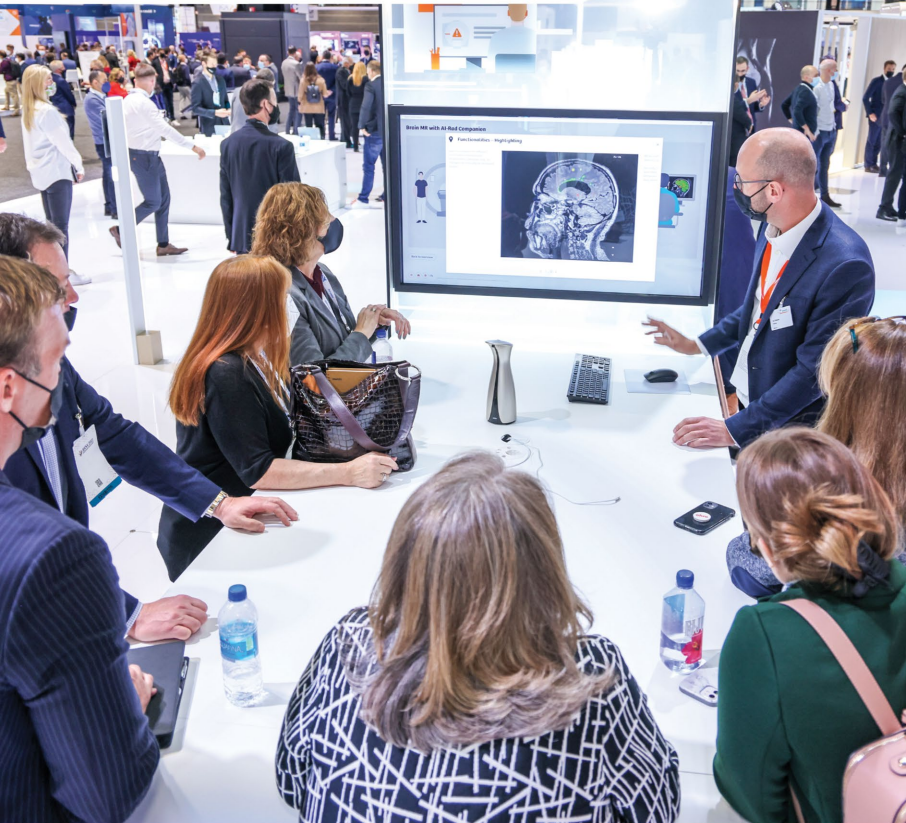


## Radiological Society of North America

108<sup>th</sup> Scientific Assembly and Annual Meeting



# + RSNA Attendee Insights

What RSNA attendees are looking for from exhibitors on the show floor

**RSNA**® 2022

Meeting: November 27 to December 1  
Technical Exhibits: November 27 - 30

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# Housekeeping

- Enter questions in Q&A
- Recording today's session
- Available on-demand on Exhibitor Best Practices page

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## Agenda

- CEIR (Center for Exhibition Industry Research) Report – John Jaworski, CEM
- RSNA Professional Attendee Survey Feedback – Sherry Gendel, CMP
- Radiologist Insights – Cheryl Petersilge, MD, RSNA Technical Exhibits Committee Chair

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# Center for Exhibition Industry Research (CEIR) Report

John Jaworski, CEM  
Assistant Executive Director:  
Meeting Services & Corporate Relations



## Center for Exhibition Industry Research (CEIR)

- Omnichannel Marketing Insights Report, Six-Part Series
  - *Part-Two: Will Attendees Come Back to B2B Exhibitions? Channels Used by Attendees to Meet their Business Needs During the Pandemic and Outlook Moving Forward*





# Meeting Business Needs During the Pandemic

- Digital dominated.
  - 87% Attendees
  - 94% Exhibitors
- Other Channels used too.
  - Supplier Phone Calls – 44% Attendees vs. 8% Exhibitors
  - Direct Mail – 33% Attendees vs 20% Exhibitors

17% of exhibitors rated these channels as effective



## Intent to Exhibit is Strong – 94% Plan to Exhibit

- Unique Value Proposition of Exhibiting
  1. F2F meetings with prospects and customers
  2. Ability to see large # of prospects and customers in a short period of time
  3. Ability to meeting with wide variety of players F2F
  4. Chance for prospects and customers to interact with, experience products
  5. Opportunity to demonstrate new and exhibiting products.



