

## Make your presence count with a premium exhibitor listing.

### Upgrade your online exhibitor listing to Silver or Gold.

All RSNA 2012 exhibitors will receive a bronze listing, available both online and via mobile devices, which includes company logo, contact information, booth number, company description and product categories.

Exhibitors can update their online listing beginning September 4 and add content through November 30.

#### Silver Listing

##### Includes Bronze listing plus:

- Banner image on top of listing
- Ability to add (6) featured products with description, image and link to company website
- Social media links
- 'Contact us' email form to gather leads

#### Gold Listing

##### Includes Silver listing plus:

- (12) featured products with description, image and link to company website
- (12) video highlights
- (12) PDF documents with title and description
- 3D Exhibitor Showcase

All Silver and Gold exhibitors will automatically be featured in the RSNA 2012 Virtual Meeting.

### Your Silver or Gold Listing helps you expand your reach.

More than 3,400 attendees registered for the RSNA Virtual Meeting last year — and 41% were international attendees. Take this opportunity to reach professionals who are attending from across the world, or who just want to learn more about your products on their own time by upgrading your exhibitor listings. RSNA Virtual Meeting Dates are November 24 – 30.



### 2012 Virtual Meeting Program Features

- Full week of live programming streamed from RSNA 2012 with CME credit (one day in 2011)
- Programming recorded for on-demand viewing
- 14 Cases of the Day added each day for CME credit
- Over 1,000 Digital Presentations available to view

**Upgrade today!**

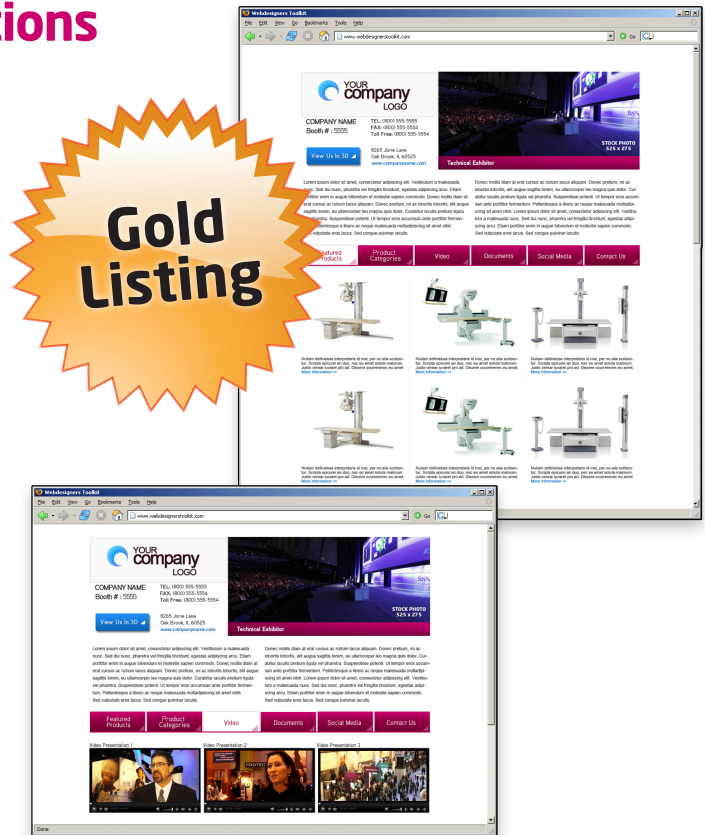
## RSNA 2012 Exhibitor Listing Options

FEATURES	BRONZE EXHIBITOR LISTING	SILVER EXHIBITOR LISTING	GOLD EXHIBITOR LISTING
1. Company Logo	✓	✓	✓
2. Contact Information	✓	✓	✓
3. Company Description	✓	✓	✓
4. Product Categories	✓	✓	✓
5. Mobile Listing	✓	✓	✓
6. Virtual Meeting Listing		✓	✓
7. Reports		✓	✓
8. Banner Image		✓	✓
9. Featured Products		6	12
10. Social Media Links		✓	✓
11. Contact Us Email Form		✓	✓
12. Video Highlights			12
13. PDF Documents			12
14. 3D Showcase*			✓
PRICE	FREE	\$995	\$1,995

\*Additional fees apply through Digitell

## Description of Features

- Company Logo:** Logo of company featured on exhibitor listing page.
- 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 2012, 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 products/services. Attendees can search these categories to narrow their exhibitor search.
- Virtual Meeting Listing:** In addition to a listing in the RSNA 2012 Exhibitor List, your company profile will be included in the RSNA 2012 Virtual Meeting.
- Reports:** A detailed report of the visits and clicks to your enhanced listing will be provided.
- 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.
- 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.
- 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.
- 3D Showcase:** Official contractor, Digitell, can work with vendors wanting to participate with 3D Exhibitor Showcase and create a unique, personally branded immersive experience. Each environment is designed to assist vendors in conveying their marketing message and demonstration products in a 3D environment. Digitell can replicate products as 3D models, use multimedia presentations and marketing pieces to create an exciting and engaging experience for participants. Each branded environment allows for users to view products, download materials and communicate directly with vendor representatives. Visitor's interaction and movements are tracked for detailed reporting. Additional fees will apply.



## Exhibitor Listing Order Form

### 1. Exhibitor Information:

Company	Telephone	Fax
Address		
City	State/Province	ZIP/Postal Code
Telephone Toll Free		Booth Number

### 2. Contact Information

Contact Information	
Telephone	Email

### 3. Exhibitor Listing Option (Select one):

- Silver Listing      \$995  
 Gold Listing          \$1,995

**Total: \$** \_\_\_\_\_

### 4. Payment Information:

**Bank Wire**

Companies may wire payment to:

JP Morgan Chase Bank, NA	ABA Transit Number: 071000013
10 South Dearborn St.	Swift Code: CHASUS33
Chicago, IL 60603 USA	Account Number: 4184254

*Any fees 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 account may be debited as soon as the same day we receive your payment.

- Credit Card**
     
  Visa   
  Master Card   
  American Express  
     
  Diners Club   
  Discover

Card Number	Exp. Date
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Name as it Appears on Card

**X**

Authorized Signature

### 5. Agreement:

I hereby authorize RSNA to upgrade my company's online exhibitor listing.

Printed Name of Company Representative

**X**

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

### 6. Submission

**Return your signed form to:**

RSNA Technical Exhibits  
 820 Jorie Blvd.  
 Oak Brook, IL 60523-2251  
 Fax: 1-630-571-2198

#### For Office Use Only

CO #	Amount Received	Payment Type	Date Received
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