

RSNA Career Resource Center Fireside Chat Presentation Guidelines

Exhibitors at McCormick Place during RSNA 2023 can have exclusive time to present at the Career Resource Center, located in Recruiters Row in the South Exhibit Hall. Spend 15 minutes highlighting exciting initiatives at your institution, share an inspiring career path story – focus on any topic that will be relevant to your prospective employees. Presentations will be listed in the online program.

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 affect the RSNA Fireside Chat Presentation 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 a presentation is responsible for the actions of its employees and/or agents and will be expected to follow all rules and guidelines outlined below.

General Guidelines

1. A fireside chat presentation in the Career Resource Center can be used to highlight any topic, initiative or inspiring career path story that will be relevant to your prospective employees. All presentations must be straightforward, professional and non-combative in nature.
2. Fireside chat presentations are available for \$1,500/presentation for exhibitors in Recruiters Row and \$2,000/presentation for exhibitors located outside Recruiters Row on a first-come, first-served basis. Limit one per company. Fees are non-transferable. Full payment is due to RSNA within 30 days of receiving the invoice. Contract must be canceled in writing by August 31 to avoid penalty. Cancellations after August 31 will be charged the full rate.
3. Only companies with exhibit space at McCormick Place during RSNA 2023 are eligible to purchase and make a fireside chat presentation in the Career Resource Center. Cancellation of exhibit space will result in the immediate release of the company's fireside chat presentation. Companies that cancel exhibit space within Recruiter's Row but keep their exhibit space elsewhere at McCormick Place will be responsible for paying the full rate of \$2,000.
4. The fee includes a podium and podium microphone, laptop computer, monitor and wireless mouse. Your presentation will be shown on a monitor on the back wall of the Career Resource Center in the South Exhibit Hall.
5. Additional equipment and furniture will not be provided due to the space constraints. A maximum of 1-2 speakers is recommended for each presentation.



6. RSNA will capture the slides and audio for each presentation to be included as on-demand content on RSNA Meeting Central approximately 24 hours after the live session concludes. The on-demand recording will be available to attendees with Virtual Access through April 30, 2024 at Noon CT. Sponsor may opt out of having their presentation included as on-demand content and will be asked to indicate their preference on the Program Submission form. The RSNA recording files are not available to exhibitors as part of the fireside chat presentation opportunity. Exhibitors planning to film or record their presentation should review guidelines 18 and 19 below.
7. Presenters may use their own presentation template and must bring the presentation file on a thumb drive to plug into a Windows PC Laptop at the podium the day of the presentation. Presentation slides should be designed using the widescreen (16:9) aspect ratio.
8. Presenters are strongly encouraged to bring their presentation file to the Career Resource Center the morning of their scheduled presentation for a brief technical test with the AV company and RSNA staff. Note that the file must be on a thumb drive. There will not be an option for any rehearsal time and the test will be limited to a maximum of five minutes to allow all presenters the same opportunity to test. All companies presenting on a given day will be testing at the same time each morning.
9. Complete logistical details and day-of instructions will be provided closer to the date of the meeting.
10. Presentations are booked in 15-minute blocks, at the discretion of RSNA, and must only be 15 minutes in length. Presentations must begin and end promptly. Space is filled on a first-come, first-served basis. You may request specific days or times; however, availability of requested dates or times cannot be guaranteed. Presentations are available Sunday, November 26 to Wednesday, November 29. They will be scheduled in 15-minute blocks every hour from 10:30 a.m. to 2:30 p.m. Sunday through Wednesday. The final presentation will conclude at 2:45 p.m.
11. Companies that do not adhere to the required 15-minute time limit will not be allowed to participate in future RSNA presentations.
12. Speaker badges are not provided as part of the fireside chat presentations, and RSNA does not provide complimentary badges or registration. Speakers will need to be registered to access all onsite meeting spaces, including the Career Resource Center in the South Exhibit Hall. If applicable, speakers may be registered as exhibitor personnel using your exhibitor badge allotment or they can register on the [RSNA 2023 Registration page](#). For additional information on exhibitor badge registration, see the [RSNA 2023 Exhibitor Badge Registration page](#) which will be updated with exhibitor registration details on August 2. Speakers with an RSNA 2023 badge, regardless of exhibitor status, will be able to access the Career Resource Center beginning at 9:30 a.m. for testing prior to the opening of the exhibit floor at 10 a.m. CT.



