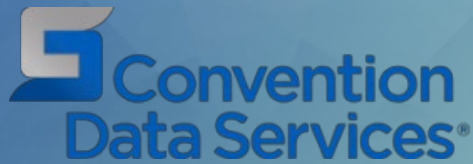Meeting: November 27 to December 1
Technical Exhibits: November 27 - 30

RSNA® 2022 | Empowering *Patients and Partners* in Care

Convention Data Services®

RSNA Exhibitor Webinar 2022

Table of Contents

Convention Data Services®

Connecting People. Driving Events.

Guest Passes

We encourage you to share guest passes with your current and prospective customers who you would like to see at RSNA 2022.

- Guest passes are not intended to be used by company representatives.
- Each exhibiting company and non-exhibitor meeting suite renter receive an allotment of complimentary guest passes.
- Each guest pass may be used for a Technical Exhibits Pass to visit the Technical Exhibits Halls between Nov. 27–30 (a $525 value).
- Guest pass distribution and instructions can be found in the exhibitor registration website beginning Aug. 3.
- The formula used to determine the number of guest passes a company or renter will receive is as follows:

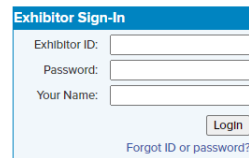| Booth size	Guest passes
Virtual Only booth	N/A
Non-exhibitor meeting suite	5
100–900 square feet	5
1,000–3,900 square feet	10
4,000 square feet or more	20

Accessing and Sending Guest Passes

- Access your guest passes online through your Exhibitor Registration portal
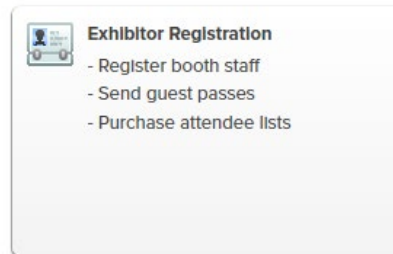
  1. Log into your Map Your Show Exhibitor Portal

  Welcome to the RSNA 2022 Exhibitor Portal

  Please login with your Exhibitor ID and Password below. If you have problems logging in please contact us toll free at 888-527-8823 or 513-527-8823.

  Exhibitor Sign-In

Exhibitor ID:	
Password:	
Your Name:	

  Login

  Forgot ID or password?

  2. Click on the Exhibitor Registration tile

  Exhibitor Registration
  - Register booth staff
  - Send guest passes
  - Purchase attendee lists

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Accessing and Sending Guest Passes

- Click on Guest Passes from the left-hand navigation in registration

      1. Send Invitations

      2. View Invited & Registered Guests

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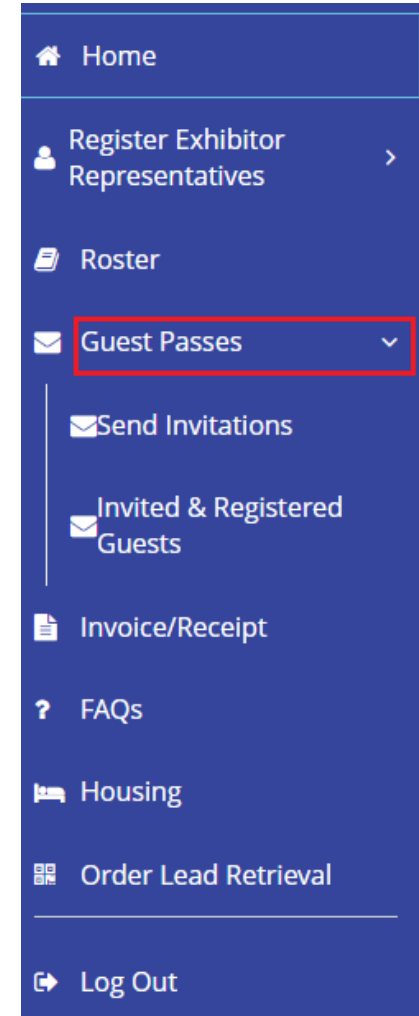
Guest Passes – Send Invitations

Two methods to invite your customers to attend RSNA 2022

- Distribute Your Promo Code
  Provide your unique promo code directly to your customer to use during registration.

- Email Invitations using free marketing tool
  - Use CDS's free marketing tool to send an email invitation on your behalf to your customer(s).

