

# RSNA 2008 Exhibitor Prospectus

**Radiological Society of North America**  
94th Scientific Assembly and Annual Meeting  
November 30–December 5, 2008  
McCormick Place, Chicago

*RSNA2008.RSNA.org*



**RSNA2008**  
Personal Learning in the  
Global Community





# RSNA 2008

Your Audience is Here at the World's Largest Medical Meeting

Exhibiting at RSNA 2008 brings you face-to-face with more radiology and medical imaging professionals than any other venue on earth. This premier scientific forum is an opportunity like no other.

- Increase Sales
- Generate Leads
- Enhance Awareness

## Why Exhibit at RSNA?

RSNA 2008 is the most important place to witness the latest developments in radiologic science. Last year, the scientific program and technical exhibition drew a record 27,593 corporate and clinical healthcare professionals from more than 100 countries. These are the leading decision-makers in the healthcare industry.

Exhibiting at RSNA 2008 gives you opportunities no other medical assembly can offer. It's the largest medical meeting in the world, with more than 62,500 attendees in 2007. Healthcare's industry leaders won't miss this chance to investigate products and services for their own facilities, research institutions and private practices.

Whether you want to sell your product, network with peers or research the market, you won't find a better opportunity to meet your target audience than at RSNA 2008.

### Benefits of Exhibiting Include:

- Exhibit floor presence\*
- Company listing in selected meeting materials and the meeting Web site, [RSNA2008.RSNA.org](http://RSNA2008.RSNA.org)
- Complimentary advance exhibitor registration
- Special exhibitor housing rates negotiated by RSNA at official hotels
- Access to press conference opportunities, including complimentary facilities and scheduling

- Complimentary One-day Visit the Exhibit vouchers for your guests
- Complimentary Exhibitor Buyer Program—invite your healthcare customers to RSNA 2008
- Access to various promotional/advertising opportunities and the RSNA pre- and post-registration list
- RSNA marketing kit, including promotional tools such as customizable brochures, photos of Chicago and the meeting, and RSNA 2008 meeting logo for exhibitor use
- RSNA Exhibitor Service Kit
- RSNA Exhibit Network (exhibitor e-newsletter)
- Exhibitor Planning Meetings (held twice a year)

### Other Opportunities for Exhibitors:

- Conduct a Hands-on Computer Workshop in Hall A, South Building
- Host a Non-RSNA Satellite Symposium during non-RSNA meeting hours
- Rent Headquarters Office Space for your exhibiting company personnel
- Participate in the Integrating the Healthcare Enterprise (IHE®) demonstration

\* Includes exhibit floor perimeter security, aisle carpet, nightly vacuuming of aisle, and booth number on the floor for space identification. Inline booths receive 8' high back drape with 36" high side drape and 7" x 44" booth identification sign.



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# Letter of Invitation



RSNA annual meeting attendees come to see healthcare education at its finest. Unsurpassed scientific offerings and a technical exhibition like nothing else in the world have helped to make it the world's largest medical assembly.

A record number of professional attendees last year – more than 27,500 – demonstrates that healthcare leaders look to RSNA more than ever to set the pace as healthcare advances with great strides into the future. Physicians, researchers, executives, administrators, medical physicists and other professionals rely on this event to bring them the products and services they will use for their own institutions. RSNA 2008 is the best chance to meet them face-to-face.

Exhibiting at RSNA 2008 will give your company a voice among the leaders in the industry. You won't want to miss this opportunity.

I look forward to seeing you in Chicago this November.

JONATHAN M. ALEXANDER, M.D.  
Chair, RSNA Technical Exhibits Committee

## New Technical Exhibition Layout for RSNA 2008

At RSNA 2008, the Technical Exhibition will include Hall D (Lakeside Center) as well as Hall A (South Building) and Hall B (North Building). The new arrangement allows RSNA to accommodate the growing number of exhibiting companies while offering more space to current exhibitors. In addition, large food service outlets will be located in three exhibit halls.

More than 27,500 corporate and clinical healthcare professionals from over 100 countries are expected to attend RSNA 2008. Don't miss your chance to reach this critical audience.

# Registration Profile

## RSNA 2007 Attendee Breakdown

Registrants of the RSNA annual meeting represent many specialties and disciplines within radiology and the entire healthcare arena. Last year's figures can give you an indication of what to expect at RSNA 2008.

### Physicians

RSNA Members	7,465
Non-member radiologists	2,934
RSNA members-in-training	2,665
Non-member program participants	1,756
American Association of Physicists in Medicine members	860
Non-member medical students	772
Other physicians	327
Non-member residents/trainees	311
Non-member physicists	192
RSNA medical student members	117
<b>Total Physicians</b>	<b>17,339</b>

### Healthcare Professionals

Radiology support personnel/hospital staff	5,713
Industry personnel	1,331
Student Radiographer Theater	1,268
Healthcare consultants	930
Hospital executives	578
Commercial research & development personnel	374
<b>Total Healthcare Professionals</b>	<b>10,194</b>
<b>Total Professionals</b>	<b>New record! 27,593</b>

### Others

Accompanying spouse/family member	6,081
Staff & contractors	608
Press	163
<b>Total Others</b>	<b>6,852</b>

### Attendance

Professionals and Others	34,445
Exhibitors	28,056
<b>Total Registration</b>	<b>New Record! 62,501</b>



## Totals by Radiology Specialty\*

Diagnostic radiology	2,635
General	2,476
Neuroradiology	1,263
Vascular and interventional	1,018
Breast/mammography	1,004
Magnetic resonance	884
Musculoskeletal	848
Nuclear medicine	587
Computed tomography	544
Gastrointestinal	534
Whole body imaging	517
Pediatric radiology	469
Cardiac radiology	426
Chest	410
Radiation oncology	392
Radiation physics	369
Ultrasound	343
Informatics	229
Genitourinary	162
Head and neck	142
Molecular imaging	141
Health policy and practice	60
Radiobiology	56

\* Numbers represent attendees who indicated a specialty.

# Registration Profile

## International Registration

Total international professional registrants reached a record 8,792 in 2007. The following represents professional registration by continent as well as an alphabetical list of each country with 50 or more professionals.

Country	Registrants	Country	Registrants
Argentina	77	Israel	150
Australia	175	Italy	805
Austria	111	Japan	873
Belgium	170	Republic of Korea	394
Brazil	369	Netherlands	342
Chile	62	Norway	71
China	437	Poland	59
Colombia	63	Portugal	63
Denmark	125	Russia	64
Egypt	58	Spain	464
France	847	Sweden	201
Germany	682	Switzerland	160
Greece	89	Thailand	55
India	144	Turkey	110
Ireland	98	United Kingdom	748
		Venezuela	55

Continent	Registrants
South America	686
Africa	162
Europe	5,365
Asia	2,388
Australia & Oceania	191
<b>Total International</b>	<b>8,792</b>
	<b>New record!</b>

Professional Registration	Registrants
Canada	1,162
Mexico	269
United States	15,933
Other	165
U.S. Military	4
<b>Total North America</b>	<b>17,533</b>
International	8,792
Students	1,268
<b>Total Professionals</b>	<b>27,593</b>



# Exhibitors at RSNA 2007

RSNA 2007 featured a record 757 exhibitors, including manufacturers, suppliers and developers of imaging technology and information. These exhibitors showcased their products and services to 62,501 attendees, comprising more than 27,000 healthcare professionals. What better venue to present your company's products than the meeting attended by key leaders and decision-makers?

## Sampling of Technical Exhibitors at RSNA 2007

- Agfa HealthCare, Agfa Corp
- Aloka Ultrasound
- American Medical Sales, Inc
- AMICAS, Inc
- Analogic Corp
- Apple Inc
- Aurora Imaging Technology, Inc
- Barco Inc
- Bayer Healthcare Pharmaceuticals
- Beijing Wandong Med Equipment
- Bracco
- BrainLAB AG
- BRIT Systems
- Calutech Mobile Solutions, Inc
- Canon Medical Systems
- Carestream Health, Inc
- Cedara Software
- Cerner Corp
- Codonics
- Commissure
- Communications & Power Industries
- Confirma
- Covidien
- DeJarnette Research Systems, Inc
- Del Medical Systems Group
- Dictaphone, a division of Nuance
- DR Systems, Inc
- Dunlee, a division of Philips Medical Systems
- Dynamic Imaging, LLC
- Ellis & Watts
- Emageon
- EMC Corp
- eRAD
- Esaote SpA
- ETS-Lindgren
- E-Z-EM, Inc
- FIMI Philips
- FONAR Corp
- FUJIFILM Medical Systems USA, Inc
- GE Healthcare
- Genesis Medical Imaging
- German Pavilion
- Guerbet
- Hitachi Medical Corp
- Hologic, Inc
- IBA (ION Beam Applications)
- IBM Corp
- iCAD, Inc
- iCRco, Inc
- Imaging Diagnostic Systems, Inc
- Imaging Dynamics
- IMIX ADR
- InfiMed Inc
- Infinitt North America, Inc
- InSite One, Inc
- Intelrad Medical Systems Inc
- Invivo
- Konica Minolta Medical Imaging
- Korean Pavilion
- Lippincott Williams & Wilkins / Wolters Kluwer Health
- McKesson Provider Technologies
- Medical Coaches, Inc
- Medison America, Inc
- Medlink Imaging, Inc
- MedQuist
- Medrad, Inc
- MedWeb
- Merge Healthcare
- MIMvista Corp
- Mindray Co, Ltd
- NeuroLogica Corporation
- Neurostar Solutions
- Neusoft Medical Systems Import & Export Co, Ltd
- New Medical Co Ltd
- Nighthawk Radiology Services
- Ningbo Xingaoyi Magnetism Co Ltd

- Novarad Corp
- ONI Medical Systems, Inc
- OshKosh Specialty Vehicles
- Paramed
- Pausch LLC
- Philips
- Planar Systems, Inc
- Planmed, Inc
- Quantum Medical Imaging
- RadLink
- Richardson Electronics, Ltd
- Riverain Medical
- Rogan-Delft BV
- Sage Software
- Saunders / Mosby - Elsevier
- SclImage, Inc
- Sectra Imtec AB
- Sedecal USA
- Shimadzu Medical Systems USA
- Siemens AG - Display Technologies/ Medical Solutions, OEM Business
- Siemens Medical Solutions
- SonoScape Co, Ltd
- Sony Electronics, Inc
- Swissray International
- TeraRecon, Inc
- THALES Components Corp
- Toshiba America Medical Systems
- US Radiology On-Call
- U-Systems, Inc
- Varian Medical Systems
- VIDAR Systems Corp
- Virtual Radiologic
- Visage Imaging, a wholly owned subsidiary of Mercury Computer Systems
- Vital Images, Inc
- Viztek, Inc
- WIDE USA Corp
- Ziehm Imaging, Inc
- ZONARE Medical Systems, Inc

To view the complete list of last year's RSNA exhibiting companies, go to [RSNA2007.RSNA.org](http://RSNA2007.RSNA.org) and click Exhibitor List.

