





# Housekeeping



• Live Language Translation





- Accept the invite that pops up on your screen
  - If using Zoom in a browser instead of app
    - use special link shared in Chat
    - OR scan the QR code on this slide



https://attend.wordly.ai/join/BTJJ-5034

### Live Language Translation

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    - OR scan the QR code on this slide
- In translation box, choose preferred language from drop-down
- Presenter's words will be a transcript in your chosen language





ttps://attend.wordly.ai/join/BTJJ-5034



# Housekeeping



nttps://attend.wordly.ai/join/BTJJ-5034

- Live Language Translation
- Questions in Q&A
- Recording

### Agenda





https://attend.wordly.ai/join/BTJJ-503

- RSNA exhibitor web pages
- RSNA Exhibitor Resource Center (ERC)
- Email communications
- Virtual Office Hours
- First Time Exhibitor Pavilion vs. main show floor
- Pre-show marketing
- E3 evaluation
- Q&A



- Planning Your Exhibit
- Dates and Deadlines
- Exhibitor FAQs
- Badge Registration
- Hotel and Travel
- Exhibitor Best Practices
- Logos and Promotional Tools

- Exhibitor Service Kit
- Target Move-in Assignments
- Booth Spaces (for booth design guidelines)
- First Time RSNA Exhibitors
- International Exhibitor Guide

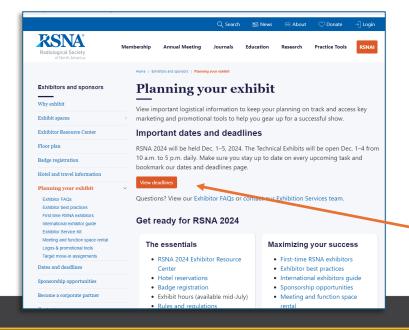


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### Planning Your Exhibit web page

URL: RSNA.org/planning-your-exhibit





- The essentials
- Planning your booth
- Maximizing your success
- Planning your stay

Link to Dates and Deadlines



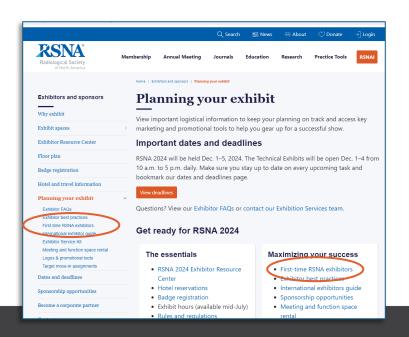
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### First-Time RSNA Exhibitors web page

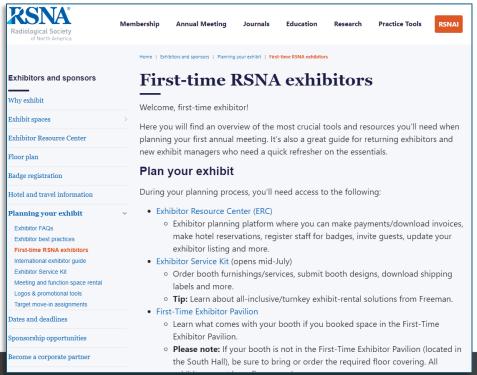
#### How to find it:



- Planning your exhibit page: Maximizing your success
- Left navigation menu







- Overview
- Most important things
- Tips
- Contact Info

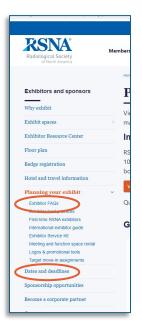


- Planning Your Exhibit
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- Found on every exhibitor web page
- Convenient access
- Easy navigation



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### **Exhibitor Communications**

- Upcoming deadlines
- New opportunities
- Helpful information
- Archives in the Exhibitor Resource Center





### **Exhibitor Communications**

Newsletters	Monthly updates (bi-monthly January-June)  1st Tuesday of the month
Exhibitor Essentials	Weekly reminders of important upcoming tasks or deadlines Fridays (end of June through November)
First Time Exhibitor Essentials	Special email series for First Time Exhibitors to guide through process Thursdays
International Exhibitor Essentials	Special email series for International Exhibitors to assist exhibiting to the US $3^{\text{rd}}$ Tuesday of the month
Webinar Wednesdays	Invitations and reminders for free RSNA exhibitor webinars Wednesdays

#### Official Contractor Emails

- RSNA does NOT sell exhibitor contact list
- Official partners only
  - List in Exhibitor Service Kit
  - Look for Official Partner Badge
- Exercise caution with any other solicitation emails



### Official Contractors

- Hotel rooms onPeak
- Attendee lists Convention Data Services (CDS)

Reserve/purchase through links in Exhibitor Resource Center only!

