

99th Scientific Assembly and Annual Meeting
December 1-6 | McCormick Place | Chicago

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RSNA Exhibitor Planning Meeting

Meeting will begin at 10:30 am

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Steve Drew
RSNA Assistant Executive Director

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Dr. Dana Smetherman
Technical Exhibits Committee Chair

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Educational Program

- 13,162 Abstract Submissions
- 60% International submissions received
- Over 300 courses
- Scientific Papers/Posters
1,800 papers accepted
1,200 Posters accepted

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2012 Registration Summary

Professional Registrants	26,154
Exhibitor Personnel	21,288
Other Registrants (press, staff, guests)	6,336
Total Registrants	53,778

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Non-North American Professional Registrants

Top Countries

- France (1,009)
- Japan (854)
- Germany (680)
- Brazil (642)
- UK (538)
- Italy (480)
- China (456)
- Korea (409)
- Netherlands (346)
- Spain (293)

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Booth Type	2012
Free Form	227
Inline	391
Peninsula	16
Publishers Row	22
Mobile Units	5
Pavilions	6
First Time Exhibitors	87
Total Booths	661
Total Exhibitors	649

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Exhibition Summary

Exhibition consisted of 649 companies – 87 First Time exhibitors
444,900 sq. ft. total
Booth totals by Hall
Hall A: 308
Hall B: 208
Hall D: 148

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Tom Shimala
Director of Technical Exhibits

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2012 Technical Exhibitor ROI Survey

- 78% agreed RSNA – important marketplace for companies
- 98% strongly recommend RSNA meeting to other companies
- 66% were successful at accomplishing their major objectives
- About 85% - companies plan to exhibit at RSNA 2013!

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2012 Technical Exhibitor Survey Summary

Suggestions for Improvements

- Reduce cost of services
- **Consolidate into two exhibition halls**
- Reduce Exhibition days
- A need to see more international attendees

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Technical Exhibits Committee Survey Comments

- Ratings the exhibition
- Traffic patterns – Hall A, B and D
- Bistro Luncheon program – Food Quality and Service ratings

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Exhibit Surveys: RSNA 2012 Attendee Profile A Research Study Conducted by Exhibit Surveys, Inc.

- Attendees' primary reason for attending the meeting was to see new products and developments (71%). Evaluating and comparing products for future purchase (68%) and keeping up-to-date on general industry trends/issues (63%) were the second and third most frequently cited reasons
- Fifty-one percent of the attendees have buying plans as a result of what they saw at the exhibit (47%)
- Seventy-nine percent of the attendees indicated they have a role in the purchasing compared to 75% last year
- Attendees spend an average of 12.2 hours on the exhibitor floor compared to 11.9 last year
- The vast majority of attendees continue to visit all three areas of the show floor. 89% visited all three halls

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2013 Floor Plan: Halls A & B

- Anchor company placement
- Maintain wide drive aisles in both Halls
- Bistro luncheon program will stay in place
- Headquarter offices will remain on exhibit floor
- Publishers Row will be in same general location
- Inline policy at each Hall entrance will still be in place

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**Bob Hope
Director: Housing,
Registration and Travel**

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Housing Update

- Hotel Rates
- New Hotels
- Hotel Management/Name Changes
- Major Renovation Projects
- Housing Formula
- Airfare
- Exhibits Only Fee

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Exhibitor Dates

- May 13
 - Hotel letter emailed
- June 12
 - Housing and Registration available online
- July 12
 - Block Housing deadline
- August 14
 - Block Housing assignments available

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Exhibitor Dates

- August 23
 - Block Housing hotel deposits due
- October 4
 - Block Housing rooming list due
 - \$50 penalty initiated for each cancelled room (individual and block)
 - \$50 penalty initiated for each reservation change that reduces length of stay (individual or block)
- November 6
 - Deadline for housing and badge mailing

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John Jaworski
Assistant Director of Technical Exhibits

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RSNA 2013 Technical Exhibition

- More Opportunities
 - Premium Exhibitor Listing
 - Product Theater
 - Virtual Meeting
- RSNA 2013 Technical Exhibition
 - Floor Plan
 - Assignment Process and Tips
 - Space Rates
 - Important Dates

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RSNA Exhibitor Listing

- Updated for 2012
 - New Modern Look
 - Additional Features
- 14 exhibitors upgraded their listing
 - Gold or Silver Package



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Basic Exhibitor Listing

Basic Features include

- 1) Company Name
- 2) Mailing Address
- 3) Contact Information
- 4) Booth Number
- 5) Company Description
- 6) Product Categories

Sample Basic Listing



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Premium Exhibitor Listing

Additional Benefits

- 1) Company Logo
- 2) Banner Ad
- 3) Featured Products (12)
- 4) Videos (12)
- 5) Documents (12)
- 6) Social Media Links
- 7) Contact Us

Sample Premium Listing



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Premium Exhibitor Listing

- New Features for 2013
 - 1) Top of the Exhibitor List when searched
 - 2) Included Exhibitor Spotlight section
- One Reduced Rate for 2013
- Order through Space Application & Service Kit

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Exhibitor Product Theater

- Educational environment outside your booth
- South Building, Hall A
- Monday - Wednesday
- Seats 125 individuals
- Streamed through the RSNA Virtual Meeting



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Exhibitor Product Theater ROI