## A Diverse Spectrum

### Make Your Presence Known

Maintaining a technologic edge enables healthcare professionals to provide the best in patient care and clinical research, and they look to the RSNA exhibition to deliver state-of-the-art equipment and service options.

No matter what your specialty, your products and services have an audience at RSNA 2008. This is your opportunity to reach the largest number of professionals – including physicians, researchers, executives, administrators, medical physicists and other leaders – during one unforgettable event.

### Some of the products and services to be exhibited include:

- Angiography devices and systems
- Computed tomography systems, equipment and services
- Computer-aided detection systems
- Computer hardware and services
- Contrast media
- Darkroom equipment and supplies
- Departmental management
- DICOM-compliant systems
- Digital imaging and storage systems
- Dual-modality imaging
- Educational materials
- Electronics and information systems
- Equipment leasing and services
- Experimental imaging equipment
- Film and image management systems
- Financial services
- Fluoroscopy systems and equipment
- Interventional radiology equipment
- Lithotripsy systems
- Locum tenens services
- Mammography equipment
- Medical physics equipment
- Magnetic resonance imaging systems and services
- Molecular imaging equipment
- Network services
- Nuclear medicine equipment
- Perfusion imaging systems and equipment
- Pharmaceuticals
- Picture archiving and communication systems
- Practice management systems and services
- Publications and literature
- Quality control products
- Radiation oncology equipment
- Radiation safety products
- Radiography/screen-film systems and equipment
- Radiology information systems
- Software and publications
- Telecommunications services
- Teleradiology systems and software
- Therapeutic radiology equipment
- Thermography equipment
- Ultrasonography systems and equipment

## Technical Exhibit Booths

RSNA takes full advantage of three of McCormick Place's spacious, state-of-the-art buildings offering 2.2 million square feet of exhibit space. Last year, the technical exhibits commanded a record 535,300 square feet among 757 exhibitors—122 of whom were exhibiting at the RSNA annual meeting for the first time.

Technical exhibits come in many shapes and sizes to accommodate your needs.

### Types of Booths

- **Inline:** 10' x 10' minimum or multiples (10' x 20', 10' x 30', etc.)
- **Peninsula:** 10' x 20' minimum, two corners and three open sides. Can only accommodate a 10'-wide back wall.
- **Freeform:** 20' x 20' minimum, four corners
- **Mobile Unit Structure or Vehicle:** Building or module, minimum 20' wide, four corners
- **Publishers Row (located in Hall A):** Inlines and freeform booths can be exhibited in this area designed for publishers and educational institutions

### Booth Extras

- **Premium Space:** Select 10' x 10' spaces are indicated on the Prospectus Floor Plan. A company requesting and receiving premium space will be billed an additional rate of \$250.00 per 10' x 10' space.
- **Second-Level Exhibits:** Two-story exhibits with product/equipment displays on the second level will be assessed a surcharge of \$15.75 per square foot (\$23.50 per square foot for standard exhibitors) on the total square footage of the second level. Exhibits with only meeting/conference rooms on the second level will not be charged.
- **Contiguous Aisle:** Aisles between contiguous space of an exhibitor will be at a rate of \$15.75 per square foot (\$23.75 per square foot for standard exhibitors).

For complete booth descriptions see Rule 9 of the Rules and Regulations.

### RSNA 2008 Space Rates

#### Preferred Exhibitor Rate

RSNA values exhibitors who show continued support for the Society by repeating their attendance at the annual meeting and by respecting the parameters of the Rules and Regulations. These companies are awarded Preferred Exhibitor status, as are all first-time exhibitors.

#### Standard Exhibitor Rate

Returning RSNA exhibitors who have not earned Preferred Exhibitor status will be charged the Standard Exhibitor space rate.



### Technical Exhibit Rates (Minimum 10' x 10')

#### Space

- \$31.50 per square foot for preferred exhibitors
- \$47.25 per square foot for standard exhibitors

#### Corner

- \$350.00 per corner for preferred exhibitors
- \$525.00 per corner for standard exhibitors

### Booth Extras

#### Premium

- \$250.00 additional per 10' x 10'; refer to Prospectus Floor Plan for exact booth locations

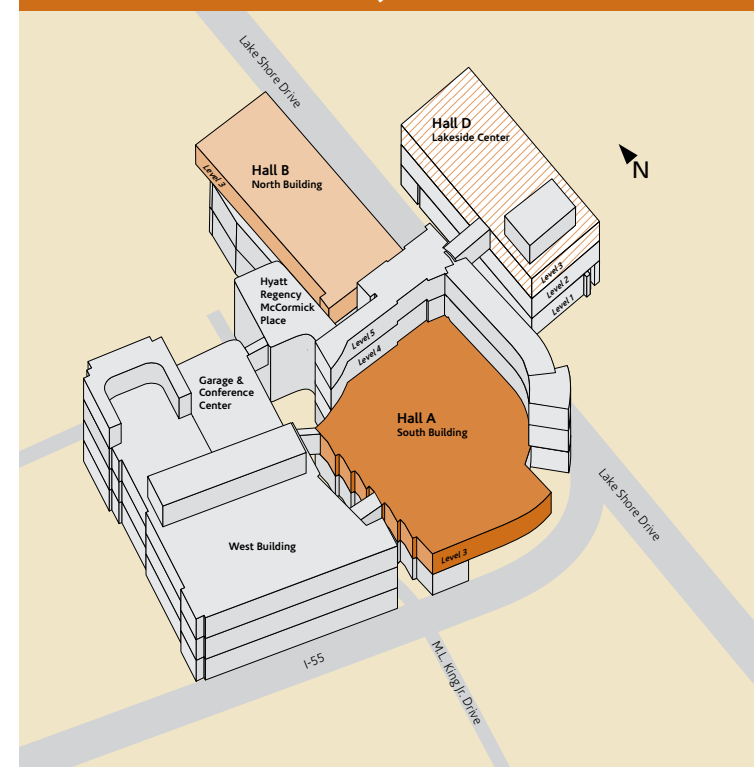
#### Contiguous Aisle

- \$15.75 per square foot for preferred exhibitors
- \$23.75 per square foot for standard exhibitors

#### Second-Level Exhibit

- \$15.75 per square foot for preferred exhibitors
- \$23.75 per square foot for standard exhibitors

New Technical Exhibition Layout for RSNA 2008



# Space Assignment Process

## Applying for Space

- Complete and sign the application/contract
- Enclose a 25 percent deposit and company or product brochure

## Space Assignment Priority

To maximize your assignment priority, return your application by April 7. RSNA awards space assignment priority points to its exhibitors. It is beneficial to your company to submit your application as soon as possible to earn the maximum priority points and to ensure the best possible exhibit space location.

## Space Assignment Point System

Assignment priority points are awarded by the following criteria for all contracted exhibit space at RSNA 2008:

### History Points

- Four seniority points are awarded for each consecutive year your company exhibited with RSNA, beginning in 1996. The maximum number of history points is 48.
- Three points are awarded for each nonconsecutive year of exhibiting since 1996.

## Date Points

- A maximum of 60 date points may be earned by returning the application/contract with the required 25 percent deposit and collateral materials by 4:30 p.m. (CT) Monday, April 7.
- Each day thereafter, three points per business day will be subtracted until all date points have been exhausted. This means that Friday, May 2, is the last day to earn date points.
- After May 2, all date points will be exhausted, and the first-round space assignments will begin.
- Applications will continue to be accepted after May 2; however, space assignments will be subject to availability.

## First-Time Exhibitors

Companies that have not exhibited at the RSNA annual meeting in the past must check the First-Time Exhibitor box on the Application/Contract. First-time applicants will be reviewed by the Technical Exhibits Committee to ensure all products and services to be exhibited are directly related to the teaching or practice of radiology.

## Mergers

At the written request of the exhibiting company, exhibitors that have either merged with, been purchased by or have purchased another company will receive the 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.

## Loss of Priority Points

Violations, including but not limited to late payments, unauthorized giveaways and misuse of exhibitor badges, may result in loss of priority points toward the next year's meeting. Multiple violations may result in additional point loss or status change. Please see the Rules and Regulations for complete details.

## Selecting Exhibit Space

- Keep the point system in mind as you indicate floor location preferences on your application for exhibit space.
- Preference is extended in priority point order, so newer exhibitors should request locations in multiple areas of each exhibit hall to increase the opportunity for a favorable space assignment.

## Space Assignment Process

- Space will be assigned, with the point system as a guide, with preference given in each point category to preferred exhibitors.
- RSNA will attempt to accommodate all exhibitor requests for specific booths/corner locations; however, RSNA does not guarantee that these requests can be granted. The exhibitor acknowledges that the company is not contracting for specific booth(s), but rather the right to participate as an exhibitor at RSNA 2008.

## Space Assignment Confirmation

Companies that send in their application by May 2 will be included in the first-round space assignment and their names will be printed on the first-round assignment floor plan. Space assignment confirmation and exhibit space invoices will be mailed to exhibitors on or about June 24.