## High Priority Marketing & Sales Exhibition Objectives

### Marketing

1. Brand awareness
2. New product promotions/launches
3. Prospect interactions

### Sales

1. Sales lead
2. Generating orders
3. Relationship management

29% of Exhibitors are looking for hybrid opportunities





## Attendees missed exhibitions too!

- Attendee Exhibition KPIs are 48%
- 95% of attendees identify multiple unique values of attending exhibition not fulfilled by other channels
- Attendees come with dual agenda
  - 98% Shopping
  - 97% Learning



## Top Ranked Reasons for Attending

### Shopping

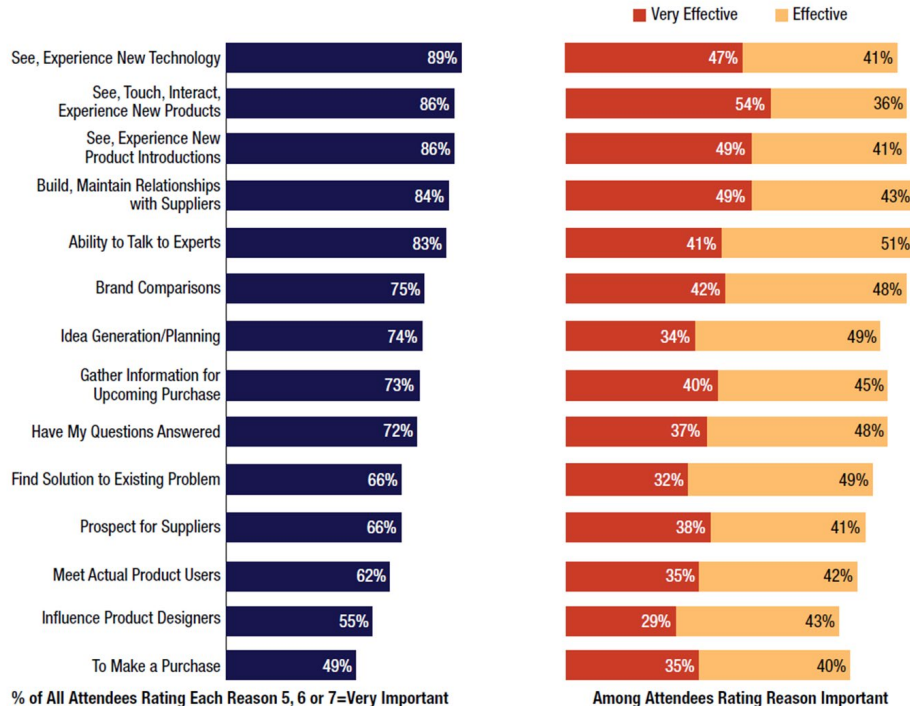
- See, experience new technology (89%)
- See, touch, experience new products (86%)
- See, experience new products introductions (86%)
- Build, maintain supplier relationships (84%)
- Talk to experts (83%)

### Learning

- Keeping up with date with industry trends (90%)
- Professional networking (79%)



### EXHIBITIONS DELIVER ON ATTENDEE SHOPPING NEEDS





# Which Attendance Reasons Now More Important

- Engagement with new products and new technologies
- Relationship building with suppliers
- Keeping up to date with industry trends
- Professional networking
- Get inspiration, motivation



# Unique Value of Exhibition Attendance

1. Ability to see large number of prospective and existing suppliers over a short period
2. Opportunity to see and interact with new and existing products or services
3. Ability to meet with a wide variety of players face-to-face
4. Synergies of in-person dialogue with colleagues – exchanges ideas, strategies, etc.
5. F2F meetings with prospective and existing suppliers