Send Invitations – Free Marketing Tool

- Click on Send Invitations from the left-hand navigation of the Exhibitor Registration portal
- Click on the blue Send Invitations button

Guest Passes

Invite Your Customers to RSNA 2022

Is there a customer you're hoping to meet with at RSNA 2022? Invite them to attend the world's largest medical imaging conference with a free Technical Exhibits Pass. This pass provides in-person attendance to the technical exhibit halls at McCormick Place from November 27 - November 30 as well as access to virtual industry presentations, booths and workshops. (a $525 value).

Use one of the two methods below to invite your customers to attend RSNA 2022 with a free Technical Exhibits Pass.

Please Note: Sending an invitation does not confirm registration; all guests must register themselves online at rsna.org/register.

You may view a list of invited guests and their registration status in the invited & Registered Guests section of the website.

Distribute Your Promo Code

Give your unique promo code directly to your customer. Promo code must be entered during registration when your customer registers online at rsna.org/register.   PROMO CODE: **xxxxxx**

Email Invitations

Invite customers with this free marketing tool. The invitation provides your customer with your unique promo code they can enter at registration for a free Technical Exhibits Pass.

Send Invitations

Promo Code : xxxxxx

Guest Pass Allotment:	5

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Send Invitations – Free Marketing Tool

- Enter your guest(s) information in the marketing form
- Hit the Send Invitation button

Invite a Customer to RSNA 108th Annual Meeting 2022

Invite Your Customers to RSNA 2022
Is there a customer you're hoping to meet with at RSNA 2022? Invite them to attend the world's largest medical imaging conference with a free Technical Exhibits Pass.

To

First Name 1   Last Name 1   Email 1

+ Add Another Recipient

Message

From: Jorie Dydo <jdydo@rsna.org>

Subject: Join us at RSNA 108th Annual Meeting 2022

Custom Message:

Preview Invite Message

Send Invitation

Send Invitations – Invitee Email

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

RSNA 2022

Empowering *Patients and Partners* in Care

Hi Allison,

Join the brightest minds during the most important week in radiology at the 108th RSNA Scientific Assembly and Annual Meeting. RSNA 2022 is where you will be able to explore cutting-edge products and solutions that will enhance patient care and streamline operations at your institution. The RSNA Technical Exhibition will be held in Chicago from November 27 to November 30 from 10 AM to 5 PM CT.

I would like to invite you as a guest of RSNA AI Theater. As our guest, you'll experience:

- 4-day access to the RSNA Technical Exhibition
- Networking with your medical imaging peers and exhibitors
- The latest industry developments and trends presented by exhibitors and industry partners
- Attend industry presentations, workshops and watch AI theater presentations in the AI Showcase
- Access to the virtual industry presentations, booths and workshops

Register Online today using promo code:XXXXXX to receive a free Technical Exhibits Pass and let's set up a time to meet at RSNA 2022!

Jorie Dydo
RSNA AI Theater

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Guest Passes – View Invited & Registered Guests

- Click on Guest Passes from the left-hand navigation in registration
- Click on View Invited & Registered Guests

Invited Guests

Below is a list of Invited Guests and their registration status that were invited using the complimentary marketing tool.

Name	Email	Invite Sent	Registered
Allison Lewis	alewis@rsna.org	July 13, 2022	✔

Registered Guests

Below is a list of all registered guests that have used your promotional code, including those invited using the complimentary marketing tool.

Name	Email	Invite Sent	Registered
00479006-DMT Blue8	0123456789@rsna.org	July 13, 2022	✔
00479024-DMT Green1	479024xx@rsna.org	July 15, 2022	✔

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Lead Retrieval

- Rate Leads
- Surveys/Qualifiers
- Send Follow-up
- Send Literature
- Forward Lead
- Add Image
- Add Reminder
- Notes
- Real-Time Lead Access

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Customization - Qualifier vs Survey

Qualifier Style (Type 1)
- **One screen (Answers)**
- **20 qualifiers**
- **50 character limit**

Survey Style (Type 2)
- **Multiple screens (Question/Answer)**
- **20 questions, unlimited answers**
- **50 character limit**

Literature Fulfillment

Search .ıll LTE   10:54 PM   23%
Literature
Online
Back

Check at least one of the boxes below to send literature.
Click the Send button to submit email.

