

RSNA Exhibit

NETWORK

providing exhibit info for the medical industry

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Edition of Exhibitor Newsletter August 2008

RSNA 2008 Professional Registration Progress Report (as of August 8, 2008).

Total Health Professionals	12,061
North American	8,000
International	4,061

(Professional registration is running 5% above last year's pace)

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From the Exhibit Floor

Don't Forget To Have Your Exhibit Booth Design Approved & the Agreement Form Signed

All freeform exhibits (20' x 20' or larger) must submit booth designs to RSNA for approval by Sept. 5.

Only complete printed drawings indicated:

- applicable setbacks
- height of the exhibit and
- three-dimensional renderings (if available)



November 30 – December 5
McCormick Place, Chicago, Illinois

[RSNA 2007 Final Registration Summary](#)

[Official Registration Figures 2007](#)

[RSNA 2007 Subspecialty Comparison](#)

[RSNA 2007 Regional Breakdown](#)

[RSNA 2007 International Professional Breakdown](#)

Change of Address

Companies move, addresses change, companies merge. We need your help to stay on top of these changes. Please contact Georgetta Piotrowski in Technical Exhibits by email at gpiotrowski@rsna.org to be sure your changes are updated in our database. This also pertains to main contacts, phone, fax and emails. The exhibitor list online is only for print purposes and for customers to search when planning their attendance. Making changes online does not update your contact information in our database.

Must be submitted along with Booth Approval Form & Booth Design Agreement Form.

[Click here to locate the Booth Approval & Agreement Forms](#)

Both forms found in Exhibitor Service Kit under RSNA Service Forms

[Click here to access Guidelines](#)

Exhibit Design guidelines can be found in Rule #9 under Exhibit Design in the Rules & Regulations

If you have any questions regarding the approval of booth design plans for RSNA 2008, please contact exhibits@rsna.org or call 630-368-3760.

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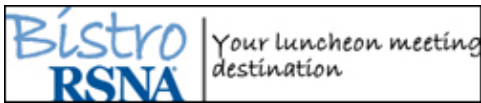
Contractors, Facility, City

RSNA Contractors

Below is a list of the RSNA Contractors for 2008. These contractors are here to help with your planning for the annual meeting. This list can also be accessed on the Service Kit online. As always, if you have any questions, please contact the RSNA Technical Exhibits staff.

[Audiovisual Service/Freeman Audiovisual Solutions](#)
[Bottled Water/Hinkle Springs](#)
[Bureau Services-Chicago Convention & Tourism Bureau](#)
[Cellular Service/Communications Direct](#)
[Computer Equipment Rental/Data sis Corporation](#)
[Corporate Events & Transportation/In the Loop Chicago](#)
[Exhibit Analysis/Ethnocentric](#)
[Floral Service/Floral Exhibits Ltd.](#)
[General Contractor/Freeman](#)
[International Freight Forwarder/Rogers Worldwide](#)
[Lead Management Services/Experient](#)
[Photography/Oscar Einzig](#)
[RFID Attendee Tracking/Alliance Tech, Inc.](#)
[Security Container Rental/Armageddon Services, Inc.](#)
[Security-Booth/Armageddon and AF Services](#)
[Temporary Personnel/Corporate Presenters](#)
[Utilities/Focus One](#)

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Bistro RSNA - New Gathering Spot

Bistro RSNA is a new concept that provides an excellent opportunity for uninterrupted, face-to-face time with attendees. Tables of ten or four can be reserved for the whole day or the entire show, so your company will always have a place to eat, meet, and network. Bistro RSNA is conveniently offered in all three exhibit levels. For more information and to order your tickets go to: <http://www.rsnamealticket.com/>

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Promote Your Exhibit Presence Before the Show

There is no better place to gain exposure to thousands of potential clients than on the show floor. Now is a good time to plan how you are going to make the most of your participation.

Take advantage of Chicago's [Destination Marketing Kit](#) to get the word out to your customers and prospects that you are exhibiting. Create sophisticated and powerful promotions with pre-designed marketing materials, brought to you by the Chicago Convention & Tourism Bureau.

For more information on all that Chicago has to offer, visit www.choosechicago.com/rsna.

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Chicago Still in the Running for 2016 Olympics

Chicago 2016 Olympic bid is the attempt by the city of Chicago and the United States to be chosen by the International Olympic Committee as the host city for the 2016 Summer Olympics. In the event of Chicago being selected by the IOC, the 2016 Games will be the first Summer Olympics held in the Americas since the 1996 Atlanta Games.

Back on June 4, Chicago was named one of the finalists for the 2016 Summer Olympics. The final selection will be made next October. If chosen, the games will span July 22 to August 7. We'll keep you posted.



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RFID Attendee Tracking for Exhibitors Is Here To Stay - AllianceTech/Experient

For the second year, RSNA will be deploying a booth tracking solution at the RSNA Meeting which will be provided by two industry leaders in marketing intelligence solutions at tradeshows, AllianceTech and Experient. This will again provide the RSNA exhibition pre-eminent booth traffic reporting and analysis solutions.

Attendee badges will incorporate a RFID tag and exhibitors who sign up will be able to capture information regarding those attendees that visit their booth. Exhibitors interested in learning more about the value of this technology should contact: Kevin Christensen, email: kchristensen@alliancetech.com, phone: (512) 320-5779.

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Meeting Tips & Solutions

New Policy for Registering Your Booth Staff

NEW POLICY FOR 2008: Each exhibiting company will receive five (5) complimentary badges for each 100 square feet of exhibit space purchased. There will be a \$40 fee assessed for each badge produced over the complimentary allotment. There are no refunds for badges purchased but not used. Full details can be found [online](#). The advance deadline for badge orders is November 7. After this date all registrations will take place onsite at Exhibitor Registration located in the Grand Concourse, between Halls A and B.