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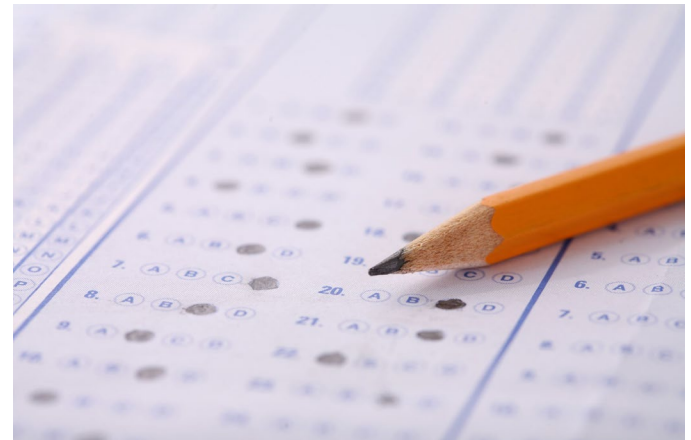
# RSNA Professional Attendee Survey Results

Sherry Gendel, CMP  
Manager: Exhibition Services



## RSNA Professional Attendee Survey

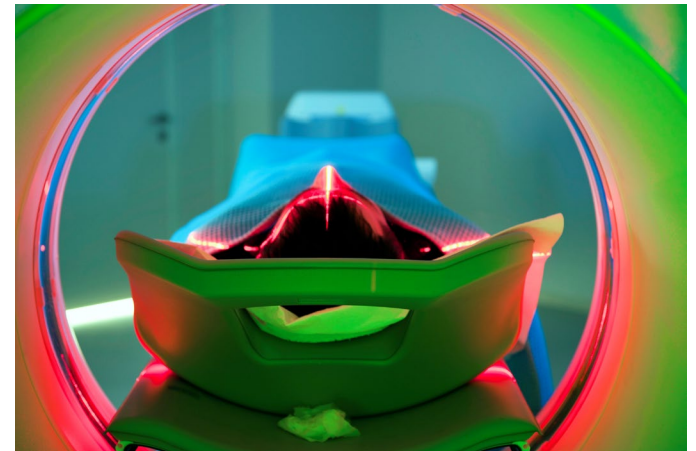
- Annual survey of RSNA professional attendees
- Section of questions specifically on the Technical Exhibition





## RSNA Professional Attendee Survey

83% rated the quality of the  
exhibition as  
Excellent or Very Good







## Comments on quality of the Technical Exhibits

- “Not enough scan images available...to understand the image quality and capabilities”
- “Many of the devices I expected to see at vendors exhibits were not physically displayed. Too many virtual presentations for an onsite exhibit”
- “Curtailed breadth of products, particularly hardware”



## Most frequent comments on the ONE thing they liked most

- Face to face conversations with exhibitors and being able to see products in person
- Learning about the current/new and upcoming products
- More space in the booths
- Demonstrations of new innovations
- Hands on experience
- Less attendees than usual inducing more discussion and interaction with exhibitors



## RSNA Professional Attendee Survey

87% rated the connection  
made with exhibitors as  
Excellent or Very Good





What was missing that you would like to see?





## What was missing that you would like to see?

- More hands-on exhibits
- More equipment
  - “Some suppliers did not bring all of their technology/equipment like past years”
  - “...some vendors...used pictures instead of actual machinery”
- More presentations
- Live demonstrations
- Face to face interaction and offline meetings





## What was missing that you would like to see?

- Content for every country, not only USA
- More multi-modality equipment exhibits
- Advanced techniques
- Interoperability and standards across different AI solutions
- Virtual reality; holographic exhibits
- “The exhibit looked frozen in time; hopefully RSNA 2022 will be again a ‘return to the future’.”





