

[RSNA.org/Promote](http://RSNA.org/Promote)



ENGAGE  
PROMOTE  
PARTNER

**RSNA**<sup>®</sup>  
Radiological Society  
of North America



# CONTENTS

## ENGAGE

About RSNA..... 3

## PROMOTE

Pre-Show Opportunities..... 4

Sponsored Education..... 4

Traffic Generators..... 5

Signage..... 6

Print..... 7

Digital..... 7

Meeting Suites..... 7

Year-Round Opportunities..... 8

## PARTNER

Corporate Partners Program..... 10

Contact Information..... 12



# ENGAGE

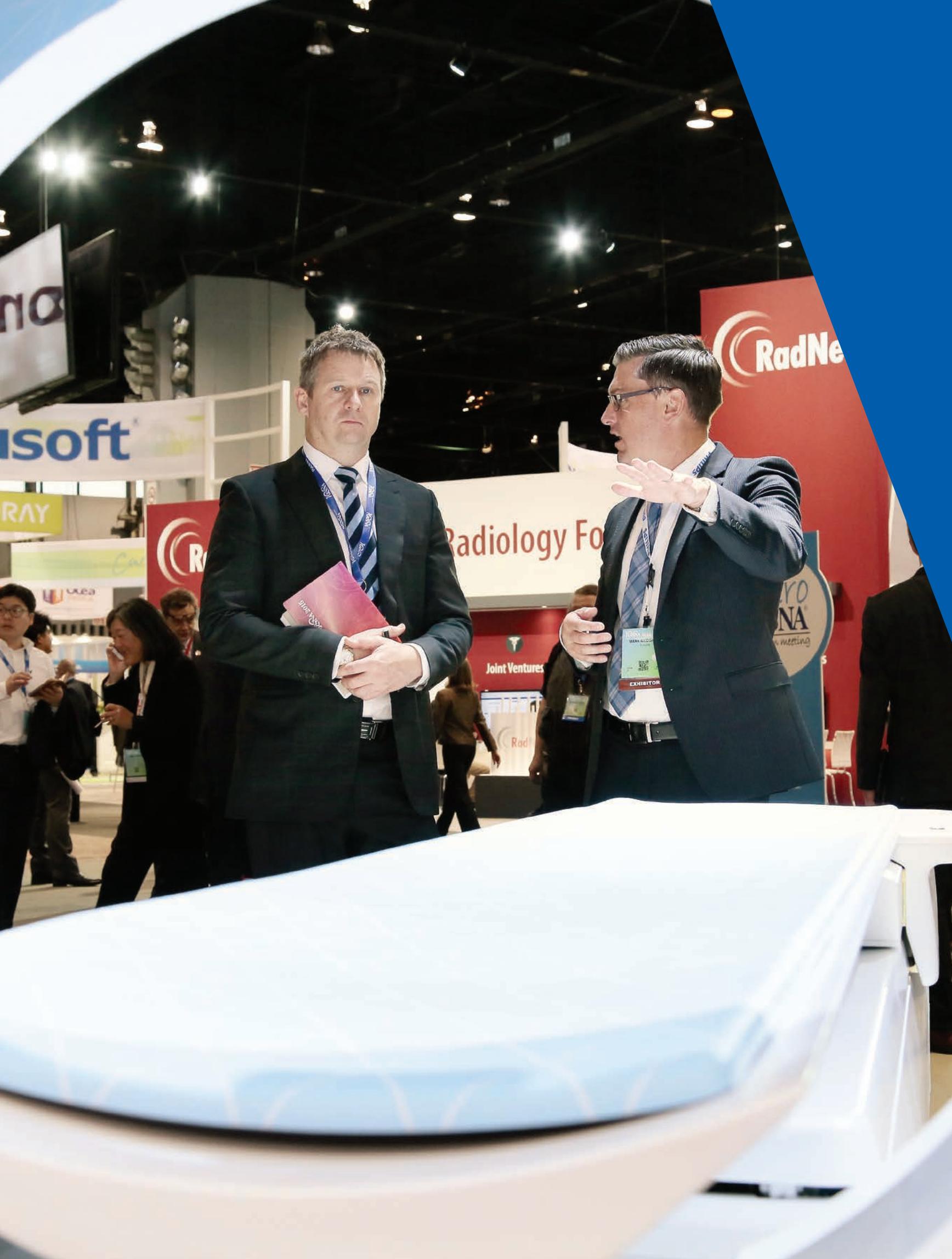
Engage with key buyers and decision makers in the radiology specialty when you harness the marketing power of the Radiological Society of North America (RSNA) Scientific Assembly and Annual Meeting. Identify and target your best prospects using tools that deliver your message to the radiology specialty's premier professionals, including CIOs, consultants, and others ready to explore the latest and most innovative medical imaging products and services. RSNA 2017 is your gateway to the radiology community.