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Tips for Navigating the Service Kit

When accessing the [exhibitor service kit](#), don't forget some helpful tools that can be found on the top toolbar of the Service Kit Home Page. With a click of the mouse, you will be able to view the important service kit forms by the due dates under the Deadline Dates by Month Tab and also in an alphabetical order by clicking the Service Kit Index Tab. Other tools include listing of meeting hours answers most frequently asked questions and RSNA contact information.

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Order Your Internet Connection Early and \$AVE Dollars!!!

If your booth requires internet service during RSNA, look to us for ordering your connection and not  FocusOne. All internet service during our annual meeting must be secured

through RSNA called the RSNAnet. We have implemented a tiered pricing structure so that exhibitors needing only limited access to the Internet will find a more cost-effective solution. Please choose the size that will best accommodate your needs. The early-bird Discount deadline for internet service is September 30. After September 30, internet ordering will be taken up to November 7. You will find the [RSNAnet Service Application Contract](#) in the Technical Exhibitor Service Kit.



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Exhibitors Circle Recognition Opportunities

Sign up today to become an Exhibitors Circle participant. Your contribution will help support the RSNA R&E Foundation, increase exposure to meeting attendees, and allow you to enjoy special benefits and services throughout the year.

Exhibitors Circle companies will receive recognition in:

- Mailing to all professional registrants for RSNA 2008
- R&E Foundation Pavilion at RSNA 2008
- Exhibit Hall signage and Booth Signage
- RSNA R&E Foundation Web site
- RSNA News
- Invitation to Exhibitors Circle Reception
- And more!

Exhibitors Circle recognition opportunities are based on contribution levels from \$1,500 to \$10,000. For a complete listing of Exhibitors Circle benefits by level and to begin your company's recognition today, go to www.rsna.org/foundation/exhibitor or contact Lisa Ostrenga at: lostrenga@rsna.org or 630.590.7773.

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Mark Your Calendar: Register for RSNA's Exhibitor Webinar -Scheduled for Sept. 25

Susan Friedmann, the Tradeshow Coach, will once again be presenting a complimentary webinar for RSNA exhibitors. This year's session titled, Leading with Questions: The Ultimate Key to Successful Exhibiting at RSNA 2008, should be must attend for RSNA veterans and first-timers alike. The webinar will be held on Thursday, September 25 from 1:00 p.m. to 2:30 p.m. (CST). Registration is limited, don't miss this educational program.

Click here to R.S.V.P. for this event: http://rsna2008.rsna.org/Exhibitor_Webinar.cfm

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RSNA 2008 Interactive Floor Plan Now Available

RSNA has enhanced the online interactive floor plan for our 2008 meeting. Attendees will now be able to search this dynamic floor plan by exhibit hall, company name, booth number and product category in an easy to navigate layout. You can find this new floor plan by [clicking here](#).

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Don't Forget to Update Your Exhibitor Listing

To help companies promote their participation at RSNA 2008, RSNA will publish the list of RSNA Technical Exhibitors on our website and in various meeting publications.

To insure an accurate listing, please [visit our website](#) and login to update your company information. A username and password was sent to you via email under a separate cover. If you experience any problems, please contact our office at once at: (630) 571-7851 or (630) 571-7850.

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Invite Your Top Customers to RSNA

Friday, August 29 is the last chance to participate in the RSNA Exhibitor Buyer Program. The best person to identify your target audience is you. Let RSNA help you reach them by submitting a list of 25 healthcare executives that your company would most like to see. We will send each executive a personal letter of invitation (naming your company as the invitee) and the Registration Brochure encouraging them to attend the upcoming meeting. For complete program details on this complimentary service, please refer to the [Exhibitor Buyer Program Form](#) inside the RSNA Exhibitor Service Kit.

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RSNA ON THE ROAD

You may already be exhibiting alongside RSNA at notable medical meetings taking place both here and abroad. We welcome you or one of your reps to stop by for a visit. We'll be happy to answer any questions you might have regarding RSNA's Annual Meeting & Exhibition. Look for our presence on the show floor at the following meetings remaining for the balance of the year:

September 21-25
American Society for Therapeutic Radiology and Oncology (ASTRO)
Boston, MA

October 24-28
Asian Ocean Congress of Radiology (AOCR)
Seoul, REPUBLIC OF KOREA

Important Deadlines and Dates

Shown below are the next 60 days highlighting important RSNA Technical Exhibition deadlines and dates:

August 2008					September 2008				
M	T	W	T	F	M	T	W	T	F
28	29	30	31	1	1	2	3	4	5
4	5	6	7	8	8	9	10	11	12
11	12	13	14	15	15	16	17	18	19
18	19	20	21	22	22	23	24	25	26
25	26	27	28	29	29	30	1	2	3
1	2	3	4	5	6	7	8	9	10

August 8	Space Reduction Deadline for Partial Refund Exhibitor Space Final Payment Due
August 13	Block Housing Room Deposits
August 29	Exhibitor Buyer's Program Deadline
September 5	Exhibit Design: Free Form Peninsula Mobile (pdf)
September 15	Target Move-In Assignment Released
September 26	RSNAnet Early Bird Deadline

[Click here](#) to view Technical Exhibit staff listing. [Click here](#) to print PDF of August Newsletter.

[Click here](#) to view the RSNA 2008 Meeting Web Site.

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*"Obstacles are those
frightful things you see
when
you take your eyes off
your goal."*

-Henry Ford: was founder
of the Ford Motor Co. -