- Five Exhibitors hosted seven session
- Session attendance averaged 75 individual
- Virtual attendance ranged from 180-340 participants
 - Included chat, Q&A, lead capture
- Session recorded for on-demand playback
- Recording were shared with exhibitor

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Exhibitor Product Theater Changes

- Improved location in Hall A near Café A1
- Enclose Theater
- Full-time Theater host to capture leads
- Consider beverage service
- Additional Times (10:30am, 12:15pm, 2:00pm & 3:45pm) on Monday – Wednesday
- Continue streaming in the Virtual Meeting
- Same price: \$9,500

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RSNA 2012 Virtual Meeting

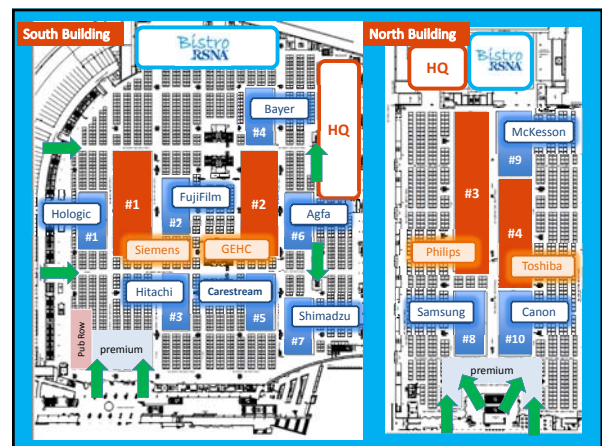
- Coincided with annual meeting in Chicago
- 46 courses and session over 7 days
 - RSNA Live Education Sessions
 - Case of the Day
 - Educational Exhibits
 - Scientific Posters
 - Digital Presentations
 - Exhibitor Listings
 - Exhibitor Product Theater

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RSNA Virtual Meeting User Report

- Free to members; \$300 for non-members
- 6,955 unique participants
 - 4,037 domestic; 2,919 international
- CIR/Emergency Radiology Session (Saturday)
 - 592 in English and 100 in Spanish
- 1,867 participated in the Case of the Day
- 29,056 CME credits were earned
- 915 unique page views of the exhibitors list



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Exhibit Space Assignment Process

- Application Available Online beginning March 27
- First-Round Deadline is April 26
- Four Points are earned per year since 1996
- Maximum Points earned is 72
 - Ten years of exhibiting would earn 40 points
 - 5 years of exhibitors would earn 20 points
 - First-time exhibitors would earn 4 points

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Exhibit Space Assignment Process

- Exhibitor Points Breakdown
 - 22% of exhibitors earn maximum points
 - 16% earn between 40-68 points
 - 13% earn between 28-36 points
 - 17% earn between 16-24 points
 - 17% earn between 8-12 points
 - 15% earn 4 points (first-time exhibitors)

❖ *Tie-breaker is the date received*

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Exhibit Space Assignment Process

- Mergers
 - The merger/acquisition occurred within the past 12-months
 - Letter/Press Release stating the merger/acquisition
 - One company exhibits, points with the most favorable exhibit history will be used and one-time cross-reference
 - Both companies exhibits, no change in point status will occur.
- Name Changes
 - Indicate old company name on application to be awarded proper historical points and one-time cross-reference

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Exhibit Space Assignment Process

- Joint or Co-Marketing Ventures
 - Letter on company letterhead required from both exhibitors
 - Points of both companies will be averaged during the space assignment process
- Booth Sharing is not permitted
 - Company named on the application will receive exhibitor listing, hotel rooms, and name badges

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Space Assignment Tips

- Keep the point system in mind as you indicate floor location preferences on your application.
- Select Two Locations per Hall in different locations
- If important, name competitors and partners companies on application
- Tell us the most important criteria during the assignment process (building, competitor, partner, floor location or corner booth)

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Technical Exhibit Space

- Preferred Space Rates
 - \$33.00 per square foot
 - \$400.00 per corner assigned
- Special Fees
 - Premium Inline: \$250.00 per 10x10
 - Contiguous Aisle: \$16.50 per square foot
 - Second-Level Exhibit: \$16.50 per sq. ft. of 2nd Level
- Headquarter Office: \$11.00 per square foot
 - Additional Costs: \$147.50/m wall; \$186.00/door

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Exhibit Space Application/Contract

- Mail original, signed application
- 25% or 100% deposit required
- Company check or wire transfer permitted
- Include sample brochure

❖ *Credit cards are not accepted. Contact RSNA if Proforma Invoice is required to process deposit.*

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Important Dates

- March 27: Space Application Available
- April 26: First-Round Application Deadline
- April 29: Space Assignments Begin
- June 12: Exhibitor Housing and Registration Opens
- June 26: Space Assignments Released at Exhibitor Planning Meeting; mailed to confirmed exhibitors
- July 15: Service Kit Available online

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Technical Exhibits Staff

Georgetta Piotrowski <i>Assistant</i> 630-571-7850 exhibits@rsna.org	Lauren Giagnorio <i>Manager</i> 630-571-7851 lgagnorio@rsna.org
John Jaworski <i>Assistant Director</i> 630-571-7855 jjaworski@rsna.org	Tom Shimala <i>Director</i> 630-368-3760 tshimala@rsna.org

❖ Visit RSNA.org/exhibitors for complete important

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Questions and Answers

THANK YOU FOR PARTICIPATING