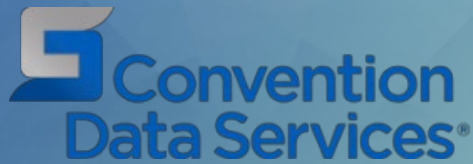




Meeting: November 27 to December 1
Technical Exhibits: November 27 - 30

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



RSNA Exhibitor Webinar 2022

Table of Contents

Guest Passes

- Accessing & Sending
- Free Marketing
- Registered Guests

Lead Retrieval

- Options for Lead Retrieval at RSNA 2022
- Setup Tools
- Demographics Available
- Order Form
- Online Ordering
- Exhibitor Portal

Attendee Lists

- Options for the RSNA Attendee List
- List types
- Mailers

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 |

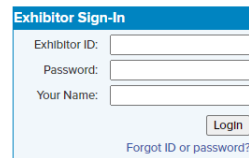
Accessing and Sending Guest Passes

- Access your guest passes online through your Exhibitor Registration portal

1. Log into your Map Your Show Exhibitor Portal

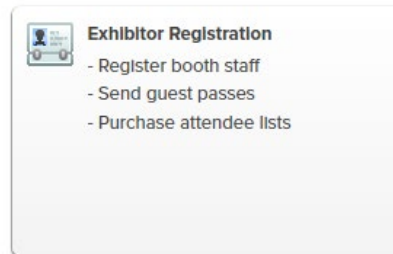
Welcome to the RSNA 2022 Exhibitor Portal

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.



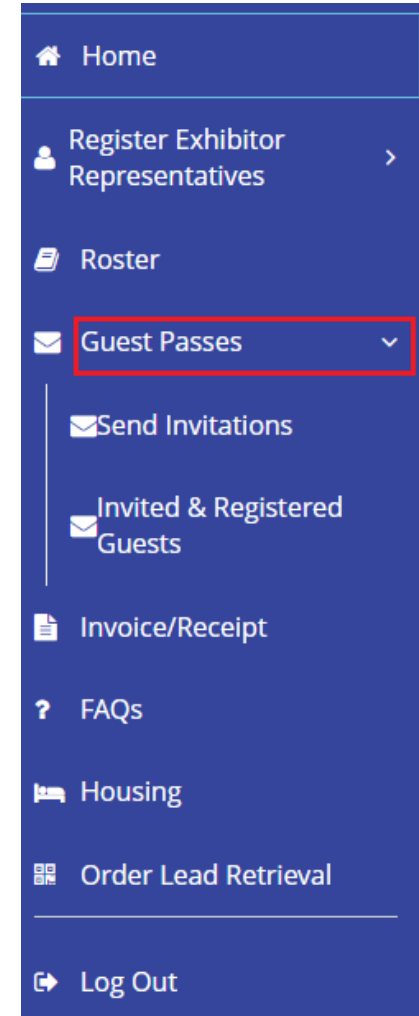
The image shows a sign-in form titled "Exhibitor Sign-In". It contains three input fields: "Exhibitor ID:", "Password:", and "Your Name:". Below the fields is a "Login" button and a link that says "Forgot ID or password?".

2. Click on the Exhibitor Registration tile



Accessing and Sending Guest Passes

- Click on Guest Passes from the left-hand navigation in registration
 1. Send Invitations
 2. View Invited & Registered Guests



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

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

[+ 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



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

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 | ✓ |

Lead Retrieval

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



Customization - Qualifier vs Survey

Qualifier Style (Type 1)

- One screen (Answers)
- 20 qualifiers
- 50 character limit

A screenshot of an iPhone app showing a 'Qualifier' screen. The screen has a dark header with 'Cancel' and 'Qualifier' buttons. Below the header is a list of 10 items, each with a checkbox and text: 'Interested Product A' (checked), 'Interested Product B', 'Interested Product C', 'Purchasing Role : Gathers I...', 'Purchasing Role : Makes Pu...', 'Purchase in 30 Days' (checked), 'Purchase in 60 Days', 'A Lead', and 'B Lead'. At the bottom of the list is a 'Done' button.

