

RSNA 2021

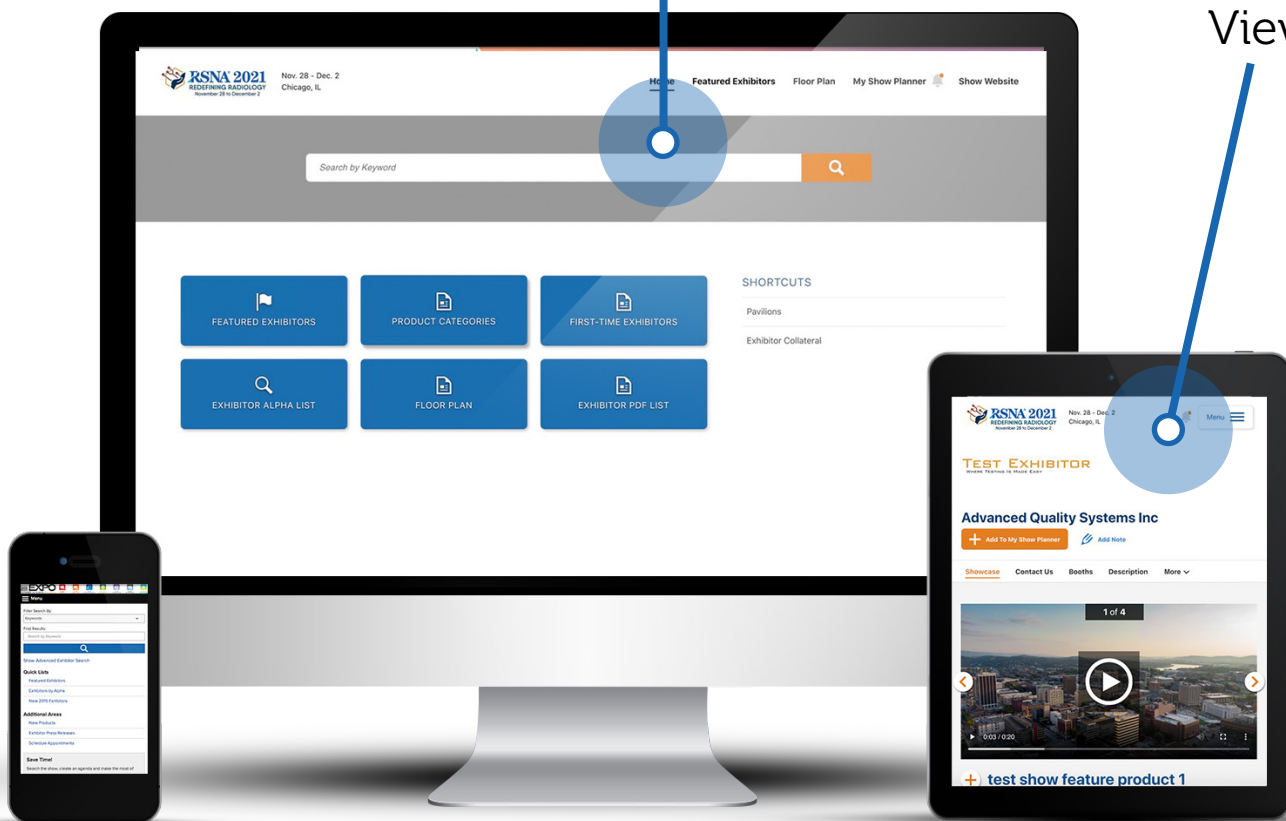
ONLINE EXHIBITOR LISTING OPPORTUNITIES



- ✓ ONLINE DIRECTORY
- ✓ INTERACTIVE FLOOR PLAN
- ✓ SHOW PLANNER

196,660*
Visits

213,020*
Listing
Views



**Figures from RSNA 2019*

Online Exhibitor Listing Opportunities

RSNA 2021 LISTING OPTIONS

Each exhibitor at RSNA 2021 receives a complimentary basic listing. Maximize your brand exposure and grow your business by choosing one of the enhanced listing options below.

Companies exhibiting in Chicago are eligible for the Exhibitor rate; Any company not exhibiting in Chicago are considered Non-Exhibitors and eligible to participate with a Virtual or Virtual Plus Listing Package.