## Exhibitor Service Kit

The Exhibitor Service Kit will contain all the necessary order/request forms from RSNA and their official contractors. This information will be available on our Web site, *RSNA2008.RSNA.org*, on or about July 7 to all confirmed RSNA 2008 exhibitors.

## Rules and Regulations

The RSNA 2008 Rules and Regulations found inside this prospectus (Page 15) are a binding and integral part of the exhibitor's contract with RSNA. The policies and procedures of RSNA may differ greatly from other meetings or tradeshows. We encourage you to read all the rules and regulations for RSNA 2008.

# Additional Opportunities

## Exhibitor Headquarters Office Space

Hall A, South Building  
Hall B, North Building  
Hall D, Lakeside Center

For RSNA 2008, Headquarters offices will be located in all three halls of the technical exhibition. This is an area away from the commotion of the exhibit floor for RSNA exhibitor personnel. Headquarters offices can be used as a break/lunch room, check-in point, sales staff training area or as a place to catch up with the home office. This area is restricted to exhibit personnel only; professional attendees are not permitted entry. This area should not be used in conjunction with booth activities. Constructed in modular hardwall units, headquarters offices can be custom built and decorated to your specifications. Labor, materials and services are under the control and supervision of the general contractor.

If a headquarters office suits your company's needs, indicate the size necessary on the Exhibit/Headquarter Office Space Application/Contract.

## Headquarters Office Space Rates\*

- Space**
- \$10.50 per square foot for preferred exhibitors
  - \$15.75 per square foot for standard exhibitors

**Size**  
Minimum 10' x 10'

\* Please note the additional charge for walls (\$140.00 per meter) and doors (\$175.00 per unit) will be billed directly by the general contractor.

## Hands-on Computer Workshops Hall A, South Building

Introducing a new software product or upgrade? Want to take advantage of the RSNA venue to offer user training on your application? You can conduct hands-on computer sessions in a classroom environment, giving attendees first-hand experience and assistance in orientation sessions for potential customers or advanced training for current users.

### New for 2008

Hands-on Computer Workshops will be located in Hall A, South Building. Hours of operation are 10:00 a.m. – 6:00 p.m. Sunday, November 30, through Wednesday, December 3, and 10:00 a.m. – 2:00 p.m. Thursday, December 4.

Each classroom will measure 40' x 32' deep (1,280 sq. ft.) and may not exceed 30 participants per session. A company can expand the size of a classroom by indicating it on the Hands-on Workshop Space Contract on or before May 30. With a completed application and deposit, RSNA will provide:

- Standard 40' x 32' classroom with ceiling
- Locking entry door with window
- Two HVAC units
- Fully carpeted floor
- All exterior classroom signs (company logo and session titles)

## Hands-on Computer Workshop Rates

**Space**  
• \$15.00 per square foot

**Size**  
• Minimum 40' x 32' (1,280 sq. ft.)

**Deadline**  
May 30

**Classroom Includes:**

- Standard 40' x 32' classroom
- 9'-high walls with ceiling
- Two HVAC units
- Fully carpeted floor

- Advance and onsite ticketing for each session
- Assistance with the handling of workshop evaluation forms
- Promotion of each computer workshop in official printed meeting materials

To take advantage of the Hands-on Computer Workshops at RSNA 2008, call RSNA Technical Exhibit Services at 1-630-571-7851 and request a Hands-on Computer Workshop Application. Please submit application, titles, descriptions and times of each Hands-on Computer Workshop session to RSNA before May 30. After May 30, applications will be accepted, but full promotion of the workshop cannot be guaranteed.

## Date Point Calendar

Points earned per business day

### April

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7 60	8 57	9 54	10 51	11 48	12
13	14 45	15 42	16 39	17 36	18 33	19
20	21 30	22 27	23 24	24 21	25 18	26
27	28 15	29 12	30 9			

### May

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 6	2 3	3
4	5 0	6	7	8	9	10



## Additional Opportunities

### Unique Opportunities for Informatics Exhibitors

Informatics – the science and practice of information processing and storage – continues to revolutionize the way radiologists work. The RSNA annual meeting is a showcase for the very latest informatics developments.

Moving toward the goal of a comprehensive electronic health record, the Integrating the Healthcare Enterprise (IHE®) initiative is setting the standard for healthcare information systems to manage and share information more efficiently. Exhibitors whose products are compatible with IHE-endorsed standards have unique opportunities to demonstrate them at the RSNA annual meeting. RSNA regularly hosts IHE demonstrations that highlight the value of interoperable systems in radiology.

For more information, visit [www.ihe.net](http://www.ihe.net) or contact the RSNA Informatics Department at 1-630-571-2670 or e-mail [ihe@rsna.org](mailto:ihe@rsna.org).

### Advertising and Promotional Opportunities

In addition to having access to a large, concentrated audience of healthcare decision-makers, you will also have a wide range of marketing activities available to you before, during and after the meeting. As an RSNA exhibitor, you will be alerted to upcoming promotional opportunities associated with the annual meeting. For more information on how you can maximize your company's outreach, contact Jim Drew, director of advertising, at 1-630-571-7819 or at [jdrew@rsna.org](mailto:jdrew@rsna.org).

### Non-RSNA Satellite Symposia

RSNA offers an exhibiting company the opportunity to conduct an educational program that does not conflict with the RSNA meeting schedule. These symposia are educational functions that include a formal presentation or procedural instruction. The symposium cannot offer CME to those in attendance. A non-refundable fee of \$3,500 will be

charged per symposium. Please refer to the Non-RSNA Satellite Symposium Request Form found inside the RSNA Exhibitor Service Kit, available on or before July 7, for complete details.

### RSNA Exhibitors Circle

The RSNA Exhibitors Circle recognizes companies that support the future of radiology by providing prime recognition opportunities prior to and throughout the annual meeting. Donations to the RSNA Research & Education (R&E) Foundation support critical grant programs in radiology. Membership starts at \$1,500 and offers exclusive promotional opportunities and networking events. For more information on increasing your company's visibility while supporting the future of radiology, see the insert in the back pocket or contact the R&E Foundation at 1-630-590-7742.



## Timeline for RSNA 2008 Exhibitors

### April

#### April 7

- Space assignment date point system initiated

### May

#### May 12

- First-round space assignments begin

#### May 14

- Housing letter mails

#### May 28

- Block Housing Forms are posted on [RSNA2008.RSNA.org](http://RSNA2008.RSNA.org)

#### May 30

- Hands-on Computer Workshop Application due with titles, times and workshop description

### June

#### June 4

- Exhibitor block housing point system initiated

- Individual exhibitor housing system opens

#### June 24

- Exhibitor Planning Meeting
- Space Assignments released

### July

#### July 7

- Deadline for Exhibitor Block Housing Form

- Service Kit available online

#### July 25

- Deadline for reduction/cancellation of exhibit space (full refund)

### August

#### August 8

- Deadline for reduction/cancellation of exhibit space (partial refund)

- Deadline for FINAL exhibit space payment

#### August 13

- Deadline to submit Block Housing room deposits

### September

#### September 5

- Deadline for submission of Freeform/ Peninsula/Mobile exhibit plans

#### September 15

- Target move-in assignments released

### October

#### October 6

- Block Housing rooming lists due

- Block Housing attrition clause initiated

#### October 10

- Deadline for Exhibitor-Appointed Contractor requests

### November

#### November 7

- Technical Exhibit Space Assignments close

- Deadline for housing changes and cancellations

- Deadline for Exhibitor Individual Housing

- Deadline for Function Space Requests

- Deadline for Exhibitor Badge Order Form



# Exhibitor Schedule at RSNA 2008

	5 a.m.	6 a.m.	7 a.m.	8 a.m.	9 a.m.	10 a.m.	11 a.m.	12 p.m.	1 p.m.	2 p.m.	3 p.m.	4 p.m.	5 p.m.	6 p.m.	7 p.m.		
<b>Monday, November 24</b>	Target installation: Technical Exhibits—Halls A/B/D																
<b>Tuesday, November 25</b>				Target installation: Technical Exhibits – Halls A/B/D													
<b>Wednesday, November 26</b>				Target installation: Technical Exhibits – Halls A/B/D													
								Installation: Hands-on Workshops – Hall A									
<b>Thursday, November 27</b> <i>Thanksgiving Day</i>				Installation: Technical Exhibits – Halls A/B/D													
				Installation: Hands-on Workshops – Hall A													
<b>Friday, November 28</b>				General installation: Technical Exhibits/Headquarters Offices – Halls A/B/D													
				Installation: Hands-on Workshops – Hall A													
<b>Saturday, November 29</b>				General installation: Technical Exhibits/Headquarters Offices – Halls A/B/D													
				Installation: Hands-on Workshops – Hall A													
<b>Sunday, November 30</b>				General installation: Technical Exhibits – Halls A/B/D													
						Meeting Days: Technical Exhibits – Halls A/B/D								Meeting Days: Hands-on Workshops – Hall A			
<b>Monday, December 1</b>						Meeting Days: Technical Exhibits – Halls A/B/D								Meeting Days: Hands-on Workshops – Hall A			
<b>Tuesday, December 2</b>						Meeting Days: Technical Exhibits – Halls A/B/D								Meeting Days: Hands-on Workshops – Hall A			
<b>Wednesday, December 3</b>						Meeting Days: Technical Exhibits – Halls A/B/D								Meeting Days: Hands-on Workshops – Hall A			
<b>Thursday, December 4</b>						Meeting Days: Technical Exhibits – Halls A/B/D				Dismantle: Technical Exhibits – Halls A/B/D				Meeting Days: Hands-on Workshops – Hall A			
						Meeting Days: Hands-on Workshops – Hall A				Dismantle: Hands-on Workshops – Hall A							
<b>Friday, December 5</b>				Dismantle: Technical Exhibits – Halls A/B/D													
				Dismantle: Hands-on Workshops – Hall A													
<b>Saturday, December 6</b>				Dismantle: Technical Exhibits – Halls A/B/D													
<b>Sunday, December 7</b>	Hall Closed																
<b>Monday, December 8</b>				Dismantle: Technical Exhibits – Halls A/B/D													

# Services Provided for Exhibitors

## Housing

A housing letter will be mailed to all exhibitors on May 14. All exhibitors will use either Block Housing or Individual Housing, and the housing formula (3 rooms per 100 square feet of purchased exhibit space) determines which one to use.