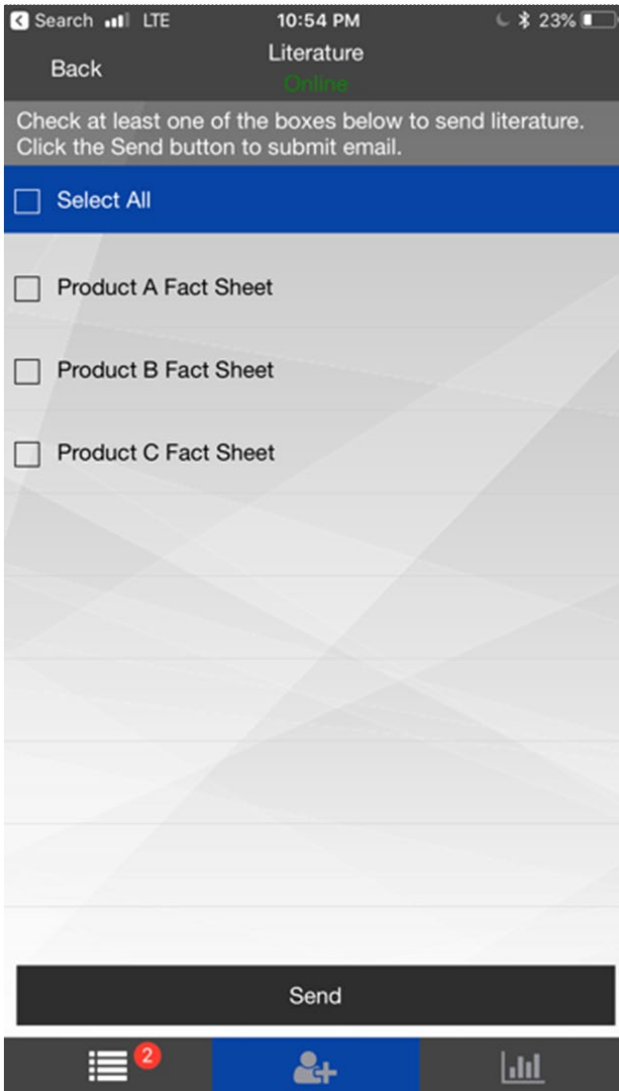
Survey Style (Type 2)

- Multiple screens (Question/Answer)
- 20 questions, unlimited answers
- 50 character limit

A screenshot of an iPhone app showing a 'Survey' screen. The screen has a dark header with 'Search', '5G', '12:55 PM', and 'Survey' (with a green 'Online' indicator). Below the header is a grey bar with '200001' and 'Test First Test Last'. The main content area is titled 'Product Interest' and contains three items, each with a checkbox and text: 'Interested in Product A', 'Interested in Product B', and 'Interested in Product C'. At the bottom of the screen is a 'Save' button.

A screenshot of an iPhone app showing a 'Survey' screen. The screen has a dark header with 'Search', '5G', '12:55 PM', and 'Survey' (with a green 'Online' indicator). Below the header is a grey bar with '200001' and 'Test First Test Last'. The main content area is titled 'Purchasing Role' and contains two items, each with a checkbox and text: 'Gathers Information' and 'Makes Purchase Decision'. At the bottom of the screen is a 'Save' button.

Literature Fulfillment



Dear Holly Gosnell,

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

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

Sincerely,
ABC Company
www.abccompany.com

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



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](#)



