

# Exhibit at RSNA 2008

**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



- Increase Sales
- Generate Leads
- Enhance Awareness

# The RSNA annual meeting is the premier international forum for radiologic science and technology. Be there to:

## Meet your target audience, face to face.

Radiology professionals and corporate healthcare executives—more than 27,500 of them—attend the RSNA annual meeting to see the latest innovations in radiologic science and to shop for products. These are your potential customers, all assembled in one location for the largest medical meeting in the world.

## Establish a presence among industry leaders.

The RSNA 2007 technical exhibition occupied a record 535,300 square feet, featuring 757 leading manufacturers, suppliers and developers of medical technology. In 2008, your competition will invest time, money, and creativity to reach RSNA's growing audience. Make your presence known this year.

## Be a part of the world's largest medical meeting.

The RSNA annual meeting is not just a tradeshow. It's an international

medical forum where attendees come to experience:

### Refresher Courses

300 refresher courses cover traditional and cutting-edge topics.

### Scientific Papers/Posters

2,000 scientific posters and papers detail hypothesis-driven research.

### Education Exhibits

1,600 education exhibits teach or review radiologic signs, procedures, techniques, treatments or other aspects related to medical imaging.

### Hands-on Computer Workshops

Interactive classes conducted by commercial leaders in the industry on their respective proprietary computer systems.

### Molecular Imaging Zone

An area focused on the emerging science of molecular imaging. Technical exhibitors with molecular imaging products feature the Molecular Imaging Zone logo at their booths.

## RSNA 2008 Important Dates

### March 26

- Exhibitor Prospectus mails

### April 7

- Exhibitor point system begins

### May 12

- First-round space assignments begin

### June 4

- Exhibitor block housing point system begins
- Individual exhibitor housing system opens

### June 24

- Exhibitor planning meeting (Rosemont, Ill.)

### July 7

- Service Kit available

### November 30–December 5

- RSNA Annual Meeting

## Integrating the Healthcare Enterprise (IHE®) Image Sharing Demonstration

Standards-based solutions for sharing patient electronic health records, including medical images and reports across care sites supporting clinical, educational and research needs.

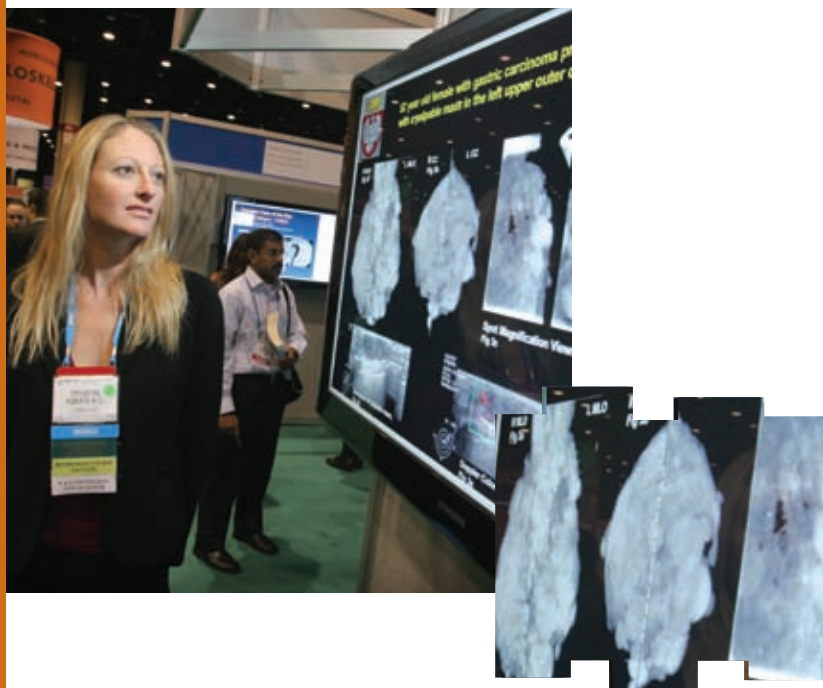
More than 62,000 people in the radiology industry gathered from all over the globe for RSNA 2007. Similar figures are expected this year. It's an opportunity that's like no other.

The *Exhibitor Prospectus* will be available beginning March 26 at [RSNA2008.RSNA.org](http://RSNA2008.RSNA.org).

### Contact information

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# RSNA 2007 Official Registration Figures

## Physicians

RSNA members	7,465
RSNA members-in-training	2,665
Non-member presenters	1,756
Non-member radiologists	2,934
Non-member resident trainees	311
Other physicians	327
RSNA medical student members	117
Non-member students	772
<b>Total Physicians</b>	<b>16,347</b>

## Healthcare Professionals

AAPM members	860
Non-member physicists	192
Radiology support personnel	5,713
<small>see Radiology Support Personnel for breakdown</small>	
Hospital executives	578
Commercial research and development personnel	374
Industry personnel	1,331
Healthcare consultants	930
Student Radiographer Theater	1,268
<b>Total Healthcare Professionals</b>	<b>11,246</b>
<b>New Record! Total Professionals</b>	<b>27,593</b>

## Other

Press	163
Guests/spouses	6,081
Staff and contractors	608
<b>Others</b>	<b>6,852</b>
<b>Professionals and Others</b>	<b>34,445</b>
Exhibitors	28,056
<b>New Record! Total Registration</b>	<b>62,501</b>

## Radiology Support Personnel\*

Technologists	2,079
Healthcare radiology administrators	1,201
Radiology business managers	555
Engineers	412
Systems support staff	425
Facility managers	215
Radiology educators	167
Government employees (non-physician)	129
Telemedicine/communications specialists	81
Nurses	119
Architects	43

\*Numbers represent attendees who indicated a category



## Totals by Radiology Specialty

Diagnostic radiology	2,635
General	2,476
Neuroradiology	1,263
Vascular and interventional radiology	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

## Geographic Breakdown of Healthcare Professionals

North America	17,533
Europe	5,365
Asia	2,388
South America	686
Australia & Oceania	191
Africa	162

Your potential customers will be at RSNA 2008. Will you?





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### Future Meeting Dates

November 29–December 4, 2009  
November 28–December 3, 2010  
McCormick Place, Chicago

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