### Spotting a Scam Email

Not an official partner

Look for Official Partner Badge before providing personal or financial

information

Popular scams:

Hotel rooms

- Attendee lists
- Fake invoices

Look for our official RSNA 2024

Partner badge to identify our authorized vendors



### **Phishing Best Practices**

- Do not click on links that look suspicious or have unusual words/characters in URLs
- Look for poor grammar or other clues
- Confirm with RSNA an email you received is legitimate
  - exhibits@rsna.org

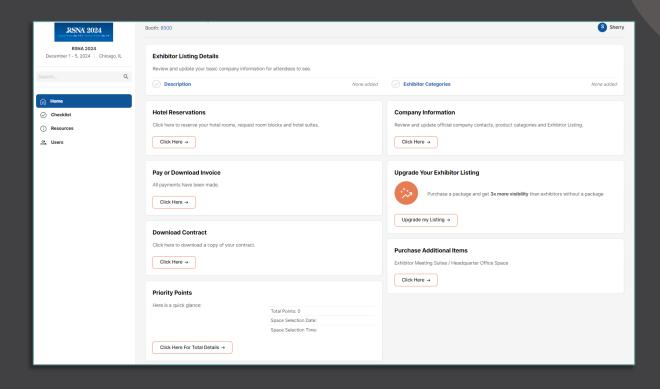




### **Exhibitor Contacts**

### Keep your contacts up-to-date in the ERC

Contact Type	
Primary Contact	Main contact for planning exhibit Receives ALL emails including invoices
Secondary Contact	Contacted if Primary Contact unavailable Receives newsletters, webinar invitations, Exhibitor Essentials, Space Selection reminders
Marketing Contact	Receives newsletters, webinar invitations, Exhibitor Essentials, Space Selection reminders
Accounting Contact	CC'd on invoices
EAC Contact	Receives booth approval status notifications





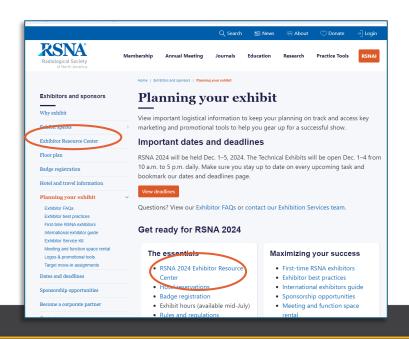




- Login credentials required
- Primary contact can add users
- Contacts and users are different
- See <u>ERC Orientation webinar</u> and/or handout for details

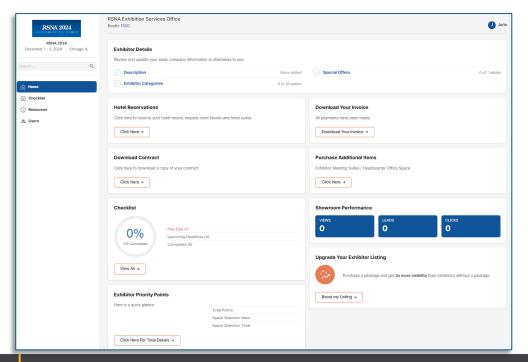


#### How to find it:



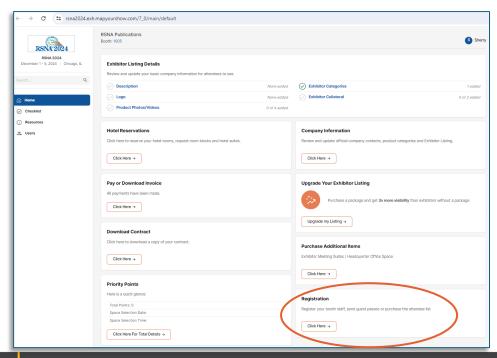
- Planning your exhibit page: The essentials
- Left navigation menu





- Invoices and payments
- Exhibitor listing (enter info or upgrade)
- Update contacts/company info
- Link to exhibitor service kit
- Reserve hotel rooms
- Register for exhibitor badges
- Order meeting suites
- Links to your listing
- Exhibitor communications archives
- Priority points

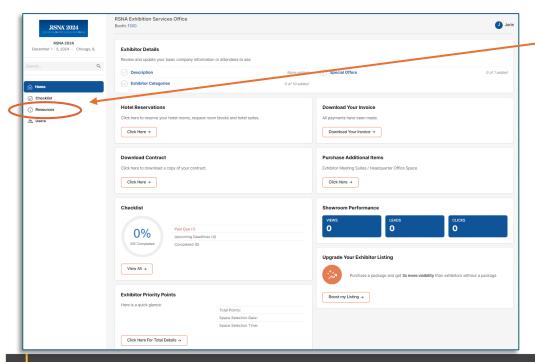






- Registration tile
- Single Sign-On to CDS registration dashboard
- All exhibit staff must be pre-registered through the registration dashboard
  - NO Onsite Registration for Exhibitors
- Virtual Office Hours session August 13