- Exhibitors requiring 25 rooms or more must submit a Block Housing Form.
- Block Housing assignments are based on the same priority point system used for exhibit space assignments.
- Maximum points will be awarded to Block Housing Forms submitted on or before June 4.
- Exhibitors requiring fewer than 25 rooms may access the housing bureau's Web site to reserve hotel rooms beginning June 4. Please note that Individual Housing is reserved on a first-come, first-served basis.

## Function Space

Because of the extensive number of scientific programs, function space is not available for exhibitors in the Convention Center. Exhibitors may request function space at any hotel within the RSNA block by submitting the Function Space Request Form or the Non-RSNA Satellite Symposium Request Form that can be found inside the Exhibitor Service Kit. Function space will be allocated to exhibitors on a first-come, first-served basis.

Please refer to the Rules and Regulations for more information regarding housing and function space.

## Exhibitor Registration

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. Exhibitor registration will be

available through the RSNA Exhibitor Service Kit, which will be posted on or about July 7. The advance exhibitor registration deadline is November 7. Booth badges ordered in advance will be shipped to the official representative prior to the meeting. It is the representative's responsibility to distribute badges prior to arrival at McCormick Place.

## NEW: Exhibitor Badge Allotment

<b>Exhibitor Personnel</b> (within allotment)	Complimentary
<b>Additional Exhibitor Personnel</b> (per badge over allotment)	\$40.00

## Official Contractors Electricity and Utilities

**FOCUS One**  
Electricians perform all work on all electrical apparatuses, including all intra- and interconnecting of equipment and display components, as well as installation and operation of audio and video equipment.

Exhibitor personnel cannot perform any electrical installations or make any connections to the building electrical system. A complete list of charges can be found in the Exhibitor Service Kit.

Do not contact FOCUS One for network service connections. All internet service connections for RSNA 2008 must be secured through RSNA and the RSNA order form. An application for RSNA can be found in your Exhibitor Service Kit beginning July 7.

FOCUS One  
McCormick Place Complex  
2301 S Lake Shore Dr  
Chicago, IL 60616  
1-312-791-6113  
1-312-791-6159 fax  
focusone@mpea.com  
www.focus-one.org

## General Contractor

**Freeman**  
Installation and dismantle labor, furniture rental and cleaning services will be provided by:

Freeman  
5040 W Roosevelt Rd  
Chicago, IL 60644-1474  
1-773-473-7080  
1-773-379-8646 fax  
FreemanChicagoES@freemanco.com  
www.freemanco.com

## Drayage/Freight Handling

The delivery and removal of freight from the loading dock to exhibit space is called drayage. Drayage rates are charged per CWT (100 pounds) with a 200 pound minimum. Rates quoted are roundtrip. All drayage rates include removal of empty crates/cartons and storage during the exhibition by the drayage contractor. Specific instructions for each type of shipment will be included in the Service Kit.

## Direct/Outbound Shipments

Shipments received at or shipped from the exhibit hall.

## Advance Warehouse Shipment

Shipments received at the drayage contractor's warehouse within one month of the meeting and delivered to the exhibit hall. The rate includes up to 30 days storage and delivery to the exhibit space by the drayage contractor.

## Saturday Inbound/Outbound Shipments

The published overtime charge will be in place for all shipments handled on Saturday, November 29 and on Saturday, December 6.

## Shipping Rates per CWT (100 pounds)\*

<b>Direct/outbound Shipment</b>	<b>\$72.00</b>
<b>Advance Warehouse Shipment</b> (before November 12)	<b>\$87.00</b>
<b>Overtime Shipments</b>	<b>+ \$18.00</b>
<b>Mobile Units</b>	<b>\$450.00</b>

\* 200 pound minimum; rates are quoted roundtrip.

# Services Provided for Exhibitors

## Labor Services

Work rules and customs vary from one city to another. To assist you in determining your RSNA labor needs, we have outlined the following list of major McCormick Place trades and the work they traditionally perform.

Most labor carries a half-hour minimum charge and charges in half-hour increments thereafter, except riggers, who have a one-hour minimum.

Specific information on minimum straight time, overtime and holiday rate schedules will be included in the Service Kit. Please note labor rates are provided for budget planning purposes only. Rates are subject to change.

### Carpenters (Display Labor)

Responsible for uncrating of exhibits and display materials; installing and dismantling exhibits including cabinets, fixtures, shelving units and furniture; laying of floor tile and carpets; hanging structural signs; recrating exhibits and machinery; installing and dismantling scaffolding and bleachers and ganging of chairs; and the installation of structural signs.

### Decorators (Display Labor)

Responsible for hanging all signs and installing all drape, cloth and/or tacked fabric panels. Decorators are

Labor Rates			
Labor Service	Straight Time	Overtime	Double Time
Display Labor	\$93.25/hr	\$140.00/hr	\$186.50/hr
Electrician	\$95.00/hr	\$132.00/hr	\$171.00/hr
Rigger	\$96.25/hr	\$144.25/hr	\$192.25/hr
Rigger Foreman	\$106.00/hr	\$159.00/hr	\$206.75/hr
Teamster	\$66.75/hr	\$99.50/hr	\$133.25/hr

also responsible for VELCRO® signs used in a booth that require tools or more than one person for installation.

Exhibitors may hang their own signs using any other type of fastener as long as no tools or ladders are required and the total time to hang the sign does not exceed a half hour. Exhibitors may also skirt tables provided they do it with their own custom-fit skirts without the use of staples, snaps or VELCRO®.

### Teamsters

Responsible for the handling of all material (except machinery) in and out of the exhibit hall. Exhibitors may carry in small packages, including pop-up booths, provided they can be hand-carried. Four wheel dollies are not permitted. Questions regarding the movement of freight should be directed to the official service contractor of the show.

### Riggers

Responsible for uncrating, unskidding, positioning and reskidding all machinery. Exhibitors may carry in computers and appliances provided the movement may be reasonably done by hand. Exhibitors may remove small computers and appliances from crates or boxes provided work is done without a forklift or any power equipment.

Exhibitors removing large items which require the use of tools to release/ remove restraining straps would require rigging labor.

### Cleaning Services

The show's official service contractor is responsible for and provides overall cleaning in the exhibit halls. It is the exhibitor's responsibility to hire porter service through the service contractor to provide carpet and booth cleaning or to pick up excess debris during show hours. However, if an exhibitor leaves excessive debris behind at the end of the show, McCormick Place will dispose of it and bill the exhibitor for the service accordingly. Excess debris includes literature, lumber, skids and pallets, carpet and products or waste from a product or demonstration.

# Rules and Regulations

New and revised 2008 rules and regulations are in magenta text.

## 1. Agreement to the Rules and Regulations

The RSNA Exhibit Space Contract/Application Form must be signed by an official of the exhibiting company indicating that exhibitor rules and regulations have been read and agreed to before any space assignment will be made. Exhibitors will receive a copy of the signed contract and a confirmation letter.

## 2. Enforcement of the RSNA Rules and Regulations

RSNA Technical Exhibition rules and regulations serve to:

1. Protect the integrity of the exhibition.
2. Ensure compliance with laws, codes, ordinances and contracts with the exhibition facility.
3. Ensure all exhibitors are treated fairly.

## 3. Meeting Schedule

The 94th Scientific Assembly and Annual Meeting of the Radiological Society of North America, Inc., commences on Sunday, November 30 at 8:30 a.m. and adjourns on Friday, December 5 at 3:15 p.m. During that period, neither exhibitors nor their agents may conduct or sponsor any educational, marketing or media activities directed toward RSNA meeting professional registrants other than as part of the RSNA scientific program or as specifically authorized by RSNA. **Exhibiting companies and organizations cannot offer CME credit to RSNA professional attendees within their exhibit space or at any satellite event conducted outside of the convention center during the RSNA meeting schedule.**

## 4. Exhibit Hours

The Technical Exhibits will be open to meeting registrants and must be fully operational and staffed Sunday, November 30 – Wednesday, December 3 from 10:00 a.m. to 5:00 p.m. and on Thursday, December 4 from 10:00 a.m. to 2:00 p.m. Exhibitors are not permitted to dismantle their exhibits before 2:00 p.m. on December 4.

**Hands-on Computer Workshops are scheduled from Sunday, November 30 – Wednesday, December 3, from 10:00 a.m. to 6:00 p.m. and on Thursday, December 4, from 10:00 a.m. to 2:00 p.m.**

## 5. Exhibit Installation

The exhibitor may not occupy exhibit space until all conditions as set forth in these rules and regulations are met. All power tools and equipment used in the installation of exhibits must be operated in compliance with safety guidelines, as prescribed by OSHA or other recognized authorities, for the protection of the operator and others working in the vicinity. Table and circular saws, lathes, grinders, sanders and other power equipment may not be set up and/or operated in aisles or unprotected areas. **The use of motorized vehicles, including hydraulic lifts, is not permitted by exhibitors or exhibitor appointed contractors (EACs). All lifts and operators must be provided by the appropriate official service contractor.**

All high work, including the installation and adjustment of all supplemental lighting, requiring cranes and hydraulic lifts, must be completed during the exhibitor's move-in schedule. No hi-lifts will be admitted on the exhibit floor after 4:30 p.m., Saturday, November 29.

### Target Move-in

Exhibitor freight will be received and installation begun according to the Target Move-in Assignments, which will be available in mid-September. Target assignments will be based on the location of exhibits on the exhibit floor, exhibit size and complexity, impact on surrounding exhibitors and proximity/access to freight doors. Targeted installation of technical exhibits will begin at 5:00 a.m., Monday, November 24—Wednesday, November 26.

