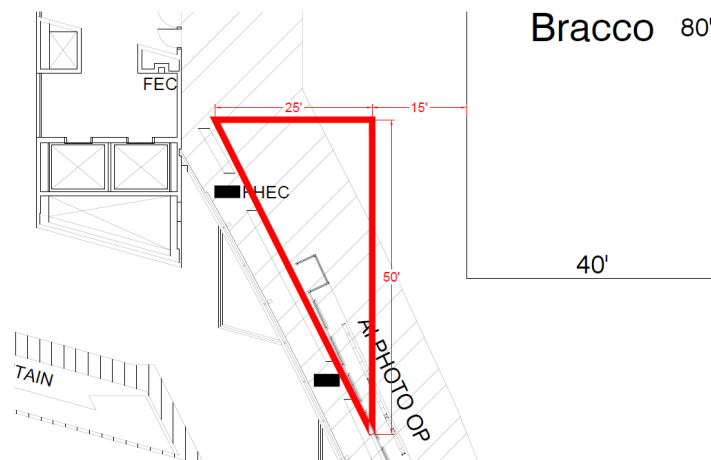


RSNA 2022 South Exhibit Hall Lounge Area Guidelines

- RSNA recommends that the sponsor use this area as a lounge or host a special activity within the space. This space may not be used for:
 - Headquarter space
 - Hosting business meetings
 - Educational purposes
 - Product displays or demonstrations
 - Product sales
- Staffing of the space is subject to RSNA approval. No staff badges are included in this opportunity.
- Sponsor may use the space as marked in the image below: a total of 48' along the windows, 50' length across, and 25' wide.
- Standard RSNA aisle carpet is included, custom carpeting is at the expense of the sponsor.
- Sponsor must cover all costs associated with the activity or design, above and beyond the sponsorship fee.
- Signage/Display Guidelines:
 - Signage must not be higher than 10' tall. No hanging signs are allowed.
 - Signage may not overly obstruct the windows. A minimum of 50% open visibility in the back wall must be maintained. No graphics or branding of a back wall may face the window.
 - Sponsor design must maintain access to the firehose cabinet (FHEC).
 - All signage and design concepts are subject to RSNA approval.
 - These regulations are presented to create and maintain an open atmosphere on the exhibit floor. RSNA requires sponsors and exhibitors to utilize good judgment and consideration for neighboring exhibitors and attendees. This Activation Area must conform to and enhance the professional, educational and instructional atmosphere of the meeting. Overstatement in the design is to be avoided. Appropriate display components and furniture must be provided by the exhibitors at their expense.
- Sponsor must follow all **RSNA 2022 Exhibitor Rules & Regulations** (Available on the [RSNA 2022 Planning your exhibit page](#))
- RSNA has to approve all concepts, and final design and specifications must be submitted to Freeman, McCormick Place, and RSNA for approval. RSNA has the right to mandate modifications. This Activation Area is subject to onsite review. Modification, where necessary, will be at the sponsor's expense.



See current RSNA 2022 South Exhibit Hall floor plan [here](#).