## What was missing that you would like to see? - Staffing





## What was missing that you would like to see?

### Staffing comments

- Bring enough staff so booth doesn't seem abandoned
- Approach visitors with more diligence and not talk amongst themselves
- Polite and unbiased
- Show interest in selling and showing new product; passion and vigor
- Offer help
- Staff that can speak another language (nice to have)







## What was missing that you would like to see?

### Staffing comments continued

- Experts in the field showcasing product; have the right people in the booth
- User feedback...hearing voices of real customers would be valuable





## What was missing that you would like to see? – Presentations/Lectures





## What was missing that you would like to see?

### Presentations/Lectures comments

- More expositive lectures
- Product-oriented “how to do” lectures (non-advertising, informative manner)
  - “...take a more educational approach teaching us how to use their product [instead of hard sell]....Yes, they are there to sell the product but if they don’t make a connection with me regarding the usage of the product, I’m not going to recommend that my hospital or clinic purchases the product”





## What was missing that you would like to see?

### Presentations/Lectures comments

- Real-life examples with more technical content
- Include patient data
- Presentation about availability of new products in different regions around the world





## What was missing that you would like to see?

- “Wine and cheese – ha, ha, ha!”

Last Call at the Exhibit Halls  
Wed, Nov 30, 2:00 – 4:00 pm



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# Radiologist Insights

Cheryl Petersilge, MD

RSNA Technical Exhibits Committee Chair



Wide breadth  
of experience  
as a physician  
leader &  
informaticist

- Chair of Radiology (12 yrs)
  - Cleveland Clinic's Hillcrest & Marymount Hospitals
- Medical Executive Committee (12 yrs)
  - Cleveland Clinic's Hillcrest & Marymount Hospitals
- Vice-Chair Regional Radiology (11 yrs)
  - Cleveland Clinic
- Medical Director, Information Technology (8 yrs)
  - Clinical Informatics
  - Imaging Informatics
- Vidagos, Founder & CEO (4 yrs)
  - Enterprise Imaging Strategy



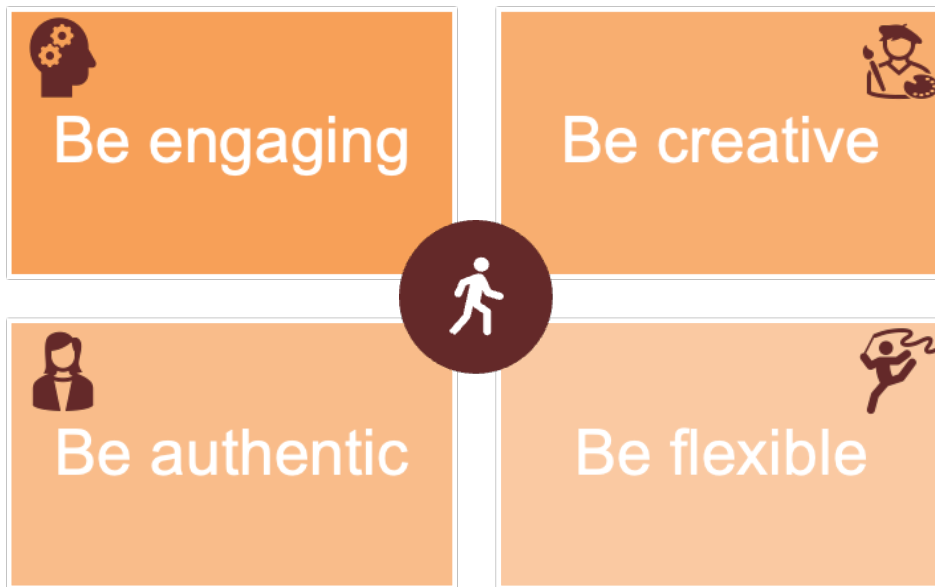
## Perspectives

- Individual
  - Exploring
  - Mission
- Consultant guide for client vendor visits





## Perspective: Individual





# Perspective: Client vendor visit



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## Q&A

Enter your questions in the Q&A tab on your screen

Contact RSNA Exhibition Services

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

1-630-571-7850

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For more information, visit  
[RSNA.org/Annual-Meeting](https://www.rsna.org/Annual-Meeting)