13. Companies must complete and submit the Fireside Chat Presentation Program Submission form for RSNA's review prior to promotion of the presentation.
14. Presentations are accessible by all attendees registered for RSNA 2023. Companies may not charge a fee to attendees.
15. RSNA attendee information is not provided to sponsors. If a company wishes to capture onsite attendee information, they may utilize a lead retrieval scanner. Company is responsible for ordering lead retrieval scanner in advance of the presentation with RSNA's approved vendor. A company representative may scan attendee badges within the designated space for fireside chat presentations during the 5 minutes prior to the presentation start time. Company representative is encouraged to utilize best practice by asking for attendee permission, allowing individuals to opt in, prior to scanning badges.
16. No handouts or materials of any type may be distributed in the Career Resource Center.
17. RSNA does not guarantee attendance numbers for any sponsored education presentation, including fireside chat presentations.
18. Companies are permitted to film or record their own presentation from the Career Resource Center but may not start any set up until the prior presentation has concluded and cannot block access to seating or obstruct the attendee view in any way. Companies are not allowed to video tape anything other than the presentation, and the filming cannot disrupt the flow of presentations. Any company planning to film must confirm this information on the Program Submission form. There are no restrictions on how a company can use their own recording of the fireside chat presentation so long as the presentation is not positioned as RSNA education. The company recording will not be included on RSNA Meeting Central; only the RSNA recording of slides and audio will be used as the on-demand content.
19. Companies are not allowed to bring a large filming crew to capture the presentation. Companies may hire an outside contractor to film the presentation, but the company must provide a certificate of insurance to RSNA. The company must also register the contractor as an Exhibitor Appointed Contractor (EAC). Details on EAC registration are listed under the [Exhibitor Service Kit](#). Companies must follow all RSNA 2023 Exhibitor Rules and Regulations, available for download on the [Planning your exhibit page](#). Outside contractors filming the presentation will be subject to same filming guidelines in item # 18.
20. Sponsor is responsible for safeguarding any personal equipment or materials while presenting in the Career Resource Center. Perimeter guard service will be provided by RSNA for the exhibition period, but neither the guard service nor RSNA will be responsible for loss of or damage to any property.
21. 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.



22. Companies must disclose to speakers that this is a company-sponsored fireside chat presentation and not an RSNA session.
23. All presentations must be held in compliance with ACCME's Standards for Industry Support and the AMA's Opinion on Gifts to Physicians from Industry.
24. Fireside chat presentation sponsor agrees to adhere to the "Presentations" guideline under "Booth Activities" in the RSNA 2023 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.
25. Company assumes full responsibility for copyright of images contained within the presentation.
26. Content that is part of an accepted abstract and will be presented in an RSNA course or poster at the annual meeting is not eligible to be presented in the Career Resource Center.
27. 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 exhibitor's behalf. Third-party organizers cannot be a medical society or association. No direct requests from third-party organizers will be considered. Third-Party Organizers must also be registered as an EAC (Exhibitor Appointed Contractor). EAC registration information can be obtained through the [Exhibitor Service Kit](#).
28. Presentations 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.
29. 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.
30. 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.

Promotional Guidelines

1. Companies must complete and submit the Program Submission form by September 15 in order to be listed in the RSNA 2023 agenda. The form will capture title, speaker(s), program information and will be listed in the program exactly as submitted.



2. Program Submission forms are due September 15.
3. After the deadline, we will do our best to accommodate your changes, but we cannot guarantee changes after September 15. Also, we rely on you to review changes made past the deadline. For best results, please submit your session information by September 15.
4. RSNA promotes fireside chat presentations in the RSNA 2023 agenda under the Career Resource Center category. All sponsors with a confirmed fireside chat presentation will be listed by company name in the preliminary program of industry sessions, available on the RSNA website starting in July. The preliminary program will be updated on a regular basis between July and November and new presentations will be added accordingly. The RSNA 2023 agenda, accessible in November on RSNA Meeting Central, will list fireside chat presentations as “Title: Company name” and will include program descriptions, speaker names and a link to your Online Exhibitor Listing.
5. Presentations will be listed on the onsite signage at the Career Resource Center by company name next to the corresponding date and time.
6. Companies may promote their presentation 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 2023 sponsorship.
7. Exhibitors may purchase the RSNA Attendee Registration mailing list or participate in RSNA promotional opportunities to promote the presentation. Visit [RSNA.org/Promote](https://www.rsna.org/Promote) to see available opportunities. RSNA meeting logo, marketing collateral and usage guidelines are available [here](#).
8. Promotional materials may not be distributed in the Career Resource Center area at any time.
9. Companies may not misrepresent the presentation as RSNA education in any promotional materials before, during or after the presentation.

IMPORTANT DEADLINES

July

- RSNA 2023 registration opens July 19 and the preliminary program is available on RSNA’s website.

September

- Program Submission form is due September 15.



October

- Logistical details for your fireside chat presentation will be emailed to the contact on your Program Submission form.

November

- RSNA 2023 agenda is available on RSNA Meeting Central.
- Direct link to your presentation's session page on RSNA Meeting Central will be emailed to the contact identified on your Program Submission form.
- Final day-of reminders will be emailed to the contact on your Program Submission form and delivered to your booth onsite at RSNA 2023.

FOR SALES INFORMATION, CONTACT:

Amy Claver

Assistant Director: Corporate Relations

aclaver@rsna.org

630-481-1065

Melissa Badami

Sales Manager: Corporate Relations

mbadami@rsna.org

630-368-3765

FOR LOGISTICAL INFORMATION, CONTACT:

Lindsey Hammond

Senior Manager: Corporate Services

lhammond@rsna.org

630-571-7817