# PROMOTE

RSNA provides year-round promotional vehicles and special on-site sponsorship opportunities during the annual meeting. These opportunities will blanket the entire marketplace with your message, showcase your brand, produce leads, and build interest in your products and services. The result: Increased sales that grow your bottom line.

# PARTNER

RSNA rewards you for your loyalty with our Corporate Partners Program, earning you opportunities for greater visibility as an industry partner, as well as improved exhibit positioning. Together, we'll grow your brand.



no

Microsoft

RAY

UCA

RadNet

Radiology Forum

Joint Ventures

RadNet

PRO  
NA  
meeting

EXHIBITOR

# ENGAGE

## Cultivate new business at RSNA 2017

Over 26,000 medical professionals gather every year at McCormick Place in Chicago, the radiology marketplace sales cycle begins—and ends—with the RSNA annual meeting.

RSNA 2017 provides an incredibly lucrative opportunity for medical service providers and product manufacturers to reach key decision makers from many of the 400-plus healthcare systems, networks and alliances within the U.S.\* in addition to thousands of physicians and healthcare professionals from over 130 other countries.

Your exhibit at RSNA 2017 is an indispensable tool that helps position your brand as an industry leader—and an RSNA sponsorship further solidifies that position in the minds of decision makers ready to purchase.

Drive more traffic to your exhibit. Meet more potential clients who are ready to purchase. Secure your position as an RSNA 2017 sponsor and engage!

*\*American Hospital Association, November 2016*



## Decision Makers are Here

**26,000+**

Professional attendees

**11.8 hours**

Average each attendee spends in our exhibit halls

**76%**

Attendees have a role in purchasing

## ATTENDEES INCLUDE

- » Radiologists
- » Physicians
- » Hospital Executives
- » IT Management
- » Practice Managers
- » Healthcare Consultants
- » Support Personnel

## TOP SPECIALTIES OF ATTENDEES

- » Diagnostic Radiology
- » Breast/Mammography
- » Neuroradiology
- » Magnetic Resonance
- » Interventional
- » Musculoskeletal



# PROMOTE

## RSNA 2017 Opportunities

Put your company's name at the forefront of attendees' minds at RSNA 2017 with annual meeting sponsorship opportunities that support your on-site efforts. Build name recognition and drive traffic to your exhibit space with unique, high-profile promotional opportunities that target this lucrative market.

### PRE-SHOW OPPORTUNITIES

Build interest in your brand with pre-show promotional opportunities that encourage attendees to visit your booth once they arrive at RSNA 2017.

#### Attendee Registration List Rental

Reach your best prospects by mail before the show and attract them to your booth when they receive your company literature or special offer before they arrive on-site for RSNA 2017.

**\$0.15/name, \$75 order minimum**  
*(plus postage & shipping)*

#### Call to Register E-Blasts

RSNA members and past attendees are prime prospects to attend RSNA 2017. Include your banner in monthly e-blast communications leading up to the annual meeting.

**\$7,500**

#### Meeting Announcement E-Blasts

Thousands of registered attendees will see your company's banner in one of RSNA's regularly scheduled emails, including pre-meeting e-newsletters and the "get ready" e-blast.

