

## October 2008 Exhibitor Newsletter

### RSNA 2008 Professional Registration Progress Report (As of September 29)

Total Health Professionals	15,776
North American	10,220
International	5,556

(Professional registration is running 3% above last year's pace)

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#### From the Exhibit Floor

##### Target Move-In Assignments Posted

For those of you who aren't familiar with the installation process, companies with a freeform exhibit (20'x20' or larger) will be scheduled a target move-in date between Monday, November 24 and Wednesday, November 26. General installation will take place on Friday, November 28 and Saturday, November 29. All booths must be show ready by 9:00 a.m. Sunday, November 30. [Click here to see your target move-in assignment.](#)

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##### Exhibitor Code of Conduct to be Distributed



November 30 – December 5  
McCormick Place, Chicago, Illinois

#### Change of Address

To keep our records current if you have changes please contact Georgetta Piotrowski, Assistant of Technical Exhibits at: [gpiotrowski@rsna.org](mailto:gpiotrowski@rsna.org)

RSNA will implement our Exhibitor Code of Conduct by highlighting some important points from our Rules and Regulations. This will be distributed at the meeting to all booths. If you have any questions about the Exhibitor Code of Conduct, feel free to stop by our Exhibitor Help Centers onsite. Please share this information with all booth personnel.

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### Shipping to RSNA

Instructions and information about sending your exhibit to RSNA are found in our Exhibitor Service Kit under the section titled Freeman/General Contractor.

Once you locate the information on our web site, and you still have questions, you can contact Freeman at the Customer Support Center at 1-773-473-7080.

### Shipping Information:

<b>Show Site Address: (Deliver on Target Move-in Date)</b>	<b>Warehouse Address: (Must Deliver by November 17)</b>
RSNA 2008 Exhibiting Company Name Booth # _____ c/o Freeman McCormick Place 2301 S. Lake Shore Drive Chicago, IL 60616	RSNA 2008 Exhibiting Company Name Booth # _____ c/o Freeman 2500 W. 35th Street Chicago, IL 60632

Freeman will receive shipments sent directly to McCormick Place on the Assigned Target Date (Refer the Target Move-in Assignment Schedule which is posted on the RSNA meeting web site). Remember any charges incurred for early freight accepted by the facility will be the responsibility of the exhibitor.

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### News Conference Services Provided to RSNA Exhibitors

If you have a particularly newsworthy product launch or announcement, contact RSNA's Newsroom staff to arrange a news conference.

Exhibitor news conferences are scheduled in the afternoons of Monday, December 1 through Wednesday, December 3. Review the [Exhibitor Newsroom Guidelines](#) for details on this opportunity. Contact Adrienne Rogers at 630-368-3779 for more information, or to schedule your news conference.

For more promotion possibilities, visit the [RSNA 2008 Exhibitor's Service Kit](#). Look under the marketing and promotions link.

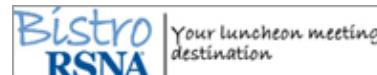
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### Contractors, Facility, City

### Concentrate on Your Customers - Leave Meal Planning to Us

Don't waste valuable time worrying about where to have lunch during RSNA 2008. Purchase meal tickets in advance for the new Bistro RSNA. Conveniently located in each of the exhibit halls, Bistro RSNA provides several fresh and healthy meal options, international cuisine and hearty regional favorites.



You can reserve tables for 4 or 10-for one day or for the entire week- so that your employees can concentrate on your customers, and even invite them to your company's table for lunch. For more information, go to [RSNAmealticket.com](#)

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### Hosting a Special Event While in Town?

Easily find a place to host your event with the Chicago Convention & Tourism Bureau's online

Special Events Venue Search. You can search by [location or type of space](#).

- Restaurants
- Sports Venues
- Museums
- And More!

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



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### Tips on Guarding your Valuables During RSNA

For safety tips for before and during RSNA, please view the [RSNA Important Security Information](#). During setup, meeting hours, and move-out, RSNA will provide perimeter security of the exhibit floor. It is each individual exhibitor's responsibility to safeguard items of a compact or valuable nature. Booth security guards are available for hire during the annual meeting. RSNA subcontracts with two quality security companies, Armageddon Services and AF Services, who can provide you this service. The deadline to secure booth security is Friday, November 14. Please complete the [RSNA Booth Security Order Form](#) located in the online Exhibitor Service Kit to secure booth guard service. All orders received by RSNA after November 14 will be charged the onsite rate.

