

INNOVATION  
IS THE KEY  
TO OUR FUTURE


100<sup>th</sup> RSNA<sup>®</sup> 2015

# EXHIBITOR APPLICATION

101<sup>st</sup> Scientific Assembly and Annual Meeting  
McCormick Place, Chicago

November 29 – December 4



FINAL CHECKLIST:

-  **Review your application for accuracy**
-  **Sign your application/contract**
-  **Include your 25% deposit or full payment in the form of:**

Check payable to RSNA in U.S. funds drawn on a U.S. Bank.  
By sending your check to us, you authorize RSNA to convert the check into an electronic funds transfer. Please be aware that your account may be debited as soon as the same day we receive your payment.  
-OR-

Bank wire transfer to:  
JP Morgan Chase Bank, NA  
10 S. Dearborn St.  
Chicago, IL 60603 – USA  
ABA Transit Number: 071000013  
Swift Code: CHASUS33  
Account Number: 4184254  
The RSNA Tax ID # is 15-0539115

All fees associated with wire transfers are the responsibility of the exhibiting company (approx. \$20.00 per wire transfer).

-  **Include your current company literature for the Technical Exhibits Committee to review**
-  **Mail all of the above to:**

RSNA Technical Exhibits  
820 Jorie Blvd.  
Oak Brook, IL 60523-2251  
USA

Make a copy of the completed application for your records. **Faxed or e-mailed applications/contracts will not be accepted.**

Applications are not considered until the original signed application is received by RSNA with deposit and company/product information.

IF YOU HAVE ANY QUESTIONS, CONTACT US AT [EXHIBITS@RSNA.ORG](mailto:EXHIBITS@RSNA.ORG) OR 1-630-571-7850.

HAVE YOU CONSIDERED?

► To find out more information about these opportunities please visit [RSNA.org/Exhibitors](http://RSNA.org/Exhibitors).

Meeting Suite Rental

RSNA offers a place on the exhibit floor for companies to hold private meetings with customers, potential clients, and staff. Meeting Suites will be located within the exhibit hall of your main booth. Education sessions and product demonstrations are not permitted inside the meeting suites.

Each Meeting Suite includes carpet, 8' enclosed hard wall, lockable door, conference table, chairs, identifying signage, electrical 5 amp and nightly cleaning.

**Size Options:**  
13'x13' Suite: \$4,000/full meeting  
20'x20' Suite: \$8,000/full meeting

Headquarter Office Space

Are you in need of additional office space for your staff? Headquarter Office Spaces are available for exhibitors to rent for the entire meeting to use for:

- Company break and lunch room (food service is available through McCormick Place Caterer)
- Check-in point for company staff
- Staff Meetings and Training

Minimum size is 10' x 10' and can be rented in 100 sq. ft. increments. Headquarter offices are available in both technical exhibit halls and will be assigned to the

same hall as your company's main booth. **These offices are restricted to exhibit personnel only;** professional attendees are not permitted entry and should not be used in conjunction with booth activities.

**Space Rates**  
\$12.00 per square foot for preferred exhibitors

**Additional Charges by General Contractor**  
Walls - \$147.50 per meter  
Doors - \$185.00 per unit

Premium Exhibitor Listing

Exhibitors can enhance their online exhibitor listing with company logo, graphics, photos, videos, documents, and social media.

Your premium listing includes the following:

- Company logo
- Banner image on top of listing
- Placement on the top of all exhibitor listing searches

- (12) featured products with description, image and link to company website
- (12) embedded videos
- (12) PDF documents with title and description
- Social media links to Facebook, LinkedIn, Twitter, YouTube, Vimeo and Flickr
- 'Contact us' email form to gather leads
- **Cost of Premium Exhibitor Listing: \$595**



# 2015 TECHNICAL EXHIBIT SPACE APPLICATION/CONTRACT



NOVEMBER 29 – DECEMBER 4

PLEASE COMPLETE YOUR INFORMATION, THEN PRINT, SIGN AND MAIL THIS FORM.

First Time Exhibitor (Include company literature for committee review)  Exhibited under former name: \_\_\_\_\_

**1. Mailing Address:** This address will be used to mail all RSNA exhibit-related materials: not for publication.

Company \_\_\_\_\_ City \_\_\_\_\_  
 Address \_\_\_\_\_ State or Province \_\_\_\_\_  
 Address \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

**2. Contact Information:** Only the designated official contact will receive all RSNA exhibit-related materials. International exhibitors should also designate a U.S.-based contact, if available. Please furnish mobile phone numbers for use during onsite operations.