**\$7,500**

#### Sponsored E-Blasts

Send a customized HTML message to RSNA attendees via email and let the RSNA annual meeting brand strengthen your credibility and your branding. Nine sponsored e-blasts available; limit one per company.

**\$15,000**

### ON-SITE OPPORTUNITIES

#### SPONSORED EDUCATION

##### Corporate Symposium

Host a Corporate Symposium to RSNA attendees on-site at McCormick Place during the annual meeting. Your symposium is open to all attendees and is listed in the print and online meeting program and on signage outside the classroom. Companies may offer CME if administered by a third-party provider. Available Sunday, November 26 through Thursday, November 30.

**\$25,000**

##### Education Tracks

Target potential customers in one of 20 subspecialties or areas of focus by supporting an educational track or individual course(s) at RSNA 2017 with an unrestricted educational grant. Supporters are acknowledged in the meeting program and on signage outside the classroom.

**Inquire for additional details and pricing.**



## RSNA® 2017

NOVEMBER 26 – DECEMBER 1

### Lunch & Learn

RSNA exhibitors can host an informational, non-CME educational presentation or procedural instruction during the annual meeting. Lunch & Learns are invite-only and limited to no more than 100 attendees. Companies are responsible for inviting attendees and sessions will be listed in the meeting program as invite-only. The sponsor must provide boxed lunches using the official annual meeting caterer. Three spaces available daily on Monday, Tuesday, and Wednesday, November 27–29. **\$15,000** (Boxed lunches not included)

### Satellite Symposium

Host an off-site educational function including a formal presentation or procedural instruction before or after hours of RSNA 2017. Companies may offer CME if administered through a third-party provider. Promotional support is not provided. **Starting at \$5,000**

### Vendor Workshop

Give potential or current customers first-hand experience on your systems by offering user training and product instruction in a Vendor Workshop. Located on the exhibit floor, you can conduct session(s) throughout the entire meeting in a classroom environment. **Starting at \$30,000**

### TRAFFIC GENERATORS

#### 5k Fun Run

Stand out as the exclusive sponsor of the RSNA R&E Foundation 5k Fun Run. Tens of thousands of meeting attendees and RSNA members will gain exposure to your brand through promotion before, during, and after RSNA 2017. Prior to the Fun Run, you'll get noticed through the RSNA 2017 meeting registration brochure, promotional meeting e-blasts, *RSNA News* magazine and the *Insider* email. During RSNA 2017, your inclusion in the RSNA 2017 Pocket Guide and coverage in the *Daily Bulletin* will ensure more than 26,000 professional attendees see your brand again and again. On race day, your logo will appear on all event signage and in race photos. And, hundreds of runners will wear your logo on their race t-shirts!

The benefits continue after the Fun Run with coverage in the *RSNA News* annual meeting recap issue and RSNA's *Foundation Focus* newsletter. And, extend your reach through event promotion to RSNA's 80,000+ Facebook fans and Twitter followers! **\$20,000**

#### Aisle Signage

Include your branding and message on highly visible directional signage that helps attendees find their way around the exhibit halls. This great branding opportunity puts your brand on the front and back of every aisle sign. **Both Halls, \$65,000; North Hall, \$30,000; South Hall, \$40,000**

#### Charging Stations Signage

New Look for 2017! Promote your company with branding on table tops and meter boards situated alongside the comfortable seating used by RSNA 2017 attendees while taking a break to charge their personal electronic devices. **\$7,000/station**

#### Classroom Signs

Customize your message on signage placed outside of all classrooms during the annual meeting. With over 450 courses throughout the week, this exclusive sponsorship opportunity features a printed sign below each monitor and a scrolling message on each monitor that can be customized to the topic or attendees in each course. **\$25,000 South Hall; \$15,000 East Hall (Lakeside Center); \$10,000 North Hall**

### Coat Check Package

Maximize your RSNA 2017 exposure with this exceptional package that places your company logo and messaging in high traffic locations throughout McCormick Place. Package includes:

- Signage surrounding all four coat check areas
- Your logo on baggage/coat check tickets
- Column Wraps in the Arie Crown lobby, at Gate 26, and in the Grand Ballroom lobby
- Stair riser graphics in the Grand Ballroom lobby
- Banner above entrance to the Grand Ballroom

**\$125,000**

### Coffee Cup Sleeve

Make your logo part of every cup of house coffee served during the six days of the meeting to over 30,000 coffee drinkers. All coffee locations within McCormick Place (excluding Starbucks) serve coffee with insulated sleeves featuring a sponsor's logo and booth number.