- Access to Resources
  - Newsletter archives
  - Exhibitor Essentials archives
  - International Exhibitor Essentials archives
  - Virtual Office Hours archives

### Virtual Office Hours

- 30-minute Zoom meetings
- 2<sup>nd</sup> and 4<sup>th</sup> Tuesday of month;
   10 AM CT
- RSNA staff and invited guests
- Featured topic presented
- Q&A on any topic
- Schedule on Exhibitor Best Practices web page
- Archives in the Exhibitor Resource Center

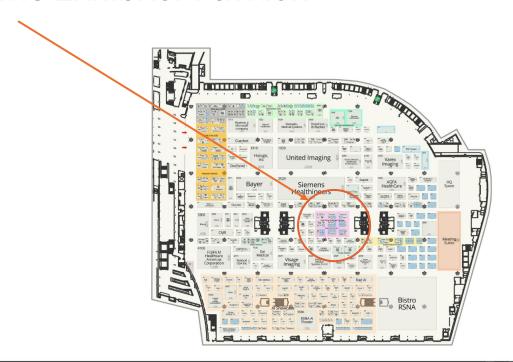


# What comes in your booth?





### First Time Exhibitor Pavilion







- Main show floor (North or South Halls)
  - Pipe and drape for inline and peninsula booths
  - ID sign
  - Floor covering is NOT included
  - Floor covering IS required
  - Ship or rent furnishings



### What comes with your booth?



- First Time Exhibitor Pavilion
  - Pipe and drape
  - ID sign
  - Carpet
  - 30-inch round table + 2 chairs
  - Wastebasket
  - Electrical service
  - One-time booth vacuuming (Sun AM)
  - 10% discount from Freeman (on non-exclusive services)



## Furnishing your booth

- Order from Freeman
  - Carpet
  - Furniture
  - Graphics
  - Electric
- Ship your items
  - Use Advance Warehouse
  - Ship directly to McCormick Place
- Bring your items
  - Hand carry
  - Use ASUV ramp

Packages available – watch FTE Orientation part 2 on Sept 4 with Freeman

Use the correct shipping label!

Nothing motorized!

Note times for ASUV ramp

## What comes with your booth?

#### First Time Exhibitor Pavilion



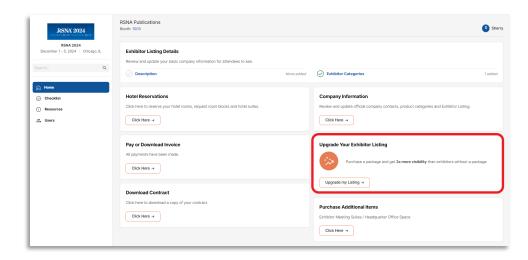
#### Main Show Floor



## Pre-show Marketing



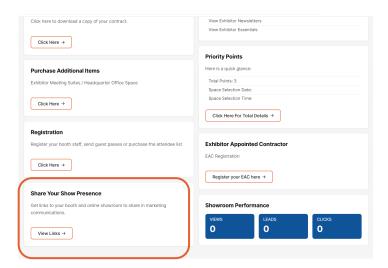
Upgraded Exhibitor Listing



- Upgraded Exhibitor Listing
- Logos and Promotional Tools web page



- Upgraded Exhibitor Listing
- Logos and Promotional Tools web page
- Link to exhibitor listing and floor plan location



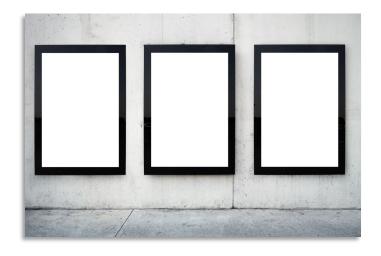
- Upgraded Exhibitor Listing
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- Link to exhibitor listing and floor plan location
- Guest Passes



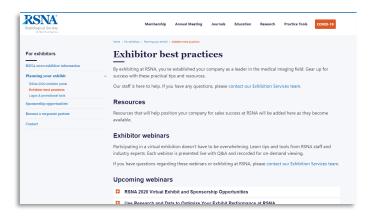
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- Exhibitor Magazine



