

### **RSNA In-Person Corporate Symposium Guidelines**

A corporate symposium offers a company the opportunity to conduct an educational program for professional attendees during the RSNA annual meeting at McCormick Place.

The health and safety of our attendees, exhibitors, and personnel remain our top priority. RSNA will follow recommendations issued by the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), and state and local health authorities. If any requirements are implemented to adhere to these guidelines which effect the RSNA In-Person Corporate Symposium Guidelines, the appropriate guideline will be modified. Each presenting company will be notified in writing of the modification.

It is the company's responsibility to distribute these guidelines to the appropriate company personnel and/or any agents, representatives or contractors involved in planning activities at the RSNA annual meeting. The company requesting space is responsible for the actions of its employees and/or agents and will be expected to follow all rules and guidelines outlined below.

### **General Symposium Guidelines**

1. A corporate symposium is strictly an educational function that is conducted by a company and includes a formal presentation or procedural instruction. Medical societies and associations are not eligible to conduct a corporate symposium during the RSNA annual meeting. Presentations must be straightforward, professional and non-combative in nature.
2. Companies considering support for a Third-Party CME Symposium should inquire for separate guidelines and details.
3. Product and/or equipment demonstrations are allowed as long as they are educational in nature. Promotional or commercial activities of any kind are not permitted.
4. Corporate symposiums are available for \$25,000/symposium on a first-come, first-served basis. Fees are non-transferable. Payment must be sent to RSNA at the time of form submission. If the sponsorship is cancelled between July 1 and September 1, 50% of sponsorship fee will be charged. Cancellations after September 1 will be charged the full rate.
5. All presentations will be captured and included as on-demand content in the Virtual Meeting program through April 30, 2022. Sponsor will have the option to determine if a presentation should be removed from the Virtual Meeting at the conclusion of the live meeting week.
  - Live streaming into the RSNA Meeting Platform is available for an additional fee of \$3,000. Interested sponsors should secure this optional add-on by September 30.

6. Companies may be required to upload their presentation file in advance of their symposium. Further instructions on this process will be provided closer to the date of the meeting.
7. RSNA is not liable for any production quality issues with the live streamed Q&A sessions. RSNA assumes no liability for circumstances beyond our control such as power failures, malfunctioning of the Online Event Platform, internet, or devices and other systems used to access the virtual meeting platform.
8. Corporate symposiums are available Sunday, November 28 through Wednesday, December 1 and may run for up to 60 minutes. Rooms will be available for set up and take down from 7 to 11 a.m. for morning symposiums (rooms will be available through Noon on Sunday) and from 1 to 5 p.m. for afternoon symposiums. Company is limited to one symposium per time slot.  
  
Approved corporate symposium start times for Sunday, November 28 (three rooms available per day):
  - Morning Symposiums: 9:00 – 10:00 a.m. or 10:30 – 11:30 a.m.
  - Afternoon Symposiums: 1:00 – 2:00 p.m. or 2:30 – 3:30 p.m.  
Approved corporate symposium start times for Monday, November 29 through Wednesday, December 1 (three rooms available per day):
  - Morning Symposiums: 8:00 – 9:00 a.m. or 9:30 – 10:30 a.m.
  - Afternoon Symposiums: 1:30 – 2:30 p.m. or 3:00 – 4:00 p.m.
9. All company equipment, literature and handouts must be removed from the room at the end of the symposium. Rooms are available for corporate symposiums on a first-come, first-served basis.
10. No additional time in the symposium room will be allowed for set up or rehearsal.
11. The corporate symposium fee includes a meeting room at McCormick Place equipped with LCD projector, widescreen (16:9), podium wired internet, podium microphone, head table for 4 people on a riser, wireless internet and a table with two chairs outside the room for registration purposes.
12. Room set, capacity limits and catering availability are subject to change and will be dependent on recommendations from the CDC, state and local authorities and McCormick Place. Logistical details will be available at a later date and companies will work with McCormick Place and related vendors to finalize arrangements. Sponsors should review and consider the CDC guidelines on social distancing, capacity limits, food service and cleaning.

13. In accordance with safety regulations, attendees may not sit on the floor or block access to an entrance/exit. McCormick Place security will monitor all safety concerns and may intervene if necessary.
14. A dedicated technician is not provided during the session. Additional equipment, technician or catering must be ordered through RSNA approved vendors and will be at the company's expense.
15. Corporate symposium title, description of the symposium and speakers must be submitted to RSNA for review prior to promotion of the symposium.
16. Corporate symposiums are accessible by all attendees and industry personnel registered for RSNA 2021. Companies may not charge a fee to attendees.
17. RSNA does not guarantee attendance numbers for any sponsored education presentation, including corporate symposiums.
18. RSNA attendee information for the in-person presentation is not provided to the company. If a company wishes to capture onsite attendee information, they may utilize a lead retrieval scanner or include a link within the online program. Sponsor is responsible for ordering lead retrieval scanners in advance of the session with RSNA approved vendor.
19. Companies will receive metrics as well as a list of attendees that opted to share their contact information for the on-demand and live streamed (if purchased) presentation following the live meeting week. Sponsors may also include an RSVP link in their session information to secure any pre registrant information. Metrics for on-demand content can be requested on a monthly basis.
20. Speaker honoraria are allowed and will be administered by the company or third-party provider. Exclusivity agreements that prohibit speakers from presenting at other RSNA courses are not allowed.
21. Companies must disclose to speakers that this is a corporate symposium and not an RSNA session.
22. Companies are permitted to film their corporate symposium. Sponsor must notify both RSNA and Freeman AV that they plan to film no later than October 31. Sponsor is responsible for all expenses related to filming.
23. If bringing in an outside contractor to film session, sponsor must complete and submit the Exhibitor Appointed Contractor (EAC) registration. Details can be found under the [Exhibitor Service Kit](#) available July 21.