**\$20,000**

### Daily Bulletin Technical Exhibits Focus Article

Prominently feature your company's story in a front page article of the Technical Exhibits Focus section of the RSNA 2017 official daily newspaper. Thousands of attendees read the meeting newspaper each day.

**\$10,000 (limit one article per sponsor)**

### Meeting Bag

A favorite of attendees, prominently position your four-color message on one side and one gusset of the eco-friendly meeting bags provided free of charge to all attendees as a takeaway item and seen everywhere at the annual meeting and beyond. This is the ultimate exposure!

**\$50,000**

### Meeting Bag Insert

Drive traffic to your booth with a printed insert or other promotional item included in the official meeting bag. Promotional items are subject to pre-approval. Five inserts available.

**\$10,000 (production not included)**

### Pocket Guide Bookmark

Highlight your message on a bookmark attendees will rely on as they flip through the meeting's highly sought-after planning resource to mark their page. Your message is reinforced every time an attendee uses the guide.

**\$25,000**

### Professional Portrait Studio

*New Grand Concourse Location!* Drive brand awareness and traffic to your booth with the popular portrait studio where attendees line up to have free professional portraits taken. Sponsorship includes on-site signage. Expose your brand even further with a message when attendees receive their photos via email.

**\$20,000**

### Water Bar

More traffic—the environmentally friendly way! Sponsor a Water Bar on the exhibit show floor to promote your brand and position your company as a leader in green initiatives. The Water Bar will be placed strategically throughout the Exhibit Halls. Inquire for distribution of your own branded water bottles.

**\$12,500**

### SIGNAGE

Drive attendees to your booth with highly visible signage throughout McCormick Place.

#### Banners

- Grand Concourse: **\$25,000**
- North Hall: **Starting at \$12,500**
- Outdoor: **\$25,000**
- Walkway: **\$10,000**

#### Billboards

- Grand Concourse: **\$7,500**
- South Hall Lobby: **\$5,000**

#### Pillars

- Column Wraps: **\$6,000**
- Pillars: **\$25,000**

#### Stairs/Escalators

- Escalator Runners: **Starting at \$10,000**
- Stair Graphics: **\$15,000**

**Table Decals: \$15,000**





## PRINT OPPORTUNITIES

Get your brand noticed when your message appears in print vehicles during RSNA 2017.

### Daily Bulletin

RSNA's official newspaper is a must-read, providing meeting news, hot topics and new product and service information from exhibitors. Available Sunday, November 26 through Thursday, November 30.

- Sizes— $\frac{1}{8}$  page to two-page spread  
**Starting at \$6,950 for five days**
- Wraparound Band—High-impact vehicle available Sunday only **\$15,000**

### Daily Bulletin Technical Exhibits Focus

Get your message in front of attendees. Place your ad in the supplement to the *Daily Bulletin* featuring the latest technological offerings. Available Sunday through Wednesday.

- Sizes— $\frac{1}{8}$  page to two-page spread  
**Starting at \$6,135 for four days**

### Pocket Guide

Nearly 35,000 copies of this invaluable informational guide are distributed throughout McCormick Place. Drive booth traffic by being part of the meeting's highly sought after planning resource.

- Full pages and covers II, III and IV  
**Starting at \$6,950**

### Program in Brief

A complete reference for course titles, authors, session times and course descriptions.

- Covers III and IV  
**\$15,000**

### Subspecialty Brochure

Looking for a way to target attendees interested in a particular subspecialty? Exclusively sponsor a subspecialty brochure—a key piece in an attendee's education planning. Your sponsorship includes your message on the brochure's back panel. Choose from one of over 20 brochure topics.

