

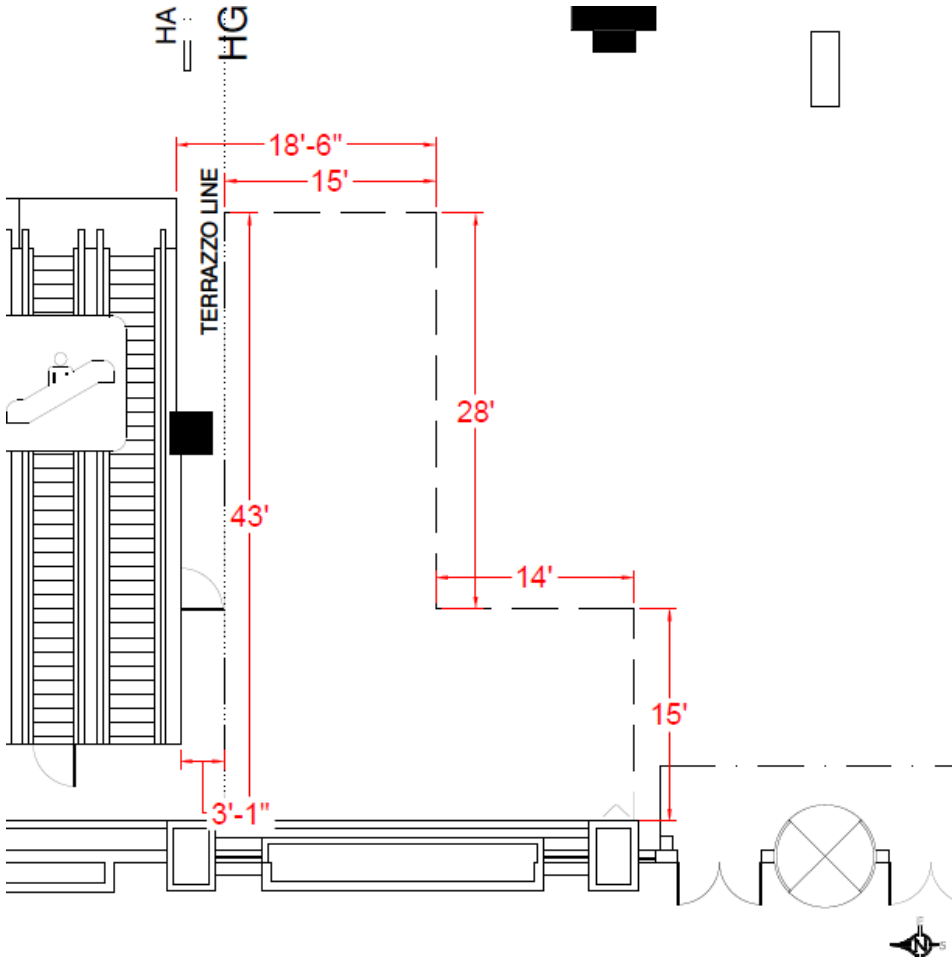
RSNA 2024

Transportation Lobby Activation Area

1. RSNA recommends that the sponsor use this area as a lounge or host a special activity or activation within the space. This space may not be used for:
 - a. Headquarter space
 - b. Hosting business meetings
 - c. Educational purposes
 - d. Product displays or demonstrations
 - e. Product sales
2. Staffing of the space is subject to RSNA approval. No staff badges are included with this opportunity.
3. Sponsor may use the space as marked in the image highlighted in yellow in the schematic.
4. Sponsor must cover all costs associated with the activity or design, above and beyond the sponsorship fee.
5. Signage/Display Guidelines
 - a. Signage must not be higher than 10' tall. No hanging signs are allowed.
 - b. All signage and design concepts are subject to RSNA approval.
 - c. RSNA requires sponsors and exhibitors to utilize good judgment and consideration for other sponsors 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 sponsor at their expense.
6. Floor graphics are not allowed.
7. Sound is not allowed.
8. Lighting is subject to RSNA approval. Flashing lights are not allowed.
9. Any furniture or signage should be designed/fabricated with material on the bottom that will prevent damage to the carpet flooring in the area. Alternative carpeting or alternative flooring is prohibited.
10. Sponsor will work directly with Freeman for shipping and installation instructions and to order electrical. Ordering details are available on the [Exhibitor Service Kit](#), available July 17.
 - a. Installation and dismantling of the Transportation Lobby Activation Area must be conducted by Freeman, but an exhibitor appointed EAC can supervise.
11. Security is not provided by RSNA. Sponsor is encouraged to consider hiring security for this very high-traffic location.
12. Sponsor must follow all RSNA Exhibitor Rules & Regulations available on the [Planning your exhibit page](#).
13. RSNA must approve all concepts, and final design and specifications must be submitted to Freeman, McCormick Place, and RSNA for approval by September 1. RSNA has the right to mandate modifications. This Activation Area is subject to onsite review. Modification, where necessary, will be at the exhibitor's expense.

All concepts, final designs and specifications must be emailed to the RSNA sponsorship team at sponsors@rsna.org by September 1, 2024.

See the following page for the Transportation Lobby Activation Area schematic and floor plan.



South Building, Level 1, Transportation Lobby