### General Move-in

No freight will be accepted for delivery on Thanksgiving Day (Thursday, November 27). General setup for all exhibitors will begin at 8:00 a.m., Friday, November 28. No freight will be accepted at McCormick Place for these exhibits prior to 8:00 a.m., Friday, November 28.

### Final Exhibit Setup

If setup of any exhibit has not started by 1:00 p.m. Saturday, November 29, RSNA may order the exhibit to be set up and the exhibitor billed for all charges incurred. RSNA will not be responsible for any damage incurred. All exhibits must be substantially completed by 6:00 p.m., Saturday, November 29, and all aisles cleared of exhibit materials and crates. All components yet to be installed must be within the exhibitor's space.

### Opening Day

All technical exhibits must be fully operational by 9:00 a.m. Sunday, November 30. After this hour, no installation work will be allowed without special permission from RSNA. No installation will be allowed during the published hours of the RSNA Technical Exhibition.

## 6. Dismantling/Exhibit Removal

Each exhibitor will complete arrangements for removal of its material from McCormick Place in accordance with these rules, the instructions provided in the Exhibitor Service Kit and in the Closing Bulletin, which will be issued on or about Wednesday, December 3.

### Exhibitor Responsibilities

All technical exhibits, headquarters offices and hands-on computer workshop space (Halls A, B and D) material must be packed and ready for outbound shipment by 4:30 p.m., Monday, December 8. Any materials not called for at that time will be shipped at the exhibitor's expense by a carrier selected by the official drayage contractor.

All space occupied by an exhibitor must be surrendered in the same condition as it was at the commencement of occupation. The exhibitor is responsible for removal of excess debris, bulk quantities of printed material, floor covering and any item other than that which can be easily removed by

broom sweeping. Costs related to removal of same are the responsibility of the exhibitor.

## 7. Contractor Services

### Official Contractors

RSNA will designate official service contractors to provide all services to the exhibitor other than supervision. Electrical, plumbing, cleaning, telephone, security, drayage, rigging and catering services must be provided by the official contractor. All services not ordered in advance must be procured through the Official Contractor's Exhibitor Service Desk at McCormick Place.

The general contractor will have complete control of all dock and loading facilities and will receive all direct and advance shipments and van loads, handle all freight and provide all rigging labor and equipment. The general contractor must also provide installation and dismantling services for Hands-on Computer Workshop and Headquarters Offices.

### Exhibitor-Appointed Contractor (EAC) Request to use an EAC

Exhibitors using contractors other than the official RSNA contractors for labor, supervision or any other service must submit an Exhibitor-Appointed Contractor Request on or before October 10. No requests, addenda or substitutions received after that deadline will be considered. Only requests from exhibitors (not EACs) will be considered.

### EAC Terms and Conditions

A request will be approved only if it will not interfere with or prejudice the orderly setup, interim services or dismantling of the exhibition.

Requests will not be approved if they are inconsistent with the commitments made and obligations assumed by RSNA in any contract with official service contractors or in its lease with McCormick Place.

All EACs shall abide by the terms, conditions, rules and regulations set forth herein. EACs may not solicit exhibitors. Violation of any rule or regulation may, at the discretion of RSNA, result in the appointed contractor's removal from the exhibit floor.

## 8. Storage of Crates and Boxes

The City of Chicago Bureau of Fire Prevention Regulations prohibits the storage of cartons or other materials (regardless of construction) behind exhibits or anywhere on the exhibit floor. The official drayage contractor will handle and provide storage space for crates, boxes, skids, etc., during the exhibition and return properly marked materials at the completion of the meeting. Materials not in accordance with these regulations will be discarded.

## 9. Exhibit Design

The regulations listed herein are presented to create and maintain an open atmosphere on the exhibit floor. To this end, 100 percent occupancy of allowed exhibit space is discouraged. In designing exhibits, good judgment and consideration for neighboring exhibitors and attendees should be primary objectives.

(Continued on next page)



# Rules and Regulations

(Continued from previous page)

If floor plans (where required) are not submitted or exhibit construction is determined to be in violation of exhibit design regulations, RSNA has the right to prohibit construction of the booth. Booths are subject to show site review and modification, where necessary, will be at the exhibitor's expense. Exhibits built in non-compliance of the RSNA regulations are subject to a fine up to \$50,000 USD.

## A. General Requirements

All exhibits must conform to and enhance the professional, educational and instructional atmosphere of the meeting. Overstatement in the design is to be avoided.

Exhibitors are required to provide floor coverings for all booths. Appropriate display components and furniture must be provided by the exhibitors at their expense.

If location of columns, utilities or other architectural components of the facility are considerations in the construction of an exhibit, it is the responsibility of the exhibitor to physically inspect the facility to verify all dimensions and locations.

Materials used in the exhibit hall must be flame retardant in accordance with the City of Chicago Fire Ordinances. Exhibitors shall possess a certificate of flame retardation for all display materials used in their exhibit. This certificate must be made available for inspection on demand by the City of Chicago. Electrical equipment and display components must conform to City of Chicago Electrical Code. Please refer to the McCormick Place FOCUS One Utility Service Guide for complete and detailed information.

Every effort has been made to ensure the accuracy of all information distributed by RSNA; however, up-to-the minute information is not always available. With this in mind, RSNA, McCormick Place and their contractors or agents make no warranties as to the precise accuracy of floor plans issued in conjunction with or pertaining to the exposition.

## Signage

Exhibitors are NOT allowed to hang any identification signs and exhibit elements from the ceilings of McCormick Place. All identification signs and exhibit elements must be completely floor supported. Exhibitors may use wires or cables from the ceiling to stabilize tall floor standing signage for structural safety only and must request approval and receive prior authorization from RSNA. Exhibits built in non-compliance of the RSNA regulations are subject to a fine up to \$50,000 USD.

Exhibitor identification in all RSNA publications and on all signs and booth graphics must be the company name submitted on the Application/Contract.

Where product/brand names are used in the primary identification, product/brand names may not appear in type larger than that of the company name. Wholly owned subsidiaries of the exhibiting company may, however, be identified so long as the

principal identification is the parent company name and logo.

## Use of Lighting Truss Systems

Overhead lighting systems, attached to the facility steel structure, are permitted ONLY if your exhibit exceeds 999 square feet. Exhibitors wishing to hang lighting systems will be required to submit a Lighting Truss Diagram to RSNA along with the RSNA Freeform Booth Design Form before September 5. All requests must be reviewed and approved by RSNA. Exhibit elements are not to be attached to the lighting truss. Exhibits built in non-compliance of the RSNA regulations are subject to a fine up to \$50,000 USD.

Lighting instruments, regardless of the type, must be positioned inside the perimeter boundaries of the purchased floor space. Projecting light beams or images outside the perimeter boundary of the booth (including external aisles) is prohibited. Special effects (spinning, rotating, pulsating) must not interfere with other exhibits or detract from the professional atmosphere of the exhibition.

## Request to Backout Overhead Lights

Overhead hall lights may be requested to be shut off to those exhibitors with freeform booths measuring 1,000 square feet or greater. Make your request by using the Freeform Booth Design Form found in the RSNA Exhibitor Service Kit. Lights may only be turned off when directly overhead and in the confines of your booth. No light will be turned off if located outside the confines of your booth or too close to an aisle. RSNA has the final decision on which building lights will remain operational. The exhibitor will be responsible for all costs associated with this request. To request a lighting grid showing the placement and the number of lights located over your booth, an exhibiting company or appointed EAC can contact FOCUS One, McCormick Place Utility Provider, directly at 1-312-791-6113.

## Exhibit Elements Not Permitted

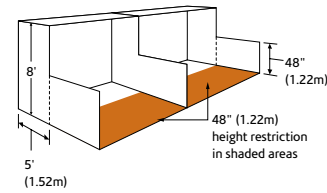
Balloons, flashing lights and strobe lighting of any kind are prohibited.

Any changes required in bringing an exhibit into compliance will be made at the exhibitor's expense. Exposed parts of any display must be finished so as not to be objectionable to other exhibitors or to RSNA.

## B. Inline Exhibits (10' x 10' or multiples thereof)

The minimum exhibit space is 10' x 10'. The back 5' of the basic exhibit may be occupied up to a height of 8' (see diagram "B"). The front 5' of the rented space may be occupied from the floor up to a height of 4'. Equipment may exceed the 4' height limit but may not be higher than 8' and must be placed so as not to block the view or impede the sight lines of adjacent exhibits. Live or video demonstrations must be confined to the back 5' of the rented space. RSNA shall, at its expense, provide basic furnishings such as side and backwall drape and a standard booth sign.

B. Inline Exhibit

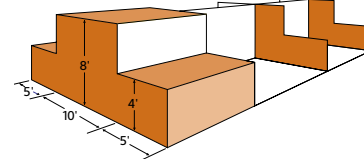


## C. Peninsula Exhibits (10' x 20' or larger "end cap")

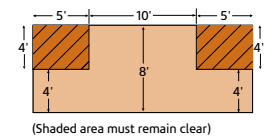
Peninsula exhibits must conform to dimensions shown in diagram "C" contained in these rules. Only a 10' wide backwall can be built within a peninsula exhibit. No part of the backwall may exceed a height of 8' from the floor of the exhibit hall.

Complete scale drawings of all peninsula booths must be submitted to RSNA for review and approval with the Peninsula Booth Approval Form by September 5. Exhibits built in non-compliance of the RSNA regulations are subject to a fine up to \$50,000 USD.

C. Peninsula Exhibit



10' x 20' Peninsula (front view)



## D. Freeform Exhibits (20' x 20' or larger "island")

RSNA will consider freeform designs and their effect on surrounding exhibits as factors in assigning exhibit space. Regulations governing such exhibits are:

1. All freeform exhibits should have access from all four sides. For an exhibit with limited access, the exhibit booth space assignment will be at the discretion of RSNA.
2. Complete scale drawings, both concept and construction, indicating applicable setback, exhibit height, live demonstration areas and supplemental/backout lighting requests must be submitted to RSNA for basic approval with the Freeform Booth Approval Form by September 5. If floor plans are not submitted and construction is determined to be in violation of regulation, RSNA has the right to prohibit construction of the booth. Freeform booths are subject to show site review and modification where necessary, at the exhibitor's expense. Exhibits built in non-compliance of the RSNA regulations are subject to a fine up to \$50,000 USD.