☐ Select All

☐ Product A Fact Sheet

☐ Product B Fact Sheet

☐ Product C Fact Sheet

Send
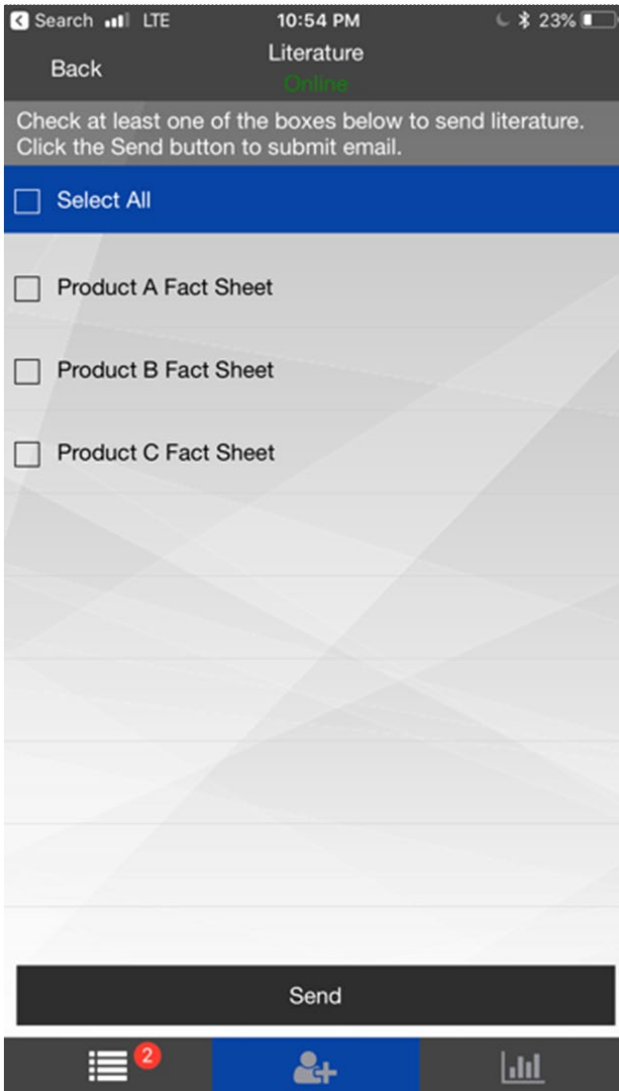
Dear Holly Gosnell,

Thank your for visiting our booth. Below are links to the product information you

requested.

- [Product A](#)
- [Product B](#)

Sincerely,
ABC Company
www.abccompany.com

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Digital Backpack

- Exhibitors upload content into portal prior to event
  - Touchless - Attendees scan QR code to collect exhibitor content.
  - QR codes can be printed or displayed on their kiosk or products
  - Saves your Exhibitors money
    - Printing, Shipping, Storing and is Green
  - Exhibitors receive lead data
  - Can be offered to all exhibitors by Show Management or Exhibitors can order directly

Agilent Technologies

Agilent Technologies, Inc

Agilent is a leader in life sciences diagnostics and applied chemical markets. The company provides laboratories worldwide with instruments services consumables applications and expertise enabling customers to gain the insights they seek. Agilent's expertise and trusted collaboration give them the highest confidence in our solutions.

SCAN ME

CLICK TO ADD TO DIGITAL BACKPACK

Demographics Available

General Contact Information:

- First Name
- Last Name
- Title
- Company
- Address
- City, State and Zip
- Country
- Phone
- Ext
- E-Mail
- Degree 1 & 2

Demographic Fields:

- What is your category?
- What is your Profession?
- What is your Subspecialty?
- What roles do you play in the purchase of the types of products/services exhibited at the RSNA meeting?
- Please select how you influence purchasing decisions.

Order Form

- [RSNA 2022 Lead Retrieval Order Form](#)

Ordering Online

- [RSNA 2022 Online Ordering page](#)

Lead Retrieval Exhibitor Portal

RSNA 2022 Attendee List

Questions? Contact XPress Leads!

Nicole Hutchison

Strategic Exhibitor Services Manager

Convention Data Services, Inc.

Phone: 508-743-0162

E-mail: NHutchison@cdsreg.com

Exhibitor Services

800-746-9734 Select sales option 1

xpressleadpro@cdsreg.com

Lead retrieval order website:

Lead Retrieval Ordering

RSNA attendee list website:

Attendee List Ordering