

## November/December 2007 Edition of Exhibitor Newsletter

RSNA 2007 is only a few weeks away. This special pre-show edition of the Exhibit Network has reminder notices as well as meeting tips to help you with your last-minute planning. As always, if you need assistance, please contact our exhibit department for immediate help.

*Below is the chart profiling the professional registration to date:*

### RSNA 2007 Professional Registration Report

Total Health Professionals	17,659
North American	11,660
International	5,999

### Technical Exhibition Report

Total # of Companies	758
Total # of 1st Time Exhibitors	122



November 25-30th  
McCormick Place- Chicago, Illinois



Honored by Tradeshow Week as One of the 200 Largest Tradeshows in the U.S.

### Quote of the Month

"Any fact facing us is not as important as our attitude toward it, for that determines our success or failure."

-Norman Vincent Peale-

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## From the Exhibit Floor

### Exhibitor Badges

Exhibitor badges and holders will be mailed starting on November 2. The package will be shipped via express mail to the official company representative listed. Please call Experient at: 1-847-948-6815 if the shipping day presents a problem or you do not receive your badges. New badges generated onsite are \$40.00 each.

**Reminder**— An exhibitor may not provide an exhibitor badge to any RSNA members or persons eligible for general registration. Exhibitors may also not provide badges to individuals who wish to gain admission for the purpose of contacting other exhibitors. Children under the age of 16 will not be allowed on the exhibit floor at any time. Please refer to Rule 12 regarding Exhibit Hall Attendance/Badge Control should you have any questions.

### Guest Vouchers

A guest voucher allows a complimentary one-day only admission to the technical exhibits floor (a \$300.00 value). Guest vouchers are distributed directly by the exhibitor to the invited guest. Direct your guests to Technical Exhibits Registration, located on Level 3 of the Grand Concourse. They must present one guest voucher (on each day of use) and a business card in exchange for a name badge. Guest vouchers will ship with booth personnel badges.

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### Target Move-in Assignments

Move-in assignments for RSNA 2007 has been posted. Please plan the delivery date of your freight according to the Target Move-in Assignments, which has been posted at [RSNA2007.RSNA.ORG](http://RSNA2007.RSNA.ORG).

[Click here to view these assignments](#)

### Exhibitor Help Center Locations

Location in Hall A- Adjacent to Café A-1 (middle of the hall)  
Location in Hall B –Southeast corner (right of entrance – near booth 6601)

Floor Managers and meeting staff will be on hand to assist exhibitors during installation and dismantle as well as at show dates.

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### Booth Security

Companies wishing to hire security guards can do so through the online Exhibitor Service Kit **before November 9**. After November 9, guard service can be arranged by contacting our meeting staff at the Exhibitor Help Centers.

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### Internet Service Still Required

Although the deadline for ordering Internet service in advance of the annual meeting has past, Internet service can still be secured onsite during installation of the RSNA annual meeting. Please visit the RSNA Exhibitor Service Center during move-in to place this order. The Onsite rate will apply.

**Lead Retrieval Devices** – Experient, Inc. will rent lead retrieval devices to exhibitors who

wish to track their attendees. See the online Service Kit for order forms and details. Various options are described. Experient, Inc. will be located in both buildings during move-in, South Building, Hall A – in front of Café A-2 and North Building, Hall B – northeast corner – Exhibitor Service Center and right of entrance.

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## Train Your Staff Prior to the RSNA Annual Meeting

On September 20, RSNA hosted its first Webinar, Surfing Ways to Exhibiting Success at RSNA. Host by Susan Friedmann, CSP, this session focused on discovering time-tested exhibiting secrets that can give you and your company a cutting-edge advantage and dramatically boost your leads and sales at RSNA. [This Webinar was recorded and could be played back or downloaded by clicking here.](#)

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## Contractors, Facility, City



**PR Newswire**

United Business Media

## See How PR Newswire Can Assist Your Promotional Needs

PR Newswire (<http://www.prnewswire.com>) is the official contractor for newswire services for the RSNA 2007 Scientific Assembly and Annual Meeting. PR Newswire provides global electronic distribution, targeting, measurement, translation and broadcast services on behalf of 40,000 corporate, government, association, and other customers worldwide.

