

Exhibitor Registration

Deadline: November 7, 2008

Radiological Society of North America
94th Scientific Assembly and Annual Meeting
McCormick Place, Chicago
RSNA2008.RSNA.org

November 30 – December 5, 2008



RSNA2008
Personal Learning in the
Global Community

AVOID LONG LINES ONSITE BY REGISTERING YOUR BOOTH PERSONNEL IN ADVANCE.

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 Badge Allotment

Exhibitor Personnel (within allotment)	Complimentary
Additional Exhibitor Personnel (per badge over allotment)	\$40.00

How to Register

A) Before November 7, 2008

1. Internet (24 hours)

RSNA2008.RSNA.org

Go to *Technical Exhibits*, select *Already an Exhibitor*, followed by *Exhibitor Registration*. (A user ID and password will be sent via e-mail.)

2. Datafile

Build your own list. Export the data into an ASCII comma delimited file with the following three fields:

Field	Max Length	Example
Last Name	25	Smith
First Name	15	Joe
Registration Code	2	41

E-mail your datafile as an attachment to rsnaexh@experient-inc.com.

3. Combination: Datafile and Internet

Submit a large list first by datafile then add or modify names by Internet.

4. Fax or Mail

Complete the Exhibitor Registration Order Form in this service kit. When using this form, there is a badge request limit of 20 names. Register by Internet or datafile with more than 20 names.

B) Onsite

Exhibitor staff can register onsite for any remaining allocation of badges for no fee. If you have reached your allocation, a \$40 per badge fee will be assessed per badge. All onsite exhibitor staff will be required to show a business card with the exhibiting company name and a photo ID.

Exhibitor Registration Codes

41 Exhibitor Personnel

- Employee of exhibitor: sales, marketing, executive, operations or demonstrator.
- 8:00 a.m. – 6:00 p.m. access to booth during set-up, show days and tear-down.

43 Exhibitor Personnel – 24 Hour Access

- Technical support personnel or individuals requiring 24 hour access to exhibit booth.
- For security reasons, please limit the number of representatives with 24 hour access.

Guest Vouchers

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 prior to the meeting, to the official representative.

The formula used to distribute 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

Badge Mailing

Exhibitor badges and holders will be mailed starting on November 3, 2008. The package is shipped via express mail to the official representative listed on the Exhibitor Application.

Questions?

rsnaexh@experient-inc.com
1-847-948-6815
1-847-940-2326 (fax)

RSNA 2008/Experient
Exhibitor Registration
108 Wilmot Rd., Suite 400
Deerfield, IL 60015-5124

Location and Hours

Exhibitor Registration is located in the Grand Concourse, Level 3

Days	Exhibitor Registration	Exhibit Hours
Friday, November 28	8:00 a.m. – 4:30 p.m.	CLOSED
Saturday, November 29	8:00 a.m. – 4:30 p.m.	CLOSED
Sunday, November 30	7:00 a.m. – 5:00 p.m.	10:00 a.m. – 5:00 p.m.
Monday, December 1	8:00 a.m. – 5:00 p.m.	10:00 a.m. – 5:00 p.m.
Tuesday, December 2	8:00 a.m. – 5:00 p.m.	10:00 a.m. – 5:00 p.m.
Wednesday, December 3	8:00 a.m. – 5:00 p.m.	10:00 a.m. – 5:00 p.m.
Thursday, December 4	8:00 a.m. – 1:00 p.m.	10:00 a.m. – 2:00 p.m.