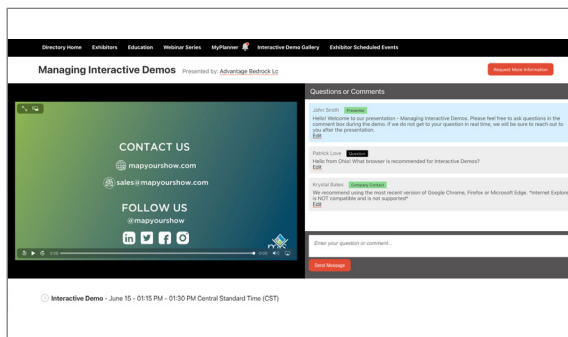
Exhibitor Only	Exhibitor Only	Exhibitor Only		
BASIC COMPLIMENTARY	PREMIUM \$600	PREMIUM PLUS \$1,000	VIRTUAL Non-Exhibitor: \$5,000 Exhibitor: \$2,500	VIRTUAL PLUS Non-Exhibitor: \$10,000 Exhibitor: \$5,000

	BASIC COMPLIMENTARY	PREMIUM \$600	PREMIUM PLUS \$1,000	VIRTUAL	VIRTUAL PLUS
Contact Information & Description	✓	✓	✓	✓	✓
Company Logo		✓	✓	✓	✓
Product Images		4	4	6	8
Video Panels			4	6	8
Virtual Booth Weblink				✓	✓
Interactive Demos				1	3
List RSNA Sponsored Industry Sessions		✓	✓	✓	✓
Collateral Pieces		4	8	10	12
Virtual Business Cards				4	8
Leads		✓	✓	✓	✓
Exhibitor Badges				4	8
Inclusion in the Featured Exhibitor List			✓	✓	✓
Virtual Booth Listing Filter				✓	✓
Priority Placement			✓	✓	✓
Booth Corner Peel				✓	✓

To purchase or upgrade your exhibitor listing:
 Exhibitor: Visit rsna2021.exh.mapyourshow.com
 Non-Exhibitor: Email sales@rsna.org

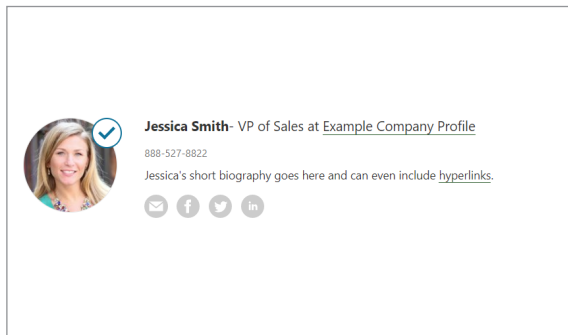


NEW VIRTUAL PACKAGE FEATURES



Interactive Demos

Engage with attendees by scheduling 15-minute demos to highlight a new product or service. Demos include live chat which is a great way to interact with the RSNA virtual attendee. Demos will be played “live” at the scheduled time and available for on-demand playback.



Virtual Business Cards

Upload contact information of your key company representatives including head shot, social media links, and email address to make networking simple. Attendees can live chat with the reps during the meeting when both individuals are online or save virtual business cards for easy reference.

Virtual Booth

Promote a direct link to your company's virtual booth for easy access and navigation to your company's third-party virtual exhibit platform.

Exhibitor Badges

Exhibitors participating virtually will receive an allotment of exhibitor badges for their participation. Additional badges can be purchased at \$50/each. Exhibitor badge access is limited to industry sessions and exhibition.

Additional benefits:

- Increased number of product images, video panels, and collateral pieces.
- Included in special virtual booth listing filter within the online exhibitor list.
- In-person exhibitors, who also purchase a virtual package, will be highlighted on the floor plan with a booth corner peel to denote virtual participation; virtual exhibitors will be highlighted in a special “virtual” exhibit hall floor plan.
- Purchase will count toward your Corporate Partners spend and earn exhibitor priority points accordingly.

All official RSNA industry presentations, including Virtual Product Theater and Virtual Industry Presentations, will be cross-promoted within their company's online exhibitor listing as a courtesy for all exhibitors and attendees.

To purchase or purchase your exhibitor listing:
Exhibitor: Visit rsna2021.exh.mapyourshow.com
Non-Exhibitor: Email sales@rsna.org

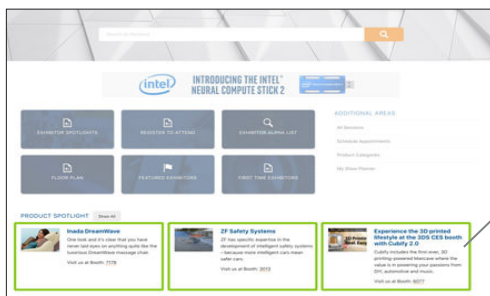


RSNA® 2021
REDEFINING RADIOLOGY
November 28 to December 2

ADDITIONAL ENHANCEMENTS

*These opportunities require the Premium Plus or the Virtual Plus Listing and are an additional fee.

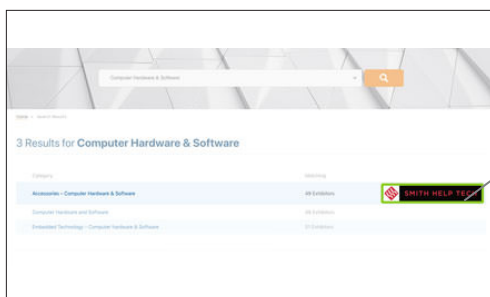
There will be a 100% cancellation fee for any listing upgrades or additional enhancements cancelled after September 15, 2021.