| ORDER ONLINE: | www.xpressleadpro.com | SHOWCODE: | rsna1222 | Qty | Early THRU 10/20/22 | Standard AFTER 10/20/22 | Total |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------|-----|-------------------------------------|-------------------------|-------|
|  <p>For Android 5.1x or higher, iOS 10.0x and higher & 3 mega-pixel or greater camera. No mobile hardware included.</p> | XPRESS Connect App - The App on YOUR phone or tablet | | | | \$325 | \$395 | |
| | BEST VALUE! XPRESS Connect 3 App Package - Includes THREE App license activations & custom sales qualifiers | | | | \$499 | \$575 | |
| | Additional XPRESS Connect App Licenses - For additional users | | | | \$99 per additional user activation | | |
| | Bluetooth Printer - One bluetooth connection per lead retrieval | | | | \$120 | \$155 | |
|  <p>Includes mobile phone & charger</p> | XPRESS Connect Plus Handheld - OUR handheld wireless device | | | | \$475 | \$580 | |
| | BEST VALUE! XPRESS Connect Plus Handheld Package - includes mobile device, and custom sales qualifiers | | | | \$510 | \$630 | |
| | Additional XPRESS Connect App Licenses - For additional users | | | | \$99 per additional user activation | | |
| | Bluetooth Printer - One bluetooth connection per lead retrieval PC | | | | \$120 | \$155 | |
|  | XPRESS Connect Elite - The Connect software on YOUR computer | | | | \$460 | \$545 | |
| <small>Includes USB scanner and software. Requires Windows 7 or greater, 1 USB II connection and .NET Framework. Computer not included.</small> | | | | | | | |
| XPRESS EXTRAS | | | | | | | |
|  | Custom Sales Qualifiers / Custom Surveys | | | | \$125 | \$155 | |
| | Text Alert Service - Connect your leads with the right sales reps | | | | \$150 | \$185 | |
| | Literature Fulfillment - Send links to your brochures and products | | | | \$150 | \$185 | |
| | DITP Service - delivery happens the day before show floor opens | | | | INCLUDED | | |
| | Developer Tools - The service below is only for exhibitor-owned lead retrieval devices. You do not need to order this Developer Tool if you are ordering an XPRESS Connect lead retrieval product. | | | | | | |
| Event API - Scan real-time data using your own system | | | | | \$650 | | |

Ordering Online

- [RSNA 2022 Online Ordering page](#)



RSNA 108th Annual Meeting 2022 | McCormick Place | Nov 27, 2022 - Dec 1, 2022

Step 1: Catalog

Step 2: Contact Info

Step 3: Payment

Step 4: Confirmation

SHOPPING CART 0

CDS XPress Leads_test
Booth: 1010101010101

XPress Leads
CONVENTION DATA SERVICES



Fraudulent Lead Retrieval Claims Information

Packages

| | | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>XPress Connect Plus Package</p> <p>YOUR Choice</p> <p>PACKAGE INCLUDES: Custom Qualifiers, XPress Connect Plus</p> <p>\$510.00</p> <p>Qty: 0 ADD</p> | <p>Xpress Connect 5 App Package</p> <p>YOUR Choice</p> <p>PACKAGE INCLUDES: Custom Qualifiers, (5)XPress Connect</p> <p>\$695.00</p> <p>Qty: 0 ADD</p> | <p>XPress Connect 3 App Package</p> <p>YOUR Choice</p> <p>PACKAGE INCLUDES: Custom Qualifiers, (3)XPress Connect</p> <p>\$499.00</p> <p>Qty: 0 ADD</p> | <p>Save BIG when you purchase a package!</p> <p>Packages give you a powerful suite of tools while they save you over individual purchases.</p> <p>← Package Options</p> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

A La Carte Items

All of our lead retrieval products generate a .csv lead file downloadable from the Leads Download Portal. There is no additional cost to download your lead file, your email confirmation will include your unique log-in credentials and you can download your lead file during the show and for 90 days thereafter.

Prices valid until 10-20-2022

| | | |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>YOUR Choice</p> | <p>XPress Connect Plus</p> <p>Specifications Reviews</p> <p>This is full-featured app runs on our state-of-the-art Android phones. XPress Connect Plus is the best of both worlds with powerful lead retrieval features and a big screen smartphone that is online and ready to collect real-time leads.</p> <p>📄 📱 📧 📧 📧 📧 📧</p> | <p>\$475.00</p> <p>Qty: 0 ADD</p> <p>Device Loss/Damage/Warner</p> <p>\$85.00</p> <p>Qty: 0 ADD</p> <p>Optional Bluetooth Printer</p> <p>\$120.00</p> <p>Qty: 0 ADD</p> |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Lead Retrieval Exhibitor Portal

2098199 - Convention Data Services ?