*PR Newswire is extending several special offers to all event participants. PR Newswire's offer includes:*

- Complimentary first year PR Newswire membership for all companies wishing to join PR Newswire for the first time.
- Automatic posting of conference-related news sent via PR Newswire to all PR Newswire Web properties including PR Newswire for Journalists.
- Opportunity to purchase the MediaRoom ShowCase ([www.mediaroomshowcase.com](http://www.mediaroomshowcase.com)) service for the event. MediaRoom ShowCase is an online pressroom – a one stop, efficiently packaged Web site that houses your press kits, event releases and important information, specifically designed for the trade show audience. It is flexible and easy-to-use, making it a must-have for RSNA 2007.

Exhibitors purchasing a MediaRoom ShowCase will also receive a one-time 20% discount off of their next Event-related news release distributed over PR Newswire's national US1 circuit.

If you would like more information about the many services that PR Newswire provides, please call 1-800-858-7057 or e-mail [prnewswire.com](mailto:prnewswire.com) and mention RSNA 2007.



Office and Print Services

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## Business Center – Managed by FedEx Kinko's

McCormick Place has recently signed an agreement with FedEx Kinko's to provide business

center services to the customers of McCormick Place. There are three locations South Building, North Building, and Lakeside Center. South Building - Grand Concourse – Level 2.5, North Building, Level 2, and Lakeside Center – Level 2, near Gate 31.

- Full-service digital color & black white copying & printing of on-site badges, flyers and other materials
- Computer rentals & laptop docking stations
- Document finishing services, such as binding, collating, cutting, folding or stapling
- Presentation services that include production of high-quality mounted boards, posters, banners & bound presentations
- FedEx Express® U.S. Package Services
- FedEx Ground®

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## Food Options During Installation

McCormick Place has a number of food outlets open during move-in, November 19 through November 24. Please note all outlets will be closed on Thanksgiving, November 22.



### **North Building**

Café North

Level 3, Grand Concourse

11:00 a.m. to 3:00 p.m.

Connie's Pizza

Level 2, Lobby

10:00 a.m. to 3:00 p.m.

McDonald's Express

Level 2, Lobby

7:00 a.m. to 3:00 p.m.

### **South Building**

Fired Up!

Level 3, Hall A (near Grand Concourse entrance)

11:00 a.m. to 3:00 p.m.

Plate Room Food Court

Level 2.5

8:00 a.m. to 2:00 p.m.

Starbucks

Level 2.5

7:00 a.m. to 2:00 p.m.

### **Hyatt Regency McCormick Place**

Daily Grind, Forno, M/X and Shor \* Hours will vary

6:00 a.m. to 10:00 p.m.

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## ■ Meeting Tips & Solutions

### News Conference Services Provided to RSNA Exhibitors

The following services for staging a news conference are provided to exhibitors at no charge:

1. Scheduling

2. News conference facility
3. Select A/V equipment
4. Labor to operate A/V equipment
5. Daily news conference schedule posted for media
6. Additional A/V equipment provided at rental cost

All exhibitor news conferences will be held in the RSNA News Conference Room (Lakeside Center, Level 2, Room E252) between 1 and 4 p.m., Monday, November 26 through Wednesday, November 28. Contact Rachel Kramer at 1-630-590-7759 for more information, or to schedule your news conference.

### Getting To and From McCormick Place

Several options are available as you and your staff travel between McCormick Place and your hotel. Some of the options include:

**Shuttle Bus Service** is provided from Saturday, November 24 to Friday, November 30. Refer to the 2007 Pocket Guide for complete information.

**Taxi Shared Ride Program** allows up to four passengers to be grouped according to their destination for a fare of \$5.00 per person.

