

RSNA Exhibitor Product Theater

The RSNA Exhibitor Product Theater is a new feature of the RSNA Technical Exhibition that can help you generate sales leads and engage invaluable face-to-face time with potential customers. Located in a high-traffic area off a main-aisle of the South Building, Hall A, the Product Theater gives your company/organization the opportunity to present your product or service in an educational environment outside of your exhibit booth.

This unique opportunity provides exhibitors the ability to give attendees a chance to discover more of what your company has to offer:

- Promote a new product or service
- Present new research findings
- Conduct product demonstrations

Three 45-minute theater time-slots are available Monday, November 26 through Wednesday, November 28. In addition, presentations will be streamed live through the RSNA 2012 Virtual Meeting website and will be recorded for on-demand viewing, enabling more exposure to potential customers, who can shop and learn on their own time.

Theater Presentation Dates and Times

Theater presentations will be available Monday, November 26 through Wednesday, November 28.

- Presentations are limited to 45-minutes in length. Time slots available each day will be 10:30 a.m. – 11:15 a.m., 12:45 p.m. – 1:30 p.m. and 3:00 p.m. – 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 2012, 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, of the RSNA Technical Exhibition.
2. The Theater will be 2,000 sq. ft. and include carpet, seating for 125 attendees, raised stage, podium, and head table.
3. Audiovisual setup includes a LCD with screen, podium microphone, VGA connection and sound system.
4. Two lead retrieval units will be supplied.
5. Theater presenters will have access to the theater one hour 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.

Theater Schedule (Monday, Tuesday & Wednesday)

SET-UP	PRESENTATION	DISMANTLE
9:30 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. – 12:45 p.m.	12:45 p.m. – 1:30 p.m.	1:30 p.m. – 2:00 p.m.
2:00 p.m. – 3:00 p.m.	3:00 p.m. – 3:45 p.m.	3:45 p.m. – 4:15 p.m.

Live Streaming / Virtual Meeting

All presentations will be streamed through the RSNA 2012 Virtual Meeting website and will be recorded for on-demand viewing on the RSNA Virtual Meeting website through Friday, November 30 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 2012 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 19.

Deadline

Deadline to participate in the RSNA Exhibitor Product Theater is Friday, August 31. 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 2012, please contact John Jaworski at 1-630-571-7855 or jjaworski@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 31, 2012

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 2012 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 2012. 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.