Exhibitor Highlights Sponsorship

Showcase your image or video on the Directory Home Page. Live link directs attendees to your company's listing. Limited to the first 21 exhibitors.

\$500



Product Category Sponsorship

320x50 pixel image (640x100 pixel or image required for upload). Guaranteed #1 listing in the category. Limit one sponsor per category. Acceptable file formats are JPG and PNG.

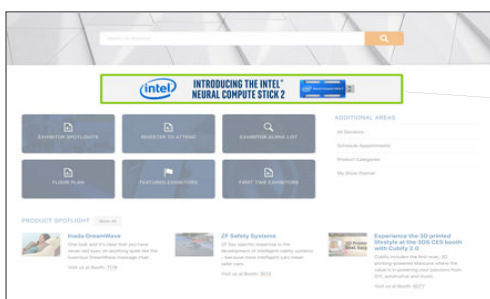
\$2,000



Floor Plan Sponsorship

Sponsor the South Hall or North Hall Floor Plan and drive traffic to your exhibitor listing. Limit one sponsor per hall. 728x90 pixel banner ad on the online exhibit hall. (1456x180 pixel or image required for upload). Acceptable file formats are JPG and PNG.

\$4,000



Exhibitor Listing Home Page Banner

Place your custom banner on the main landing page for the RSNA 2021 exhibitor listings. Banner will rotate randomly approximately every 5-10 seconds. Limit five companies. 1940x180 pixel image and 600x500 pixel image for smaller screens (mobile/tablet). Acceptable file formats are JPG and PNG.

\$9,000

To purchase or upgrade your exhibitor listing:
Exhibitor: Visit rsna2021.exh.mapyourshow.com
Non-Exhibitor: Email sales@rsna.org



RSNA® 2021
REDEFINING RADIOLOGY
November 28 to December 2

ORDER FORM for the official RSNA Annual Meeting Product Category Sponsorship

Name _____

Company Name _____

Booth Number _____

Phone _____

Email _____



Product Category Sponsorship

Please check the product category you are interested in sponsoring below, and send the completed form to Lindsey Hammond at lhammond@rsna.org for approval. Limit one sponsor per category.

There will be a 100% cancellation fee for any listings cancelled after September 15, 2021.

- | | | |
|--|--|---|
| <input type="checkbox"/> 3D Printing & Image Printing Systems and Software | <input type="checkbox"/> Educational Products and Services | <input type="checkbox"/> Pre-Owned Equipment |
| <input type="checkbox"/> Advanced Visualization | <input type="checkbox"/> Electronic Health Records | <input type="checkbox"/> Quality Assurance/Safety |
| <input type="checkbox"/> Angiography, Cardiac and Vascular | <input type="checkbox"/> Enterprise Imaging | <input type="checkbox"/> Control |
| <input type="checkbox"/> Artificial Intelligence/Machine Learning | <input type="checkbox"/> Film-Screen Systems and Viewers | <input type="checkbox"/> Radiation Safety |
| <input type="checkbox"/> Augmented/Mixed/Virtual Reality | <input type="checkbox"/> Financial/Billing Solutions | <input type="checkbox"/> Radiography |
| <input type="checkbox"/> Biopsy | <input type="checkbox"/> Fluoroscopy | <input type="checkbox"/> Robotics |
| <input type="checkbox"/> Breast Imaging | <input type="checkbox"/> Furniture | <input type="checkbox"/> Software/IT Services |
| <input type="checkbox"/> Bone Densitometry | <input type="checkbox"/> Imaging Services | <input type="checkbox"/> Teleradiology |
| <input type="checkbox"/> Career Services | <input type="checkbox"/> Information Systems (RIS & HIS) | <input type="checkbox"/> Therapeutic Radiology |
| <input type="checkbox"/> Computed Tomography | <input type="checkbox"/> Interventional Radiology | <input type="checkbox"/> Ultrasound |
| <input type="checkbox"/> Computer Aided Diagnosis (CAD) | <input type="checkbox"/> Lithotripsy | <input type="checkbox"/> X-ray |
| <input type="checkbox"/> Consulting Services | <input type="checkbox"/> Monitors/Viewing Systems | |
| <input type="checkbox"/> Contrast Agents/Pharmaceuticals | <input type="checkbox"/> MRI | |
| <input type="checkbox"/> Cybersecurity | <input type="checkbox"/> Musculoskeletal | |
| <input type="checkbox"/> Darkroom Equipment and Supplies | <input type="checkbox"/> Neuroradiology | |
| <input type="checkbox"/> Data Storage | <input type="checkbox"/> Nuclear Medicine | |
| <input type="checkbox"/> Dental Imaging | <input type="checkbox"/> PACS | |
| <input type="checkbox"/> DICOM | <input type="checkbox"/> PET | |
| | <input type="checkbox"/> Practice Management | |

To sponsor a product category, please send the completed form to Lindsey Hammond at lhammond@rsna.org.