# Rules and Regulations

3. Exhibit and/or display components exceeding 12' in height must be approved by a licensed structural engineer prior to installation. A copy of the engineer's certificate or stamped floor plans must be available for onsite inspection.

4. The east-west dimensions of any freeform exhibit space must be 20', 50' or 80' wide. Exceptions, based on exhibit design elements, location and impact on surrounding exhibits, may be considered by RSNA.

5. No part of any freeform exhibit may exceed a height of 24' from the floor of the exhibit hall.

6. The total cubic content of Area 1 (8' level to 24' level) may be occupied.

7. A. Freeform exhibits of 400-1,400 square feet: Display components within Area 2 (from the floor to 8' in height) may not be closer than 1' to any external boundary of the exhibit space. Reception counters/information kiosks may not be closer than 2' from an aisle. B. Freeform exhibits of 1,500 square feet or more: Area 2 (from the floor to 8' in height) of the basic exhibit structure may not be closer than 3' to any external boundary of the exhibit space. Reception counters/information kiosks may not be closer than 4' from an aisle.

8. Area 3 may not be occupied by any booth element (see diagram "D").

9. Theater presentations and/or product demonstrations must be set back from the aisle to allow for chairs and standing room within the booth to accommodate attendees.

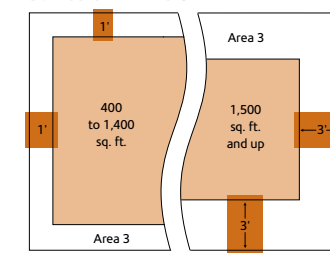
10. Bridging of aisles between contiguous exhibits may be considered by RSNA at the time of application. Bridge structures or signs approved by RSNA will be limited to a maximum vertical height of 48" and must be a minimum of 8' from the exhibit hall floor and may not exceed a height of 16'.

11. Exhibitors are reminded that structures within the RSNA meeting are subject to public accommodation provisions under the Americans with Disabilities Act of 1991 (ADA). Exhibits that utilize second-level space shall provide appropriate accommodations in accordance with the ADA. Elevated floor structures placed within Area 3 (see diagram "D") of freeform exhibits must be ramped on all sides of the exhibit. Elevated floor structures within any freeform exhibit that are not ramped must be marked or lighted appropriately around the perimeter.

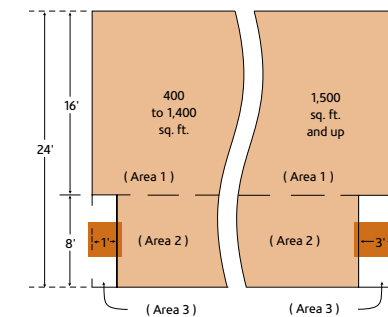
## E. Mobile/Transportable Exhibits

Equipment exhibitors' mobile units must be positioned to allow ample room on all sides for stairs, ramps and general attendee traffic. Mobile van units must utilize a 15'-wide space, and trailers must utilize a minimum 20'-wide space.

D. Freeform Exhibit



Freeform side or end elevation view



Location may be determined by proximity to drive-in freight doors to permit ease of move-in and move-out. Information indicating method of transport and unit function must accompany the application. Arrangements must be made in advance with the official drayage contractor for placement of mobile units on the exhibit floor. Variations from the agreed upon time/date arranged for placement of exhibitors' units may result in the loss or relocation of exhibit space.

Mobile units should have their fuel tank locked and sealed. Amount of fuel in tank should not be greater than 1/8 tank. Fueling or de-fueling of vehicles on the exhibit floor is prohibited. Batteries must be disconnected once the vehicle is positioned. One key to the vehicle must remain in the booth at all times. Mobile trailer units must be in compliance with fire prevention codes according to the McCormick Place Rules and Regulations and the Americans with Disabilities Act.

## 10. Care of Exhibit Space

RSNA will provide aisle carpet cleaning service. The exhibitor must, at its expense, maintain and keep its exhibit clean and in good order in accordance with these Rules and Regulations and all other applicable rules and ordinances.

## 11. Headquarters Office Space

Headquarters office space may be used to fulfill the following functions: badge distribution, coat check, food service, lead processing and off-site booth services, such as message center, appointment scheduling, lead tracking and sales staff orientation. This area is restricted to exhibit personnel only; professional attendees are not permitted entry and the area should not be used in conjunction with any exhibit booth activities.

All headquarters office labor, materials and services will remain under the control and supervision of the general contractor. EACs may be used in this area for internal setup only. Additional information regarding construction, labor and service costs is available through the general contractor. The official convention center caterer must supply all food service in the headquarters office.

## 12. Exhibit Hall Attendance/Exhibitor Registration

Exhibition hall attendance is limited to qualified exhibitors and professional registrants and spouses.

Exhibitor badges are produced by using only the company name submitted on the Application/Contract. The official RSNA badge must be worn at all times while in the exhibit hall. Do not deface badges by inserting company cards or applying novelty items. Defaced badges will be confiscated and the wearer escorted off the exhibit floor.

**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.

Exhibitor registration will be available through the RSNA Exhibitor Service Kit, which will be posted on or about July 7. Advance exhibitor registration deadline is November 7. Booth badges ordered in advance will be shipped to the official representative prior to the meeting. It is the representative's responsibility to distribute badges prior to arrival at McCormick Place.

Exhibitor representatives must remain in the rented space and are not admitted to the exhibit floor for the purpose of viewing other exhibits. Exhibitor personnel may not enter another exhibitor's booth space without obtaining permission. Be considerate of other participating companies. Exhibitor personnel are not permitted to enter an unstaffed booth of another exhibitor at any time. Exhibiting companies are responsible for monitoring their own space. Solicitation outside your booth in any way is strictly prohibited.

Registered exhibitor representatives may attend scientific sessions if space permits after all ticketed professional registrants have entered. CME or CE credit is not offered to exhibitors.

It is a violation to admit a person eligible for professional registration (radiologists, physicians, hospital support personnel, etc.) as exhibitor personnel. False certification of individuals as exhibitor representatives, misuse of exhibitor badges or any other method of assisting unauthorized persons to gain access to the exhibit floor will be cause for loss of priority points, a change of exhibiting status and/or payment of the registration fee for each violation.

(Continued on next page)

# Rules and Regulations

(Continued from previous page)

Each exhibiting company will receive an allotment of guest vouchers. Each guest voucher may be used in exchange for a one-day badge to visit the [technical exhibits only](#) (a \$300 value). Guest vouchers will be shipped, along with booth badges, to the official representative prior to the meeting. The formula used to distribute exhibitor guest vouchers is as follows.

Booth Size	Guest Vouchers
100 - 900 sq. ft. . . . .	5
1,000 - 3,900 sq. ft. . . . .	10
Greater than 4,000 sq. ft. . . . .	20

Children under the age of 16 are not allowed on the exhibit floor at any time.

The use of motorized vehicles, including Segways®, with the exception of RSNA approved wheelchairs, is not permitted by exhibiting personnel or for attendee use in the exhibition halls during the RSNA annual meeting.

## 13. Security

Each exhibitor is responsible for safeguarding its goods, materials, equipment and exhibit at all times. Perimeter guard service will be provided by RSNA for the exhibition period, but neither the guard service nor RSNA will be responsible for loss of or damage to any property.

All equipment, cartons and booth materials may not be removed from the exhibit halls without completing a Property Pass. Passes may be obtained onsite from the security guard, floor manager or RSNA Exhibitor Help Desk.

## 14. Booth Activities

All activities of each exhibitor, its employees and/or agents during the RSNA annual meeting, which are directed toward RSNA meeting registrants, other than entertainment and social functions permitted under Rule 18, must be confined to the exhibitor's exhibit space. All booth activities must be professional and educational in nature and related to the field of radiology.

### A. Device/Drug Products

Equipment for demonstrations must not pose a safety hazard. If the equipment has energy beams that are hazardous, such energy beams must be made non-operative before installation. All products exhibited must be presented and marketed in strict compliance with all federal, state and local laws pertaining to the labeling and marketing of medical devices and/or drugs.

Devices/drugs awaiting FDA approval (i.e., those qualifying for an Investigational Device Exemption), including but not limited to PMA and 510(k) devices, must be identified to RSNA as such at the time of application for exhibit space. Documentation of compliance with all applicable FDA guidelines relating to the marketing and promotion of investigational devices must be submitted to RSNA by October 13.

Devices/drugs presented for marketing outside the United States must be clearly and conspicuously labeled as such, so as not to cause confusion or possible misrepresentation. Failure to meet marketing and labeling

standards will result in the removal of the device/drug in question from the exhibit hall or forfeiture of exhibit space.

### B. Crowd Control

As a matter of safety and courtesy to others, all presentations, demonstrations and marketing/promotional activities, including meetings with customers and staff, must be confined to the exhibit space so as not to interfere with traffic flow in the aisles or encroach into neighboring exhibits. Adequate space/seating for presentations and demonstrations must be provided within the exhibitor's booth. RSNA reserves the right to have the exhibitor discontinue any activity or dismantle any display/demonstration feature that interferes with the normal traffic flow.

Exhibitors are required to allocate adequate exhibit space near these gathering zones to conveniently accommodate company personnel and visitors. Companies anticipating large crowd gatherings are responsible for keeping the aisles around their space clear. During show hours, Crowd Control/Security Guards will maintain appropriate use of aisles in both buildings. At its sole discretion, RSNA determines exhibitor personnel excessive crowd violation. Written notices will be issued to companies in violation along with assessment of a \$50 fine (per incident).

Company personnel not cooperating and found in violation will be issued a Violation Notice. The primary exhibitor contact will be:

1. Provided a copy of the Violation Notice stating name of the individual, time and location of incident(s)
2. Issued an invoice for payment of fine(s)

### C. Drawings and raffles

Drawings and raffles may be conducted according to the following guidelines: The selection process for drawings and raffles cannot take place on the exhibit floor during normal hours of operation, winners do not have to be present to win, and the total prize awarded must not exceed \$1,000 in retail value. RSNA reserves the right to prohibit booth activity that it deems not in keeping with the professional purpose of the exhibition.