Official Contact \_\_\_\_\_ Job Title \_\_\_\_\_  
 Telephone (Business) \_\_\_\_\_ Telephone (Mobile) \_\_\_\_\_ E-mail Address \_\_\_\_\_  
 Secondary Contact \_\_\_\_\_ Job Title \_\_\_\_\_  
 Telephone (Business) \_\_\_\_\_ Telephone (Mobile) \_\_\_\_\_ E-mail Address \_\_\_\_\_

**3. Booth Size & Locations:** Select booth type, dimension and number of requested corners. Two locations per booth must be selected in each hall. By completing Booth 2, you are requesting multiple booths. Booth descriptions and floor plans found at [RSNA.org/Exhibitors](http://RSNA.org/Exhibitors).

Booth Type*	Dimensions	Premium Inline	Number of Corners	Location Choices			
				Hall A, South Building	Hall B, North Building		
<i>Example</i> IN	10 x 10	<input checked="" type="checkbox"/>	( 0 )	1000	5600	6000	8500
Booth 1 _____	_____ x _____	<input type="checkbox"/>	( _____ )	_____	_____	_____	_____
Booth 2 _____	_____ x _____	<input type="checkbox"/>	( _____ )	_____	_____	_____	_____

Note: RSNA cannot guarantee corners or premium booths at the time of assignment. Contiguous aisle charges will apply to companies with a common aisle between multiple booths.  
 \*Booth Type: IN—Inline FF—Free Form PN—Peninsula MB—Mobile Unit PR—Publishers Row

**4. Preferences:** The following will be used as a guide in assigning your exhibit space.

- a. Hall Preference:** In which hall would you like to exhibit?  
 A - South Building  B - North Building
- b. Partner Proximity:**  
 We would like to be near \_\_\_\_\_
- c. Competitor Proximity:**  
 We would not want to be near \_\_\_\_\_
- d. Assignment Priority (select one):**  
 Hall Location  Competitor Proximity  Partner Proximity  
 Floor Location  Corner Location (inline only)

**5. Headquarter Office Space** (see pg. 2 for details)

HQ \_\_\_\_\_ X \_\_\_\_\_  
 Assignment location determined by RSNA

**6. Meeting Suites** (see pg. 2 for details)

\_\_\_\_\_ 13'x13' (\$4,000) \_\_\_\_\_ 20'x20' (\$8,000)

**7. Premium Exhibitor Listing** (see pg. 2 for details)

Yes, I would like to enhance my exhibitor listing (\$595)

**8. Second Level Space**

Yes, we have second level space \_\_\_\_\_ (square feet)

**9. Payment:**

Technical Exhibit Space: \_\_\_\_\_ square feet X \$34.00 = \$ \_\_\_\_\_  
 Premium Inline Booth(s): \_\_\_\_\_ number per 100 square feet X \$250.00 = \$ \_\_\_\_\_  
 Corner(s) Requested: \_\_\_\_\_ number of corners X \$400.00 = \$ \_\_\_\_\_  
 Headquarter Office Space: \_\_\_\_\_ square feet X \$12.00 = \$ \_\_\_\_\_  
 Meeting Suites: \_\_\_\_\_ number of 13'x13' suites X \$4,000 = \$ \_\_\_\_\_  
 \_\_\_\_\_ number of 20'x20' suites X \$8,000 = \$ \_\_\_\_\_  
 Premium Listing: \_\_\_\_\_ X \$595.00 = \$ \_\_\_\_\_  
 2nd Level Space: \_\_\_\_\_ square feet X \$17.00 = \$ \_\_\_\_\_  
 Full Payment Required \$ \_\_\_\_\_

Exhibitor agrees to abide by the Terms and Conditions and the 2015 Exhibitor Rules and Regulations which are made a part of this contract by reference and are fully incorporated herein. The undersigned is empowered to enter into contracts on behalf of the exhibiting company. This is not a binding contract until signed by RSNA.

**X** \_\_\_\_\_  
 Signature of Exhibitor Representative \_\_\_\_\_ Date \_\_\_\_\_  
**X** \_\_\_\_\_  
 Radiological Society of North America \_\_\_\_\_ Date \_\_\_\_\_

For RSNA Use Only				
Date Received	VIA	Batch #	CO Number	Points

# RSNA TECHNICAL EXHIBIT SPACE TERMS AND CONDITIONS

## I. Application for Technical Exhibit Space

The application/contract must be signed by an authorized representative of your company and accompanied by a deposit of at least 25% and current company or product literature. Additions, deletions or addenda to the original application must be made using the RSNA Technical Exhibit Space Change Form. No changes will be considered without an official written request.

Applications received after June 23, 2015 must be paid in full and are not guaranteed inclusion in official RSNA publications.

**INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED.**

## II. Exhibit Eligibility

Medical devices and/or drugs which are subject to approval by the United States Food and Drug Administration or other government agency and which are to be exhibited at the RSNA meeting must be approved by the FDA or the appropriate agencies or authorities of the federal, state or local government. Devices not fully approved, or which qualify for an Investigational Device Exemption (i.e., PMA and/or 510(k) devices), must be identified as such to RSNA at the time of application. Likewise, medical devices and/or drugs to be exhibited which, under United States law, may be offered for sale outside the United States, must be identified as such to RSNA at the time of application. Failure to disclose this information at the time of application may result in loss of exhibit space and forfeiture of all monies paid to RSNA. All products and services to be exhibited must be directly related to the teaching or practice of radiology and are subject to approval in its discretion by the RSNA Technical Exhibits Committee.

Exhibitors may display only those products and services which they regularly manufacture or distribute. Applications deemed ineligible by the RSNA Technical Exhibits Committee will be returned with exhibit space funds on deposit.

## III. Exhibitor's Representatives

The application signatory or his/her designee shall be the official representative of the exhibitor, certify representatives and act on behalf of the exhibitor in all negotiations. Notification of violations of rules and regulations, which may result in immediate or future penalties to the exhibiting company, shall also be made in writing to the Chief Executive Officer.

## IV. Exhibit Space Rental Rates

Space will be rented according to the categories listed below.

**Preferred Exhibitor Space Rate:** \$34.00 per square foot, plus \$400 for each corner.

Preferred Exhibitor status is offered to exhibitors who continually support RSNA by repeating their attendance at the annual meeting and by complying with the Exhibitor Rules and Regulations. These companies are awarded Preferred Exhibitor status, as are all first-time exhibitors.

**Standard Exhibitor Space Rate:** \$51.00 per square foot, plus \$600 each corner.

Any company that has exhibited at any RSNA annual meeting in the last five years and has been found in violation of RSNA Exhibitor Rules and Regulations at the most recent RSNA meeting at which it exhibited will be charged the standard exhibit space rate. Written notification of violation(s) and exhibitor status will be sent to the official representative and Chief Executive Officer of the exhibiting company prior to the online posting of the Technical Exhibit Space Application/Contract for the next annual meeting.

### Additional charges:

Aisles between contiguous space of the exhibitor will be rented at a rate of \$17.00 per square foot (\$25.50 per square foot for Standard Exhibitors). All setback rules outlined in Rule 9 of the Exhibitor Rules and Regulations apply to this area.

Second-level Exhibits: Two-story exhibits will be assessed a surcharge of \$17.00 per square foot (\$25.50 per square foot standard exhibitors) on the total square footage of the second level.

Headquarter office space will be rented at a rate of \$12.00 per square foot (\$18.00 for Standard Exhibitors). Construction costs are separate. Walls (\$147.50 per meter) and doors (\$185.00 each) are billed by Freeman, the official contractor of the RSNA annual meeting.

Meeting Suites are available for a full meeting rental for either \$4,000 (13'x13') or \$8,000 (20'x20'). Education and product demonstrations are not permitted inside the Meeting Suites.

## V. Assignment of Exhibit Space

The first-round assignment of exhibit space will begin on April 27, 2015. After April 27, 2015 applications will continue to be accepted and space assignments will be subject to availability.

A point system based on RSNA exhibit history will guide the assignment of booth space. Four seniority points will be given for each year of exhibiting beginning with 1996.

Exhibitors that have either merged with, have been purchased by or have purchased another company will receive seniority points that have been earned by the company with the most favorable exhibit history, provided only one company continues to exhibit. Where both companies continue to exhibit, no change in point status will occur. This shall affect all mergers and acquisitions taking place after December 1, 2014.

Point system, exhibitor status and exhibitor's preference or proximity to other exhibiting companies will be taken into consideration in determining booth location, subject to availability of space, booth design, configuration and services required such as water, drain and electricity. Space requests from Standard Exhibitors will not be assigned until Preferred Exhibitors in each point category have been assigned space. The preferences indicated are for guidance only and are not guaranteed.

RSNA reserves the right to rearrange the floor plan at any time. RSNA reserves the right to relocate exhibitors should it become necessary for causes beyond the control of RSNA or advisable in the best judgment of RSNA.

## VI. Exhibit Space Payment Schedule

Application must be accompanied by a deposit in U.S. funds drawn on a U.S. Bank of 25% or

100% of the total rental fee. Checks should be payable to Radiological Society of North America, Inc. By sending your check to us, you authorize RSNA to convert the check into an electronic funds transfer. Please be aware that your account may be debited as soon as the same day we receive your payment. The RSNA tax identification number is 15-0539115.