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### Beverage Distribution O.K - Food Not

Exhibitors are not allowed to distribute food within their booth. Beverages may be distributed from your booth by following the guidelines established by RSNA. Please refer to the [RSNA Rules and Regulations listed in the RSNA Exhibitor Prospectus](#).

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### Take Advantage of the Exclusive Airfare Discounts

Domestic Airfare Discounts RSNA has secured a special discount agreement with United Airlines and Star Alliance that is not available to the general public. For more information and to access discount codes, [click here](#).

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## Meeting Tips & Solutions

### Order Your Internet Connection Early and Save!

If your booth requires Internet service during RSNA, look to us for ordering your connection and not FOCUS One. All Internet service during our annual meeting must be secured through RSNA.net. We have implemented a tiered pricing structure so that exhibitors needing only limited access to the Internet will find a more cost-effective solution. You will find the [RSNA.net Service Application Contract](#) in the Exhibitor Service Kit.

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### Guarantee Your Utility Costs at RSNA

FOCUS One, the exclusive utility provider at McCormick Place, offers \$SmartValue Pricing to all exhibitors. \$SmartValue Pricing is an ordering option that provides you a guaranteed price. This is a great tool allowing you to control your budget and minimizing many on-site concerns by planning ahead. Based on your utility requirements, FOCUS One will provide a \$SmartValue Pricing that includes the cost of requested utility service along with the estimated cost of the labor and equipment required to install, setup, and remove these services.

The deadline for advance FOCUS One orders is Friday, October 31. This advance deadline could save you up to 50% for the cost of utilities.

[Click here to view the \\$SmartValue Pricing Forms](#)

[Click here to view the FOCUS One Utility Order Forms](#)

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### PR Newswire

PR Newswire is the world leader in the electronic delivery of news releases directly from companies and institutions to the media, financial community and consumers. Combining innovation with the latest technology, PR Newswire increases the effectiveness of your communications and can help show the results of your efforts. For more



*"Success is not final.  
Failure is not fatal.  
It is the courage to  
continue that counts."  
-Winston Churchill*

information, please call 888-776-0942 or email [tradeshow@prnewswire.com](mailto:tradeshow@prnewswire.com).

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### Booth Promotional Guidelines

Booth raffles/drawings/giveaways are an excellent way to increase booth traffic. Before planning your attendee promotion for RSNA, keep in mind the guidelines for these booth activities.

Click here to view the [RSNA Raffle Notification Form](#)

Click here to view the [RSNA Giveaway Request Form](#)

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### Avoid Long Lines Onsite by Registering Your Booth Personnel in Advance!

Advance registration deadline is November 7. NEW 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](#) or within the Exhibitor Service Kit.

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## Meeting Calendar

### Important Deadlines and Dates

Shown below are the next 90 days highlighting important RSNA Technical Exhibition deadlines and dates:

#### ADD CALENDARS HERE

<b>October 8</b>	New Product Announcements Deadline
<b>October 10</b>	-Non-Satellite Symposia -Exhibitor Appointed Contractor Request -International Air Freight- <i>Roger Worldwide</i>
<b>October 20</b>	Registration List Request
<b>October 24</b>	-Exhibitor Booth Giveaways Approval -Exhibitor Raffle Notification Approval
<b>October 29</b>	Lead Management System- <i>Experient</i>
<b>October 31</b>	-FOCUS One Utility Order -FOCUS One Smart Value Pricing Deadline
<b>November 1</b>	Computer Rental- <i>Datasis</i>
<b>November 3</b>	International Ocean Freight- <i>Roger Worldwide</i>
<b>November 7</b>	-RSNAnet Deadline -Exhibitor Individual Housing -Exhibitor Badge Registration
<b>November 10</b>	-Audio Visual Rental- <i>FreemanAV</i> -Reserved Parking- <i>McCormick Place</i> -Freeman Services -Floral & Plant Rental- <i>Floral Exhibits</i>
<b>November 14</b>	-Function Space Request -Booth Security Services -VIP Morning Tour Request
<b>November 17</b>	Advance Shipments to Freeman Warehouse
<b>November 21</b>	-Photography & Digital Imaging- <i>Oscar Einzig</i> -Communication Services- <i>Communications Direct</i> -Bottled Water Service- <i>Hinckley Springs</i> -Social Event Bussing -Temporary Personnel- <i>Corporate Presenters</i> -Security Container Rental- <i>Armageddon Services</i>
<b>November 30 - December 5</b>	RSNA 2008 94th Scientific Assembly and Annual Meeting

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

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

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