MAIN MENU

- Home
- Education
- Dashboard
- Account ▾
- Downloads ▾
- Devices & Licenses

SETUP TOOLS

- ✓ Qualifiers & Surveys
- ★ VIP Alerts ▾
- ✉ Email Follow-Up
- 💬 Text Message Alerts
- 📄 Literature Fulfillment
- 🎒 Digital Backpack
- 📺 How To Videos

| | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Additional XPress Connect App</p> <p>Need additional licenses? Give all your staff the ability to capture and collect leads anywhere at the event.</p> | <p>Downloads</p> <p>Download and search your scanned leads file anytime from any connected device.</p> | <p>Devices & Licenses</p> <p>Need additional licenses? Give all your staff the ability to capture and collect leads anywhere at the event.</p> |
| <p>Custom Sales Qualifiers</p> <p>Collect the exact information your sales team needs to close the deal using built in custom questions.</p> | <p>Text Alerts</p> <p>Send automatic text messages to the appropriate sales representative when a lead from their territory is scanned in the booth.</p> | <p>Literature Fulfillment</p> <p>Send up to 20 PDF's or video links to your scanned leads that quickly gives your prospects the information they need to make a purchase decision.</p> |
| <p>Email Follow-Up</p> <p>Set up a pre-formatted email and use your device's email client to send a follow up to your scanned leads (App and PC only).</p> | <p>VIP Alerts</p> <p>Upload a VIP list and receive a custom alert on your device when one of your VIPs is scanned.</p> | <p>Dashboard</p> <p>Get the most out of your lead retrieval and exhibiting efforts with instructions and tips.</p> |

Lead Retrieval Solutions

Order online or call 1-800-746-9734.

Order Now!

Learn More

Task List

Below is a list of features that may need your attention.

- ✗ Register Device
- ✗ Text Message
- ✗ Send Literature
- ✗ VIP Invite
- ✗ Follow-Up Email
- ✗ Digital Backpack
- ✓ Qualifiers & Surveys

Event Summary

RSNA 2022 Attendee List



RSNA 108th Annual Meeting 2022 | McCormick Place | 11/27/2022 - 12/01/2022

Home | List Summary | Prerequisite | Review | Payment | Confirmation

Welcome to the RSNA 107th Annual Meeting 2022 Attendee List Portal

CDS XPRESS Leads_test

Postal Mail List Information: (Postal Only) (\$.15 cents per record/\$75.00 minimum)

- Exhibitors do not receive the mail list directly.
- All mailing fulfillment MUST be done by a bonded mailhouse. This online list ordering portal with provided fields where exhibitors enter contact information for their preferred bonded mailhouse.
- Exhibitors can purchase either a Mail List or Registrant List.
- Neither list type includes telephone numbers, fax, or email addresses.
- The list cost is \$.15 cents per record.
- There is a \$75 minimum charge for the list.
- Only attendees who are "opted in" via the registrations process will be included.
- If ordering the Mail List, RSNA must review and approve all promotional materials prior to printing and/or distributing. Your list will not be considered for approval until your marketing piece has been uploaded for approval.

RSNA Registration Names: (\$.15 cents per record/\$75.00 minimum)

- Only attendees who are "opted in" to receive exhibitor mailings via the registration process will be included.
- No Mailer will be distributed. Data will include Name, Title, Company, State, Country. Does not include mailing address, telephone numbers, fax, or email addresses.
- List download link (Excel) will be provided on the final step on the portal page and in the email confirmation after payment has been made.

If you would like to receive an updated mailing list or registration list after the initial purchase, please contact Nicole Hutchison at NHutchison@cdsreg.com.

Available Lists:

RSNA Postal Mailing List 2022

Postal Mailing List - Data will include the following: Name, Title, Company and Mailing Address. Download link is sent to the mail house after mail-marketing approval and payment has been made.

Current count: 1991

Fulfillment Requirements: Mailing house required.

Deadline: 05/01/2023

\$.15 ea.

Purchase

RSNA Registrant Names 2022

Registrant Names - No Mailer will be distributed. Data will include Name, Title, Company, State, Country. (Mailing address is not included).

Current count: 1991

Deadline: 05/01/2023

\$.15 ea.

Purchase

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](#)