### Special Offer for First Time RSNA Exhibitors



#### What is E3?

- Developed by Jefferson Davis (Competitive Edge)
- Award-winning program (Trade Show Executive Magazine)
- 21-point expert evaluation and post-show report
  - Reinforce what's working
  - Spotlight areas for improvement
  - Provide direction on how to make improvements
- Benchmark scoring based on booth size and show
- Guides your company to improve your exhibit

#### E3 Evaluation Criteria

- Expert evaluators (NOT critics or judges)
- Visually observable "at show" practices
- Three major areas
  - Overall exhibit
  - Product/service presentation
  - Booth staff
- 21 questions scored on 1 to 5 effectiveness scale

#### How to Read Your Report

Category: Linear

Your Linear All Show Score Average Average

Overall E3 Score = Exhibit + Product Presentation + Staff



Compared to ALL exhibitors evaluated, this exhibit ranked above 30.5% No. of exhibitors evaluated: 204

Compared to other exhibitors in this CATEGORY, this exhibit ranked above 31.4%
No. of exhibitors in this category: 182

Silbitor and Congress, 102

Take our E3 Survey for a chance to win an iPad! http://tinyur

#### WHAT YOUR E3 SCORE MEANS

#### 12-15: Effective!

Excellent exhibit appearance, solid messaging, good presentations and staff support. Pay attention to areas scoring below 4.5. It is possible to improve effectiveness with more creative and interactive strategies. Consider utilizing different technologies to grab attention, engage attendees and provide the information they need.

#### 8-11: Scrutinize!

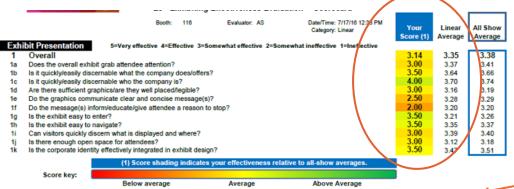
There is room for improvement wherever you scored 3.5 or below. Evaluate clarity, brevity and focus of messaging and visuals, review ease of navigation, brainstorm ways to get visitors physically or mentally engaged with your product/service, and ensure booth staff are easily identifiable, prepared, and ready to engage visitors.

#### Below 7: Needs Serious Attention!

Even small changes in each area can improve your exhibit's effectiveness. Review the comments in this report. Click the link on each page of your report to read about each question you scored low on and how to improve scoring. Seek out tradeshow educational materials. Depending on where you scored lowest, consider help from an exhibit/graphics designer or tradeshow consultant to workled quick analysis and direction.

http://tinyurl.com/E3-IFT-2016-survey

#### How to Read Your Report







#### Comments

- . Booth too crowded. Could use more space or less products/furnishings.
- . What you sell is clear. What makes it different or better is not clear.
- Messaging/graphics visually blocked.



Links to expert resources

## Identifying Areas for Improvement

- 1. Look at overall score and comparison
- 2. Pay attention to yellow and red scores
- 3. Read comments
- 4. Look at pictures
- 5. Use links to learn how to raise your section score

## Where to Look for Additional Ideas RSNA Standout Exhibit Reports

- Pictorial report
- Spotlights RSNA exhibitor best practices
- Categories
  - Attention Grabbing Techniques
  - Effective Visual Communications
  - Engaging & Informative Demos/Presentations
  - Effective Staffing
  - Small Booths that Rock



#### 36 Standout Exhibit Ideas Selected by the E<sup>3</sup> Exhibiting Effectiveness Evaluator

By: Jefferson Davis of Competitive Edge Training.

As a value-added exhibitor service, RSNA 2023 provided selected exhibiting companies with the award-winning E<sup>3</sup> Exhibiting Effectiveness Evaluation.

While conducting evaluations, we looked for exhibits throughout the show displaying imaginative, creative, and effective ideas and practices. We want to congratulate the exhibitors featured and hope all exhibitors look to these ideas as examples of how to make your exhibit even more effective.

Note: The ideas are presented in no particular order and are not ranked good, better, best. They only represent a sampling of many effective exhibiting practices observed at RSNA 2023. Enjoy!



#### Exhibiting Effectiveness Evaluation"

Improving Exhibitor ROI & Attendee Exhibit Hall Experience

RSNA 2023 Standout Exhibits

RSNA 2022 Standout Exhibits

#### Receiving an E3 Evaluation

- Email Sherry Gendel at <u>sgendel@rsna.org</u>
- First 25 receive a complimentary evaluation paid for by RSNA
  - First time exhibiting companies only
- Additional exhibitors can purchase
  - Discounted price of \$195 (\$695 value)









exhibits@RSNA.org

## First Time RSNA Exhibitors Orientation part 2: Pre-show Planning & Onsite Logistics



Wednesday, Sept 4 10 a.m. CT

FREEMAN



# Thank You

#RSNA24