**\$5,000**

### Technical Exhibits Guide

Make your brand stand out from the crowd. Copies are available at each entrance to the Technical Exhibit halls. Include your message in the best source for navigating the Technical Exhibits, including floor plans and booth numbers.

- Sizes— $\frac{1}{4}$  page to full page  
**Starting at \$6,450**

## DIGITAL OPPORTUNITIES

Highlight your company with a digital message in a convenient on-site resource.

### Daily Bulletin E-Blasts

Include your digital banner in one of five e-blasts sent daily during the meeting to all attendees and members, offering a sneak peek at the day's top story and a link to the full issue of the official onsite newspaper of RSNA 2017.

**\$7,500**

### Exhibitor Listing Banner

Drive more traffic to your booth with the increased visibility of a rotating banner at the top of the exhibitor listing pages of the Meeting Central website. Every time attendees use this resource to find an exhibitor, your message will be among those exhibitors that prominently anchor the page. Your company banner will rotate with other company banners from July through December. Ten banners available; limit one per company.

**\$1,750**

### Meeting App

Put your branding message at the fingertips of attendees as the exclusive sponsor of the official RSNA meeting app, including a splash page, notifications, and banners. Sponsorship creates brand awareness in pre-meeting and on-site communications.

**\$50,000 (exclusive to one company)**

### Premium and Premium Plus Exhibitor Listings

Grab attendees' attention before they arrive with a Premium Exhibitor Listing that includes contact information, booth number, company description and product categories. For just \$300 more, exhibitors can upgrade to the Premium Plus Exhibitor Listing. Draw attention to your business with a digital banner in the Technical Exhibits Showcase on the home page of Meeting Central to make your listing stand out even more.

**Premium \$595**

**Premium Plus \$895**

### Website Banners

Position your banner on *RSNA.org* and Meeting Central during the year or during the week of RSNA 2017. Attendees will see it before and during the event, building interest in your booth. 3.2 million page views each November and December.

**Starting at \$3,000**

## EXHIBIT HALL OPPORTUNITIES

### Headquarter Offices

Located in the Technical Exhibit halls, Headquarter Offices are a quiet area away from your booth for use as a company break/lunch room, check-in point for staff, internal meetings and coatroom. Headquarter Offices are restricted to exhibit personnel only and should not be used in conjunction with booth activities. Available for rent in 100 square foot increments.

**Starting at \$1,300**

### Meeting Suites

Hold private meetings in an RSNA Meeting Suite. Located within the exhibit hall of your main booth. Educational sessions and product demonstrations are not permitted in meeting suites.

**Starting at \$7,500**

Rates and specifications for all opportunities available at [RSNA.org/Promote](http://RSNA.org/Promote).



# PROMOTE

## Reach RSNA Members Throughout the Year

RSNA membership is comprised of more than 54,000 individuals worldwide dedicated to shaping the future of radiology. Members include radiologists, radiation oncologists, medical physicists, nuclear medicine physicians, and radiologic scientists.

In addition to hosting the RSNA annual meeting, the Society also publishes two top peer-reviewed journals: *Radiology*, the highest-impact scientific journal in the field, and *RadioGraphics*, the only journal dedicated to continuing education in radiology. Radiology professionals turn to RSNA for premier educational resources, informatics-based software solutions in support of a universal electronic health record, research to advance quantitative imaging biomarkers, and outreach to enhance education in developing nations.

Through its Research & Education (R&E) Foundation, RSNA provides millions of dollars in funding to young investigators, helping to build the future of the profession. Connect with RSNA members as they engage in these trusted radiology resources.



**54,000+**  
Total Membership

### LEADING RADIOLOGY SPECIALTIES

- » Diagnostic
- » Neuroradiology
- » Interventional
- » Breast
- » General
- » Musculoskeletal

### GLOBAL MEMBERSHIP

RSNA members represent 136 countries around the world





## Year-round Opportunities

Engage with RSNA members when you promote your products and services in the print and digital tools they use throughout the year to learn about the latest developments in medical imaging. *Radiology*, *RadioGraphics*, *RSNA News*, *RSNA.org*—plus the *Insider*, *RF Buzz*, and *Weekly*—are key vehicles to help you build interest in your products, drive sales, and keep your brand on the minds of your best prospects. Make these marketing tools from RSNA a key part of your year-round marketing strategy.