Contests and games outside of drawings and raffles of any kind in conjunction with all exhibitor activities are prohibited. All drawings and raffles must be approved by RSNA in advance of the annual meeting.

### D. Food and Beverages

Exhibitors are prohibited from distributing food (with the exception of wrapped candy or mints). Beverages may be distributed from the exhibitor's booth by using the following guidelines:

1. Beverages may not be displayed as a promotion or to attract attendees.
2. Beverages may be distributed to an attendee only during the course of a meeting or conference within enclosed areas of the exhibitor's booth.
3. Beverages must be provided in generic cups or glasses supplied by the official convention center caterer.

4. Alcoholic beverages are strictly prohibited.

### E. Giveaways

Handout materials are to be straightforward, professional and non-combative in nature.

Small token gifts that are not worn or displayed and may be carried in the pocket, such as pens, pencils, luggage tags or pocket calendars, are acceptable and may be distributed from the exhibitor's booth without prior approval. Such token gifts must meet American Medical Association ethics guidelines and should not be of substantial value. A complete list of approved giveaways will be included in the RSNA Exhibitor Service Kit. It is the responsibility of the exhibitor to receive prior approval for any handout/novelty item that may be questionable in nature.

### F. Imaging

Only ultrasonographic imaging on phantoms is allowed on the Technical Exhibit floor. Any other live imaging, diagnostic/therapeutic or health screening procedures are prohibited. Off-site transfer of images to exhibit space is permitted. It is the responsibility of the exhibitor to take precautions to eliminate patient identification.

### G. Market Research

Exhibitors may conduct market research as a booth activity. Attempting to survey or gather data in other areas of the convention center is prohibited.

### H. Presentations

Demonstrations, product literature and handout materials are to be straightforward, professional and non-combative in nature and must avoid the use of sideshow or theatrical gimmicks.

Activity and attire of models and demonstrators shall be consistent with the professional atmosphere of the RSNA meeting. The use of live animals, magicians, puppet shows, fortune tellers, dancers, celebrities or celebrity look-alikes, live performances of music, costumed characters, mimes, robots, balloons or other entertainment is prohibited.

Presentations should be directed into the booth and not into the aisle. Live presentation and product demonstration areas should be positioned well within the freeform setback requirements as outlined in Section 9D.

Demonstrations, lectures or presentations by RSNA members or by other physicians, physicists or other healthcare professionals, other than those who are full-time employees of the exhibitor, are prohibited.

Presentation of educational content during the RSNA annual meeting is prohibited unless specifically authorized by RSNA. In accordance with ACCME guidelines, at no time and in any form are exhibitors allowed to promote specific components of the RSNA meeting program or offer CME credit.

If video is used to demonstrate equipment by simultaneously using a live model and videotape, a sign clearly indicating the simulation must be posted.

# Rules and Regulations

RSNA will not attempt to settle disputes between exhibitors over issues such as trademark violations, sign copy and copyright violation claims. Show management understands the sensitivity of these issues, however, RSNA is not a judge, jury, regulator or police officer, and its enforcement or protection options are limited.

It is the responsibility of the exhibitor to receive prior approval from RSNA for any product demonstration or presentation that may be questionable in nature. The RSNA Technical Exhibits Committee reserves the right to order objectionable presentations discontinued unless or until a mutually agreeable presentation may be developed. The exhibitor waives any rights or claims of damages arising out of enforcement of this rule.

### I. Selling of Products/Services

Order taking and sales of exhibited products will be permitted at RSNA 2008. Purchased items taken out of the hall must be small enough to be easily hand-carried. Signs or advertising of product pricing will not be allowed. It is the responsibility of each exhibiting company that sells items on the show floor to contact the Illinois Department of Revenue regarding state sales tax collection. Please contact the Illinois Department of Revenue at 1-800-732-8866 at least six weeks before the meeting.

### J. Sound

Sound must be at a level that does not disturb neighboring exhibits (80 decibels when measured by RSNA from any adjacent aisle) and presentations must be done in a manner that does not encourage congregation of attendees in aisles. Exhibitors using audio systems should direct the sound into their booth and not towards the aisle or neighboring exhibits. The exhibitor will be required to stop using a system if, in RSNA's opinion, the sound level or presentation is objectionable to attendees or adjacent exhibitors.

The following steps will be taken by RSNA to ensure that appropriate sound levels are followed:

**1st Violation:** The offending exhibitor will be notified (via the RSNA Technical Exhibition Violation Notice) and instructed to comply with stated guidelines.

**2nd Violation:** The offending exhibitor will be issued a Second Violation Notice indicating non-compliance and instructed to reduce the volume immediately and will lose four History Priority Points associated with next successive participation.

**3rd Violation:** Immediately following issue of Third Violation Notice, electrical sources will be terminated at exhibitor's expense for remainder of the day and eight History Priority Points will be deducted from the next successive participation. The exhibitor will assume full responsibility for any damage to their exhibit or demonstration resulting from failure to adhere to exhibition sound level requirements.

## 15. Photography

### Professional Attendee

Exhibitors may not deny a reasonable request from an attendee to photograph or videotape an exhibit from the aisle.

### Media

(i.e., local & national television networks)

Members of the media may photograph, videotape or mechanically record the exhibit floor only when accompanied by an RSNA appointed escort.

### Exhibitor

Exhibitors are allowed to photograph, videotape or mechanically record their company's booth during regular floor access hours. This must be done without the use of electrical lighting. Videotaping/photography is permitted after 5 p.m. Monday through Wednesday only and must be arranged 30 days in advance and approved by RSNA.

Exhibitors are allowed to have independent film crews videotape their booth between 8 a.m. and 10 a.m. Tuesday through Thursday of the annual meeting. Film crews must be accompanied by an RSNA-appointed escort. RSNA-appointed escorts are available for a fee and must be paid in advance or onsite by the individual exhibitor. These escorts are limited and are available on a first-come, first-served basis. Arrangements for such activities must be made 30 days in advance through the Technical Exhibits Department.

Exhibitors will be asked to refrain from photographing, videotaping or mechanically recording if such activity interferes with setup, show activities or teardown. Each exhibitor has control over the space it has rented and may prevent others (including exhibitors) from gaining access to, photographing, videotaping or otherwise mechanically recording its exhibit or presentations from within its rented space. Contact an RSNA floor manager or the RSNA Exhibitor Help Center if you experience problems with another exhibitor videotaping your exhibit (if possible, photograph or videotape the inappropriate activity for proof and ease of reference).

### Penalties for Unauthorized Use of Cameras:

**1st Violation:** Confiscation of film/digital disk, camera or both.

**2nd Violation:** Confiscation of film/digital disk, camera or both. Deduction of four History Priority Points associated with next successive participation.

**3rd Violation:** Confiscation of film/digital disk, camera or both. Deduction of eight History Priority Points associated with next successive participation and a \$500 fine. Removal of individual taking unauthorized pictures from show floor.

## 16. Press Conferences

All press conferences and media events related to an exhibitor's participation at the RSNA meeting must be coordinated with the RSNA Newsroom staff. Press confer-

ences by exhibitors on the exhibit floor are prohibited. No press conferences may be scheduled at hotels or other locations away from the meeting site during the annual meeting. To make press conference arrangements, or for more information, call 1-630-368-3779.

## 17. Housing

Exhibitors may request sleeping rooms only for employees or agents of the exhibiting company. Exhibitors are prohibited from providing hotel sleeping rooms to customers or other individuals eligible for general registration.

All exhibitor housing (sleeping rooms and suites) must be requested through RSNA via the housing Web site or the RSNA Block Housing Request Form. Neither RSNA nor the hotels in the RSNA block will accept reservations directly by phone or letter. Rooms reserved by any method other than the official RSNA Housing Bureau or RSNA's official international travel agent, ESA Voyages, will be considered in violation of RSNA's Rules and Regulations and will jeopardize Preferred Exhibitor status. This regulation also applies to primary, subsidiary and affiliate companies (domestic and international) of the technical exhibiting company.

Distribution of any printed material, showing of equipment or product presentations to RSNA registrants or guests by exhibitors, other than in the exhibitor's assigned space, is prohibited. Advertising, signs, placards, and banners in the hotel are prohibited.

## 18. Function Space

Exhibitor-sponsored meetings may be conducted in conjunction with the RSNA annual meeting under the following guidelines and with the approval of RSNA:

1. Entertainment/social events: Receptions or dinners, where there is no formal educational programming, held in hotels, restaurants, private clubs or other facilities, are limited to a pre-terminated guest list of not more than 1,000 radiologists, their guests and such other invitees as the exhibitor may wish. (Employees/agents of the host company shall be considered over and above this number\* – see next page.) Cultural events, such as concerts, theater productions and museum events are subject to the same limitation. These events may not conflict with the official RSNA program or exhibit hours (refer to schedule on next page). Product and/or equipment demonstrations are prohibited.
2. Focus groups: Meetings that target a specific group of attendees to obtain specific data must not exceed 50 persons and may not conflict with the official RSNA program or exhibit hours (refer to schedule below). Product and/or equipment demonstrations are prohibited.

(Continued on next page)

# Rules and Regulations

(Continued from previous page)

3. Staff/company meetings: Attendance is limited to the staff of the exhibiting company only and should not include professional attendees. No date and time restrictions apply.
4. Exhibitor functions and/or transportation to and from the event must be conducted during the following hours: Saturday, November 29, before 12:00 p.m. or after 5:00 p.m.; Sunday, November 30 – Thursday, December 4, before 8:00 a.m. or after 6:30 p.m.; and Friday, December 5, before 8:00 a.m. or after 3:15 p.m. Exhibitors needing function space for meetings or events must complete an Exhibitor Function Space Request Form. These forms and guidelines can be found in the RSNA Exhibitor Service Kit.

