing**  
Online Exhibitor Listing include:

- Contact Information
- Booth Number
- Company Description
- Selected Product Categories

37  **Premium Exhibitor Listing**  
Premium Listings Includes:

- Company Logo
- Banner image
- (12) Products
- (12) Videos
- (12) Documents
- Social Media
- 'Contact us'
- Listed on top of searches
- Highlighted on Meeting App

38  **Premium Exhibitor Listing**  
Exhibitor Listing Results

- 96 exhibitors upgraded
  - Total Views: 121,312
  - Average Exhibitor Views: 172
  - Avg. Premium Views: 441
  - Exhibitor Views (Did not upgrade): 130
  -
- Available on 2014 Exhibitor Space Application (\$595)
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39  **Exhibitor Product Theater**

- Front of South Building, Hall A
- Enclosed Classroom
- Complete Audiovisual Set
- Theater Host
- Beverage Service
- RSNA Virtual Meeting
- Video

40  **Exhibitor Product Theater**

- Theater Results
  - 11 Theater sessions
  - Avg. session attendance: 52
  - Avg. virtual leads: 93
  - Avg. on-demand viewings: 40
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- Form available March 26
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- Rate is \$10,000 per session

41  **Vendor Workshop**

- User training and product instruction/demonstrations
- Available during exhibition hours
- Presenters may be full-time employees or physicians without honoraria
- CME cannot be offered.
- Vendor is responsible for registration and ticketing
  - Promoted through RSNA Website

42  **Vendor Workshop**

- Standard 40' x 32' classroom with 9'-high walls and ceiling
  - Locking door
  - HVAC units
  - Fully carpeted floor
  - Exterior classroom signs
  - Workshop graphics additional fee
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- Workshop Rates
  - 40' x 32' (1,280 sq. ft.) = \$21,440.00
  - 40' x 40' (1,600 sq. ft.) = \$26,800.00

43  **RSNA Virtual Meeting**

- 40+ live streaming sessions
  - Including Exhibitor Product Theater
- Case of Day
- Digital Presentations
- Access to Online Exhibitor Listing
- On-demand for one-week after the meeting
- Registration Fee: \$100/members and \$300/non-members
- Over 5,300 registrants from 103 countries
  - 825 were virtual only participants
  - 37% were non-North American

44  **Future Programs**

- Exhibitor Meeting Suites
  - Full meeting rental
  - 10x13, 13x20, 20x20



- Include carpeting, conference table, chairs, electrical, Internet
- Located in each hall
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- New Product Showcase
  - Located near Exhibitor Product Theater
  - Enclosed glass case to promote new products

45  **Moving Forward: RSNA 2014 Centennial Meeting**

- RSNA Centennial Celebration
  - RSNA Centennial Pavilion
  - Considering Several show floor activities
- Exhibitor Recognition and Sponsorship Opportunities  
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