*Taxi Pick-up:*

South Building, Level 1.....Gate 4

Lakeside Center, Level 2.....Gate 30

**Metra Electric Train Service**— All attendees (including exhibitor personnel) can use a **complimentary** Metra pass on trains operating between Randolph St./Van Buren St. and McCormick Place from Saturday, November 24 to Friday, November 30. You can get a free pass at the Exhibitor Help Centers or the Metra Information Desk located on Level 2.5 of the Grand Concourse. The McCormick Place Station is underground and accessible from the west side of the Grand Concourse. During installation days, the Metra fare ride is \$1.95. Tickets can be purchased by machine at the Metra entrance in the Grand Concourse. Refer to the RSNA 2007 Pocket guide for a train schedule.

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### Helpful Installation Tips at McCormick Place

Before heading to Chicago to set-up at RSNA, here are some helpful tips to have a great RSNA move-in experience:

1. Make sure your installation and dismantle company (contractor) is up to speed on the latest changes in Chicago trade show rules and that you discuss these changes as you plan your booth.
2. Ask your contractor to work only on straight time unless otherwise approved. Know the difference between straight time and overtime and put the new rules to work for you.
3. Use a two-person crew whenever possible for move-in or tear-down. Find out when a two-person crew can be used rather than three-person crew.
4. Take advantage of greater flexibility in managing your own electrical connections and wiring. Exhibitors who don't require extensive electrical services for their booths have considerable flexibility in that aspect of booth installation and dismantling.
5. Do your own A/V work when possible. Exhibitors and their full-time employees can operate a video camera, VCR, and switching equipment – whether it's battery powered or plugged into an electrical outlet.
6. Small exhibitors take note: do your own assembly and decoration. Full-time employees of exhibitor companies may do their own assembly and decoration in booths of 300 square feet or less. For safety purposes, however, work involving power tools or ladders must be performed by carpenters.

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## RSNA Meeting Program Now Available

Exhibitors can find the RSNA Meeting Program online by clicking <http://rsna2007.rsna.org/rsna2007/v2007/conference/track.cvn>. In early November, RSNA Meeting Program Voucher Tickets will be sent to your attention for redemption of printed copies of the RSNA Meeting Program at the meeting. Exhibitor personnel are allowed to attend educational sessions based upon seating availability at the start of the session.

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## Meeting Calendar

### Important Deadlines and Dates

Shown below are the next 30 days highlighting important RSNA Technical Exhibition deadlines and dates for the month of November 2007:

November 2007							December 2007						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3							1
4	5	6	7	8	9	10	2	3	4	5	6	7	8
11	12	13	14	15	16	17	9	10	11	12	13	14	15
18	19	20	21	22	23	24	16	17	18	19	20	21	22
25	26	27	28	29	30		23	24	25	26	27	28	29
							30	31					

<b>November 1</b>	Computer Rental/Datasis
<b>November 2</b>	AudioVisual Rental/AVW Exhibitor Individual Housing
<b>November 5</b>	Freeman Service Freeman Transportation Freeman Custom Accessories Freeman Order Form I & D Labor Rigging & Freight Labor Carpet & Cleaning Modular Rental Exhibits Signs & Graphics 3rd Party Authorization
<b>November 7</b>	International Air Freight/Rogers Worldwide
<b>November 9</b>	Booth Security Services Exhibit Function Space VIP Morning Tour Request Communication Services/Communications Direct Exhibitor Staff Registration
<b>November 12</b>	Advance Shipments to Freeman Warehouse Floral & Plant Rental/Floral Exhibits Newsroom/News Conferences
<b>November 16</b>	Bottled Water Service/Hinckley Springs Photography & Digital Imaging/Oscar Einzig Social Event Busing Request Temporary Personnel/Corporate Presenters
<b>November 23</b>	Safety Container Rental/Armagedden Services

As always, if you have any questions, please feel free to contact the Technical Exhibits Department at: (630) 571-7851 or (630) 571-7850 for assistance.

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