24. All corporate symposiums must be held in compliance with ACCME’s Standards for Industry Support and the AMA’s Opinion on Gifts to Physicians from Industry.
25. Corporate symposium sponsor agrees to adhere to the “Presentations” guideline under “Booth Activities” in the RSNA 2021 Exhibitor Rules and Regulations (available under the [Planning your exhibit page](#)) by preserving the anonymity of patients and research subjects by removing all potentially identifying information including patient likenesses, identification numbers, names, initials, etc.—from images, charts, graphs, tables, and text.
26. Third-Party Organizers: Companies that choose to use a third-party organizer must submit a letter on company letterhead naming the third party as being authorized to handle planning responsibilities on the company’s behalf. Third-party organizers cannot be a medical society or association. No direct requests from third-party organizers will be considered.
27. Corporate symposiums found to be in violation of these guidelines shall be immediately discontinued. This agreement is in addition to any contract for exhibit space. All terms, conditions, rules and regulations contained therein remain in full force. The company waives any rights to claims of damages arising out of enforcement of these guidelines.
28. All matters and questions not covered by the above guidelines are subject to the discretion of RSNA. These RSNA guidelines may be amended at any time and all amendments shall be equally binding on all parties. In the event of any amendment or addition to these guidelines, written notice will be given by RSNA to such parties.
29. The company shall protect, indemnify, hold harmless and defend RSNA, its officers, directors, agents and employees against all such claims, liabilities, losses, damages and expenses, including reasonable attorneys’ fees and costs of litigation; provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence of RSNA, its officers, directors, agents or employees.

### **Signage and Promotional Guidelines**

1. Companies must complete and submit the Corporate Symposium Program Submission form in order to be listed in the RSNA 2021 agenda and to appear on signage outside the classroom. The form will capture title, speaker(s), program information and any links and will be listed in the program exactly as submitted. Program submission forms are due September 30. No changes will be accepted after this date. Refer to Important Deadlines at the end of this form for additional details.
2. RSNA will promote corporate symposiums in the RSNA 2021 agenda under the Corporate Symposium category. All sponsors with a confirmed corporate symposium as of June 30 will be

listed by company name in the initial PDF version of the agenda, made public with the launch of registration in July. This PDF version will be updated on a regular basis between July and November and new corporate symposiums will be reflected accordingly. The online agenda, accessible on the RSNA 2021 website in November, will list corporate symposium titles, program descriptions, links and speaker names.

3. Corporate symposium titles will be listed in the agenda and on signage outside the classroom as "Title: Company Name."
4. RSNA will include symposium titles and speaker names on the digital sign outside the classroom. RSNA will also produce general directional signage to guide attendees to symposium rooms and display a meter board sign outside each room listing all corporate symposiums taking place in the room throughout the week.
5. During the room rental period, companies may use a branded tablecloth and/or display a free-standing sign (no larger than 33" wide x 80" high) immediately outside the symposium room only. Companies may also promote the symposium within their exhibit space. No other signage, promotions, solicitations or branding materials may be used in any other public areas within McCormick Place unless it is within the guidelines of another RSNA 2021 sponsorship or promotional opportunity.
6. Companies may purchase the RSNA Attendee Registration mailing list or participate in RSNA promotional opportunities to promote the presentation. All purchases and use of the list must comply with the attendee list guidelines. Visit [RSNA.org/Promote](https://www.rsna.org/Promote) to see available opportunities. RSNA meeting logo, marketing collateral and usage guidelines are available [here](#).
7. When promoting a corporate symposium companies should not use "register" to encourage attendees to sign up. Companies may use "RSVP."
8. Companies may not misrepresent the symposium as RSNA education in any promotional materials before, during or after the symposium.

## **IMPORTANT DEADLINES**

### **June**

- Book your symposium by June 30 to be listed by company name in the initial agenda, made available in July.
- Program submission form link will be emailed during the month of June to companies with a confirmed presentation slot.



## July

- RSNA registration opens on July 21 and the initial agenda is available on RSNA's website.

## September

- Program submission form is due September 30.
- Interested sponsors may secure the live streaming add-on for their presentation through September 30.

## October

- Additional equipment, labor, room sets and catering orders must be finalized with vendors and approved by RSNA no later than October 31. (*Subject to change and dependent on recommendations from the CDC, state and local authorities and McCormick Place. Further information will be provided to the sponsor at a later date.*)

## November

- Online agenda is available on the RSNA 2021 website.
- Direct link to your presentation listing on the RSNA 2021 website will be emailed to the contact identified on your program submission form.

### FOR ADDITIONAL INFORMATION, CONTACT:

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