Exhibitors may wire transfer payment to:

**JP Morgan Chase Bank, NA, 10 S. Dearborn St., Chicago, IL 60603 – USA.**

**ABA Transit Number: 071000013**

**Swift Code: CHASUS33**

**Account Number: 4184254**

All fees associated with wire transfers are the responsibility of the exhibiting company (approx. \$20.00 per wire transfer).

Space must be fully paid by August 7, 2015 or it may be reassigned or sold by RSNA. Applications postmarked after June 23, 2015, must be accompanied by full payment.

Exhibitors who fully pay their exhibit space rental fees by August 7, 2015 will earn five (5) priority points toward RSNA 2016 space selection process.

Applications from exhibitors that have outstanding balances from any previous year due RSNA, its contractors or vendors will not be processed without full payment of delinquent and current accounts.

Applications from exhibitors that have canceled or reduced space after the deadline in any previous year require full payment at the time of application. Applications from exhibitors that have reduced more than 25% of requested space after the initial space assignment in the previous year require full payment at the time of application. This payment shall be considered a nonrefundable deposit for exhibit space. In such a situation, the conditions in Section VII (Cancellation/Refund of Exhibit Space Fees) will not apply.

## VII. Cancellation/Refund of Exhibit Space Fees

Written notification of cancellation or reduction of space must be received by RSNA on or before the dates specified below, but the following refund provisions are subject to the last paragraph of Section VI, above. If space is canceled or reduced on or prior to July 10, 2015, a full refund will be made or credit issued for the amount space has been reduced. If space is canceled or reduced after July 10, 2015, but by August 7, 2015, 25% of the rental fee for the canceled space will be due RSNA. If space is canceled or reduced after August 7, 2015, the exhibitor shall remain liable to RSNA for the total rental fee for the space canceled.

Refunds for reduced space will not be given until after the meeting has occurred. Space not claimed and occupied prior to 1:00 p.m. on Saturday, November 28, 2015, for which no special arrangements have been made with RSNA, may be resold or reassigned by RSNA without obligation on the part of RSNA to refund exhibit fees, and without obligation to assign the exhibitor to other space.

## VIII. Subletting of Space

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.

## IX. Insurance and Liability

The exhibitor shall be fully responsible for any claims, liabilities, losses, damages or expenses relating to or arising from an injury to any person or any loss of or damage to property where such injury, loss or damage is incident to, arises out of, or is in any way connected with exhibitor's participation in the exhibition (except as otherwise provided in the Lease Agreement between RSNA and McCormick Place). It is the exhibitor's sole responsibility to obtain, at its own expense, any or all licenses and permits to comply with all federal, state and local laws and city of Chicago ordinances for any activities conducted in association with or as part of the RSNA annual meeting. The exhibitor shall protect, indemnify, hold harmless and defend RSNA, its officers, directors, agents and employees against all such claims, liabilities, losses, damages and expenses, including reasonable attorney's fees and costs of litigation; provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence of RSNA, its officers, directors, agents or employees.

Exhibitors must maintain general public liability insurance against claims for personal injury, death or property damage incident to, arising out of or in any way connected with the exhibitor's participation in the exhibition, in an amount of not less than \$1 million for personal injury, death or property damage in any one occurrence. Such insurance must include coverage of the indemnification obligations of the exhibitor under the Exhibitor Rules and Regulations must cover RSNA as an additional named insured. Each exhibitor is responsible for obtaining, for its protection and entirely at its expense, such property insurance for its exhibit and display materials as the exhibitor deems appropriate.

Any policy providing such property insurance must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against RSNA, its officers, directors, agents or employees. All agents or representatives performing services at McCormick Place directly for an exhibitor, other than the exhibitor's employees, must provide RSNA with original certificates of insurance at the same time a request for an exception under Rule 7 of the RSNA Exhibitor Rules and Regulations is made. In the event any part of the exhibit hall is destroyed or damaged so as to prevent RSNA from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in the event occupation of assigned space during any part or the whole of the exhibition period is prevented by strikes, acts of God, national emergency or other causes beyond the control of RSNA, the exhibitor will be charged for space during the period it was or could have been occupied by the exhibitor; and exhibitor hereby waives any claim against RSNA, its directors, officers, agents or employees for losses or damages which may arise in consequence of such inability to occupy assigned space, it's sold claim against RSNA being for a refund of rent paid for the period it was prevented from using the space.

## X. Exhibitor Rules and Regulations

The exhibitor understands and agrees that the RSNA 2015 Exhibitor Rules and Regulations, which are posted on the RSNA Website, are an integral and binding part of this contract.