

# WHAT MAKES RSNA THE LEADING MEDICAL IMAGING CONFERENCE IN THE WORLD?

RSNA's annual meeting is radiology's premier industry event where all your current clients and promising prospects from 115 countries will be together in one place. We are world-renowned. We are the center of radiologic innovation. And we are the place to meet everyone on your target audience list.

## Radiologists

Health Care System CEOs, CIOs and CFOs

Radiology Department Heads

Hospital Directors and Administrators

## Practice Managers

Biomedical and Clinical Engineers

IT Executives and Managers

Healthcare Consultants

## Physicians and Physicists

Decision Makers

Influencers and Industry Leaders

Exhibiting at RSNA 2020 means you are reaching them all.

Secure your space for RSNA 2020 today.

**Sales@RSNA.org**  
**630-481-1046**

## WHO IS RSNA



### GLOBALLY CONNECTED

We're an international society of more than 50,000 members representing 152 countries.



### THOUGHT LEADERS

We publish five world-class journals and are established as a leader for peer-reviewed radiology journals.



### VALUABLE RESOURCE

We're the bridge between your brand and this highly targeted audience of key decision makers and influencers.



### INVESTORS IN THE FUTURE

The R&E Foundation provides millions of dollars in funding for radiology research and education each year.



820 Jorie Blvd, Suite 200  
Oak Brook, IL 60523-2251 USA

Take the First Step

**RSNA.org/ENGAGE**

Or contact us at [Sales@RSNA.org](mailto:Sales@RSNA.org) or 630-481-1046

**October 30, 2020**

**Exhibit Space Application Deadline**

CRTE466 Technical Exhibit Prospectus 2020 KE



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## THE SMART SOLUTIONS YOU NEED TO BRING **YOUR VISION** TO LIFE



**Radiological Society of North America**  
106<sup>th</sup> Scientific Assembly and Annual Meeting  
McCormick Place, Chicago  
Exhibits: November 29 to December 3, 2020





# BRANDS THAT EXHIBIT AT RSNA **GET RESULTS**



It's no wonder why leading companies return to RSNA's annual meeting, the largest medical imaging conference in the world, year after year. They know this is the place where successful brands generate high-quality leads. They know this is the place to reach the buyers who matter most. And they know there's no other place in the world where you can make this level of impact all in one week.

There are reasons why industry giants and innovative startups alike exhibit at RSNA.

**The proof is in the numbers. Take a look.**

ACCESS	INNOVATION	TRUST	REACH	RESPECT
<b>80%</b> of attendees have a role in purchasing	<b>75+%</b> come to see new products and developments.	<b>80+%</b> of RSNA exhibitors return each year	<b>25,000+</b> professional attendees <b>700+</b> exhibitors <b>140+</b> new exhibitors in 2019	 

**Your competition will be at RSNA 2020. Shouldn't you be, too?**

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**RSNA.org/ENGAGE**

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## WHATEVER YOUR EXHIBITING GOALS, RSNA HAS **A SOLUTION FOR YOU**

RSNA offers you a dynamic range of exhibiting options, with over 450,000 square feet of exhibition space at McCormick Place in Chicago. Our expansive selection makes us the world's leading source for making industry connections that matter most to you.

Partner with RSNA and your brand will experience a new level of success, too. You'll create more awareness around your company. And you'll connect with a lucrative market of more than 25,000 professional attendees across all specialties in the industry.



### INNOVATIVE EXHIBIT SPACE OPTIONS

Multiple configurations and customizable spaces bring your vision to life.



### 3D PRINTING & MIXED REALITY SHOWCASE

The future of radiology is here. Demonstrate your 3D printing, mixed reality and holography products in this exciting space.



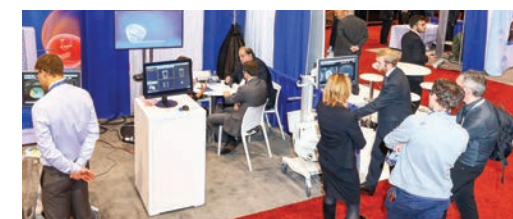
### AI SHOWCASE

Share your AI innovations in this 148,000 sq. ft. space for the latest AI products and solutions.



### STARTUP SHOWCASE

Promote your emerging, innovative products and services in this entrepreneurial hub.



### FIRST-TIME EXHIBITOR PAVILION

Get maximum exposure with a turnkey exhibit space in this area that highlights what's new in imaging products and services.



### **NEW!** DATA STORAGE AND SECURITY ZONE

Showcase your data storage and cybersecurity solutions in this new dedicated hub in the South Hall.



## MORE SPECIAL EXHIBIT OPTIONS TO HELP **MAKE YOUR MARK**



**Educators Row / IR Zone / Radiation Safety Zone / Recruiters Row**

### GIVE YOUR BRAND **MORE BUZZ**

We provide a wide range of on-site sponsorship opportunities and year-round promotional vehicles. Blanket the marketplace with your message, build interest and generate leads. Let us help you achieve measurable results.

**Thought leadership and presentation opportunities / Booth traffic generators / High-impact signage**  
**Digital and print options / Exhibitor listing upgrades / Pre-meeting marketing opportunities**

**DON'T WAIT!**  
Sponsorships sell out quickly. Visit **RSNA.org/Promote**.