\*For any educational functions that include a formal presentation or procedural instruction, a Non-RSNA Satellite Symposium Form must be completed and can be found in the RSNA Exhibitor Service Kit.

## 19. Smoking

RSNA is a smoke-free meeting. This policy will be enforced and in effect during installation, meeting operation and dismantling hours. Outside designated smoking areas will be provided.

## 20. Marketing and Promotion

The list of RSNA exhibitors shall not be published, in whole or in part, other than in RSNA official publications and on the RSNA Web site, [RSNA.org](http://RSNA.org). Said list will not be released by RSNA for promotional purposes.

Exhibitors may request use of attendee data on a limited license basis from RSNA for promotions of their product and services to attendees. At no time and in any form are exhibitors allowed to promote specific components of the RSNA meeting program.

E-mail addresses, telephone and fax numbers of RSNA attendees will not be made available. Attendee data remain the property of RSNA. Use of same is limited to the specific use(s) and time period approved by RSNA. Unauthorized use, including but not limited to resale or unauthorized solicitation, may result in the loss of Preferred Exhibitor status.

Distribution of any printed material, showing of equipment or product presentations to RSNA registrants or guests by exhibitors, other than in the exhibitor's assigned space, is prohibited. Exhibitors may not engage in any type of marketing activities at hotels during the RSNA meeting schedule.

RSNA strongly discourages exhibiting companies from displaying banners, billboards, other signage or promotional activities in the public domain, other than official RSNA promotional opportunities, within 30 miles of the RSNA annual meeting official venue and hotels.

## 21. Violations and Penalties

Violations such as, but not limited to, late payments, unauthorized giveaways and misuse of exhibitor badges may result in the loss of priority points toward next year's meeting. Multiple violations may result in additional point loss or status change.

RSNA may, at its discretion, deem an exhibitor ineligible for the Preferred Exhibitor space rate for the following year for violations of current RSNA Exhibitor Rules and Regulations.

The exhibitor can reestablish eligibility by remaining in compliance with all RSNA Exhibitor Rules and Regulations the following year.

Substantial violation of any of these RSNA Exhibitor Rules and Regulations by the exhibitor or its employees or agents may, at the option of RSNA, result in forfeit of the exhibitor's right to occupy exhibit space, and such exhibitor shall forfeit to RSNA all monies paid or due. Upon evidence of substantial violation, RSNA may take possession of the space occupied by the exhibitor and remove all persons and goods. The exhibitor shall pay all expenses and damages that RSNA may incur through the enforcement of this rule.

## 22. Procedures for Identifying and Managing Violations

All facets of the exhibition are managed by the RSNA Technical Exhibits Department according to policy established by the RSNA Board of Directors and Technical Exhibits Committee.

Floor managers are hired to assist with supervision of the exhibition, including routinely monitoring the exhibit hall during installation, exhibition and dismantle for possible violations.

1. Identification of a rule violation results in written communication to exhibitor representatives explaining the nature of the violation. The written notice explains the timing/process for correcting the violation: (a) immediately, if violation poses a safety hazard, (b) by 6 p.m. the evening before official opening, when the violation occurs during installation, or (c) before opening of the next exhibition day, if the violation occurs during an official day of exhibition.
2. Written notice will identify specific time for re-inspection of specified violation. If the violation has not been corrected by that time, a second notice will be issued and priority points for subsequent meeting of participation are forfeited and exhibitor is subject to a fine up to \$50,000 USD.
3. Further failure to correct the violation will result in loss of Preferred Exhibitor status for subsequent meeting of participation. (Standard Status space rate is 50 percent higher than Preferred Status). Written notification of violation(s) and change of exhibitor status will be sent

to the official representative and chief executive officer of the exhibiting company before mailing of the subsequent prospectus. Exhibitors must fully comply with rules and regulations at a subsequent exhibition to qualify for future reinstatement of Preferred Status.

4. In any case involving a willful or grossly negligent violation or a violation causing or threatening a significant safety hazard or disruption of the exhibition, the RSNA Technical Exhibits Department may, in addition to penalties described in paragraphs 2 and 3, impose on an expedited basis the additional penalties described in Section 21.
5. Exhibitors should contact the RSNA Technical Exhibits Department with questions concerning procedures for identifying and managing violations of the RSNA Technical Exhibition Rules and Regulations.

## 23. RSNA Logo Use

The name Radiological Society of North America and the letters "RSNA" are registered trademarks of the Radiological Society of North America, Inc. Use of the aforementioned in conjunction with advertisements, promotional materials, endorsements, statements, contests and/or awards of any kind is prohibited. Violators may be subject to such civil and criminal penalties as provided by federal and state laws.

The RSNA annual meeting logo is also a registered trademark of the Radiological Society of North America, Inc. However, RSNA will grant permission to exhibitors and advertisers to use the annual meeting logo in an appropriate manner in conjunction with their advertisements and other materials promoting that exhibitor's or advertiser's participation at the RSNA annual meeting. Samples of the proposed use of the RSNA annual meeting logo should be submitted to the RSNA Technical Exhibits Department, RSNA, 820 Jorie Blvd, Oak Brook, IL 60523.

## 24. Amendments/General Supervision

All exhibit matters and questions not covered by these RSNA Exhibitor Rules and Regulations are subject to the decision of RSNA.

These RSNA Exhibitor Rules and Regulations may be amended at any time by RSNA and all amendments shall be equally binding on all parties. In the event of any amendment or addition to these Rules and Regulations, written notice will be given by RSNA to such exhibitors as may be affected. The abbreviation "RSNA" used in the Rules and Regulations shall mean Radiological Society of North America, Inc., a not-for-profit corporation, and, as the context may require, its directors, officers, agents and/or employees duly acting for RSNA in the management of the exhibition.

## Pocket Contents:

- Technical Exhibit Space Application/Contract
- Prospectus Floor Plan
- Marketing and Promotional Opportunities
- Exhibitors Circle Program

## RSNA Contacts

### Technical Exhibit Services

*Tom Shimala*  
Director: Technical Exhibits  
1-630-368-3760  
[tshimala@rsna.org](mailto:tshimala@rsna.org)

*John Jaworski, CEM*  
Manager: Technical Exhibit Services  
1-630-571-7855  
[jjaworski@rsna.org](mailto:jjaworski@rsna.org)

*Lauren Giagnorio*  
Assistant: Technical Exhibit Services  
1-630-571-7851  
[lgiagnorio@rsna.org](mailto:lgiagnorio@rsna.org)

*Georgetta Piotrowski*  
Assistant: Technical Exhibit Services  
1-630-571-7850  
[gp Piotrowski@rsna.org](mailto:gp Piotrowski@rsna.org)

### Exhibitor Housing

*Robert Hope, CMP*  
Director: Housing, Travel & Events  
1-630-571-7854  
[rhope@rsna.org](mailto:rhope@rsna.org)

*Christina Weres, CMP*  
Manager: Housing & Travel Services  
1-630-571-7847  
[cweres@rsna.org](mailto:cweres@rsna.org)

### Exhibitor Registration

*Marissa Zolna*  
Manager: Registrant Services  
1-630-571-7846  
[mzolna@rsna.org](mailto:mzolna@rsna.org)

### Function Space

*Janet Cooper, CMP*  
Director: Convention Operations  
1-630-571-7856  
[jcooper@rsna.org](mailto:jcooper@rsna.org)

*Kim Christianson, CMP*  
Manager: Meeting Services  
1-630-571-7848  
[kchristianson@rsna.org](mailto:kchristianson@rsna.org)

### Promotions/Advertising

*Jim Drew*  
Director: Advertising  
1-630-571-7819  
[jdrew@rsna.org](mailto:jdrew@rsna.org)

### Media Relations

*Adrienne Rogers*  
Manager: Public Information  
1-630-368-3779  
[arogers@rsna.org](mailto:arogers@rsna.org)

### RSNA R&E Foundation and Exhibitors Circle Membership

*Joe Taylor*  
Director  
1-630-571-7830  
[jtaylor@rsna.org](mailto:jtaylor@rsna.org)

### RSNA Headquarters Office

820 Jorie Blvd.  
Oak Brook, IL 60523-2251  
1-630-571-2670  
1-630-571-7837 fax  
[RSNA.org](http://RSNA.org)

*Steve Drew*  
Assistant Executive Director:  
Scientific Assembly and Informatics  
1-630-571-7879  
[sdrew@rsna.org](mailto:sdrew@rsna.org)

### General Contractor

*Freeman*  
*Don Daup, Brent Linkin*  
*or Jeanine Pickering*  
5040 W. Roosevelt Rd.  
Chicago, IL 60650  
1-773-379-0600  
1-773-379-8640 fax

### Electricity/Utilities

*FOCUS One*  
2301 S. Lake Shore Dr.  
Chicago, IL 60616  
1-312-791-6113  
1-312-791-6159 fax





Radiological Society  
of North America  
Founded in 1915

820 Jorie Blvd.  
Oak Brook, IL 60523-2251  
1-630-571-2670 FAX: 1-630-571-7837  
[RSNA.org](http://RSNA.org)

## Hours of Operation at RSNA 2008

### Technical Exhibits

Hall A, South Building  
Hall B, North Building  
Hall D, Lakeside Center

Sunday, Nov. 30 –  
Wednesday, Dec. 3  
10:00 a.m. – 5:00 p.m.  
Thursday, Dec. 4  
10:00 a.m. – 2:00 p.m.

### Hands-on Computer Workshops

Hall A, South Building  
Sunday, Nov. 30 –  
Wednesday, Dec. 3  
10:00 a.m. – 6:00 p.m.  
Thursday, Dec. 4  
10:00 a.m. – 2:00 p.m.

*For more information, contact  
RSNA at [exhibits@rsna.org](mailto:exhibits@rsna.org) or  
1-800-381-6660.*

### Future RSNA Annual Meeting Dates

2009 Nov. 29 – Dec. 4  
2010 Nov. 28 – Dec. 3  
2011 Nov. 27 – Dec. 2

McCormick Place, Chicago