### PRINT OPPORTUNITIES

Reach RSNA members with the Society's premier publications. Your promotion in these respected publications generates interest from active, involved and influential physicians who make and/or recommend purchasing decisions. Subscribers include radiologists, medical physicians, physicists, and radiologic administrators, as well as teaching institutions, libraries, and developers of radiologic equipment and technology.

#### **Radiology**

The authoritative reference for the most current, clinically relevant, and highest quality research in radiology. Circulation of 10,500.

- Sizes— $\frac{1}{2}$  to full page  
**Starting at \$705 for a 1x placement**

#### **RadioGraphics**

The only peer-reviewed journal devoted exclusively to continuing medical education in radiology. Top source for earning SA-CME credits. Circulation of 13,000.

- Sizes— $\frac{1}{2}$  to full page  
**Starting at \$705 for a 1x placement**

#### **RSNA News**

Up-to-date news about radiologic research, education, and practice issues, as well as information about RSNA programs, delivered to members each month. Circulation of 40,000.

- Cover II and IV  
**Starting at \$6,585**

### DIGITAL OPPORTUNITIES

#### **Banners**

Grab the attention of readers with your banner on *Radiology*, *RadioGraphics*, or *RSNA.org*.

Multiple sizes available.

- **RSNA.org Banner** (1,240,000 page views per month, January through October)  
**Starting at \$3,000**
- **Radiology Banner** (Avg. 640,000 page views per month)  
**Starting at \$1,500**
- **RadioGraphics Banner** (Avg. 990,000 page views per month)  
**Starting at \$1,500**

#### **Member E-Newsletters**

With regular distribution to an interested audience seeking the latest updates, RSNA's E-newsletters offer an affordable choice for sponsors.

- **RSNA Weekly E-Newsletter**—Current news related to radiology and clinical practice from a wide array of news sources, both domestic and international. Reach 40,000 RSNA members weekly.  
**\$2,000**
- **RSNA Insider E-Newsletter**—Member announcements and the latest medical news impacting the profession. Reach 40,000 RSNA members monthly.  
**\$3,000**
- **RF Buzz E-Newsletter**—Radiology news and information about products and services. Reach 18,000 residents and fellows quarterly.  
**\$1,200**

#### **Radiology/RadioGraphics App**

RSNA members use the *Radiology* and *RadioGraphics* apps throughout the year to get groundbreaking scientific developments on-the-go, and learn about the latest education tools and techniques. Include your message in this key tool accessible on iOS or Android devices.  
**\$3,000 per month (exclusive to one company)**

#### **Sponsored E-Blasts**

Directly reach RSNA members with your brand throughout the year. Simply develop your customized HTML message and RSNA will deploy it to our membership list on your behalf. Three e-blasts available January to August; limit one per sponsor.  
**\$17,500**

### RSNA SPOTLIGHT COURSE

RSNA is proud to travel to international communities to provide quality education on important issues in radiology. Take advantage of this unique opportunity to participate in the RSNA Spotlight Course focusing on musculoskeletal radiology and ultrasound. The Course includes presentations from experts within the field and is presented entirely in Spanish. On the heels of a successful event in 2016, RSNA will connect with the Latin American market again in Colombia in Spring 2017.  
**Inquire for more details.**

# PARTNER

## Corporate Partners Program

RSNA values its industry partners that help keep radiology at the forefront of science and technology. To show our appreciation, RSNA established the Corporate Partners Program that offers benefits including logo recognition and acknowledgement in RSNA's prominent publications.

Participation in any of these opportunities applies toward recognition in RSNA's Corporate Partners Program, which begins when spending totals \$50,000 or more:

- » Meeting Sponsorships
- » Sponsored Education
- » R&E Foundation Support
- » Print and Digital Advertising
- » Journal Subscriptions





## Corporate Partners Recognition Levels



### Gold (\$200,000)

- First right of refusal on new sponsorship opportunities for 30 days prior to public release
- Recognition in *RSNA News* (2 times per year)
- Recognition in *RSNA Insider* (1 time per year)
- Company logo in RSNA Corporate Partners ad in RSNA print journals (2 times per year)
- Company logo on [RSNA.org/Corporate-Partners](http://RSNA.org/Corporate-Partners)
- Company logo in annual meeting related media
- Company logo on Corporate Partners meeting signage
- Corporate Partners ribbons for name badge(s) during annual meeting
- License to use RSNA Corporate Partner logo
- 1 Technical Exhibit Priority Point per \$1,000 spent

### Silver (\$100,000)

- Recognition in *RSNA Insider* (1 time per year)
- Company name in RSNA Corporate Partners ad in RSNA print journals (2 times per year)
- Company logo on [RSNA.org/Corporate-Partners](http://RSNA.org/Corporate-Partners)
- Company logo in annual meeting related media
- Company logo on Corporate Partners meeting signage
- Corporate Partners ribbons for name badge(s) during annual meeting
- License to use RSNA Corporate Partner logo
- 1 Technical Exhibit Priority Point per \$1,000 spent

### Bronze (\$50,000)

- Company name in RSNA Corporate Partners ad in RSNA print journals (2 times per year)
- Company logo on [RSNA.org/Corporate-Partners](http://RSNA.org/Corporate-Partners)
- Company logo in annual meeting related media
- Company name on Corporate Partners meeting signage
- Corporate Partners ribbons for name badge(s) during annual meeting
- License to use RSNA Corporate Partner logo
- 1 Technical Exhibit Priority Point per \$1,000 spent

### EARN TECHNICAL EXHIBITS PRIORITY POINTS

Participation in any of the opportunities listed in this Corporate Sponsorship Kit also earns one (1) Technical Exhibit priority point for every \$1,000 spent. RSNA's priority point system recognizes a company's support of RSNA and rewards exhibitors for upholding meeting policies. The order of space selection is determined by an exhibitor's cumulative number of points. Visit [RSNA.org/Exhibitor-Resources](http://RSNA.org/Exhibitor-Resources) for complete details. Payments and contracts for RSNA 2017 must be received between November 1, 2016, and October 31, 2017, to receive Technical Exhibit priority points for RSNA 2018 and to receive recognition as a 2017-2018 Corporate Partner, November 1, 2017 to October 31, 2018.



# ENGAGE PROMOTE PARTNER

## Contact Information

For more information or to book an opportunity, contact:

### JACLYN KELLY

Director: Corporate Relations

1-630-590-7793

[jkelly@rsna.org](mailto:jkelly@rsna.org)

### JANET SWANSON

Manager: Advertising

1-630-571-7817

[jswanson@rsna.org](mailto:jswanson@rsna.org)

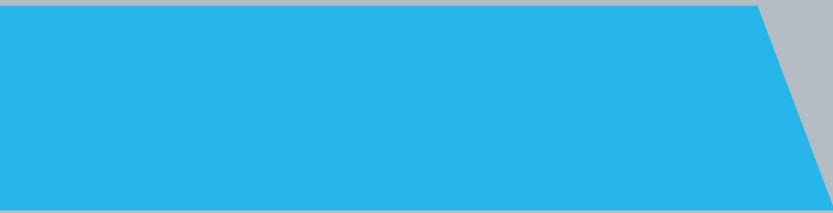
### ADDRESS FOR PAYMENTS:

Radiological Society of North America

P.O. Box 4799

Carol Stream, IL 60197-4799







Radiological Society  
of North America

820 Jorie Boulevard, Suite 200  
Oak Brook, Illinois 60523-2251 USA  
Telephone: 1-630-571-2670  
Toll Free: U.S. and Canada: 1-800-381-6660  
Main Fax: 1-630-571-7837

[RSNA.org/Promote](http://RSNA.org/Promote)

