



**Building Intelligent Connections**

Annual Meeting: Dec. 1-5 • Technical Exhibits: Dec. 1-4

## **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 affect 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 the corporate symposium is responsible for the actions of its employees and/or agents and will be expected to follow all rules and guidelines outlined below.

**New guidelines for RSNA 2024 are highlighted in red.**

## **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 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 after the first right of refusal process is completed. Fees are non-transferable. Payment must be received by RSNA within 30 days of receiving the invoice. 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 corporate symposiums will be live streamed into RSNA Meeting Central, allowing you to engage with virtual attendees through Q&A and chat.**
6. RSNA will capture the slides, audio and camera view of speakers for each corporate symposium to be included as on-demand content within RSNA Meeting Central approximately 24 hours after the live session concludes. The on-demand recording will be available to all attendees and exhibitors with an active registration through April 30, 2025, at Noon CT. Corporate symposium sponsors will receive a copy of the RSNA recording file following RSNA 2024. Companies planning to film their presentation should review Guidelines 16 and 17 below.

7. RSNA is not liable for any production quality issues with live streamed sessions or the quality of the recording. RSNA assumes no liability for circumstances beyond our control such as power failures, malfunctioning of the online meeting platform, internet, or devices and other systems used to access RSNA Meeting Central.
8. Corporate symposiums are available Sunday, December 1 through Wednesday, December 4 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 12 to 5 p.m. for afternoon symposiums. Room set changes for afternoon symposiums will be completed by 1 p.m.
9. Company is limited to one symposium per time slot and may select their preferred start and end times so long as the session does not exceed 60 minutes and falls within the room access period noted above in guideline 8. Sponsor will have the opportunity to confirm their session's start and end time on the Program Submission form. Recommended times that are in line with the schedule for RSNA educational sessions are as follows.

Recommended times for Sunday, December 1 (all in Central time):

- 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.

Recommended times for Monday, December 2 through Wednesday, December 4 (all in Central time):

- 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.

10. No additional time in the symposium room will be allowed for set up or rehearsal.
11. All company equipment, literature and handouts as well as the sponsor's free-standing sign and branded tablecloth must be removed from the room and check-in area outside the room at the end of the symposium.
12. Promotional giveaways are permitted inside the room only and must meet the [RSNA 2024 Exhibitor Rules and Regulations](#) for giveaways.
13. 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. Companies are responsible for bringing their own laptop.
14. Any item beyond what is included in the corporate symposium package, such as additional equipment or furniture, a dedicated technician and catering orders will be at the company's expense. Significant changes to room set, such as turning the orientation of the stage and room, will have additional labor costs. Items included in the corporate symposium package are detailed in guideline 13 and will also be outlined in the confirmation letter sent in October.

15. Companies will work directly with McCormick Place, Freeman AV and approved RSNA contractors to confirm all arrangements including room set, electrical and catering orders. Information provided in the Exhibitor Service Kit relates only to booth orders and should not be used for submitting corporate symposium orders. RSNA will provide all logistical and contractor contact details in October and the company will be responsible for reaching out to the approved contractors to submit and finalize orders by October 31. Final guarantee for catering orders, including any increases, will be due to OVG Hospitality by November 14. Any orders placed after the deadline will be subject to availability and will not be guaranteed until confirmed by your OVG Catering Manager. The On-Site Catering Menu will be in effect beginning November 15 and there will be a 20% increase in price applied to your order. For all orders placed on site, there is a minimum of a three-hour delivery window from the time the order is placed to delivery to the meeting room.
16. 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 their own presentation. There are no restrictions on how a company can use their own recording of the corporate symposium 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 will be used as the on-demand content.
17. If bringing in an outside contractor for any purpose related to the corporate symposium, including to film the session, sponsor must complete and submit the Exhibitor Appointed Contractor (EAC) registration and provide a certificate of insurance by October 15. Details can be found under the [Exhibitor Service Kit](#) available July 17.
18. In accordance with safety regulations, attendees may not sit on the floor or block access to an entrance/exit. Security will monitor all safety concerns and may intervene if necessary.
19. Corporate symposium title, description of the symposium and speakers must be submitted to RSNA for review via the Program Submission form prior to promotion of the symposium. See Important Deadlines at the end of this document for additional information.
20. Corporate symposiums are accessible by all attendees registered for RSNA 2024. Companies may not charge a fee to attendees.
21. RSNA does not guarantee attendance numbers for any sponsored education presentation, including corporate symposiums.
22. Corporate symposium session listings can be publicly available with the launch of the preliminary RSNA Meeting Central program on July 17. Registered RSNA attendees will have the option to add the corporate symposium to their agenda or to bookmark the session beginning November 1. RSNA does not require attendees to register for sessions.
23. Sponsors may create an RSVP form to collect attendee RSVPs in advance of the session. The RSVP link must be provided to RSNA with the session information submitted on the Program Submission form by September 15.

RSNA will add the link to the description on your session page. The use of RSVPs can help inform your catering numbers and secure pre-registrant information.

24. Creation and management of the RSVP link is solely up to the sponsor hosting the corporate symposium session. If collecting RSVPs, sponsors are encouraged to add a question on attendee type to confirm if registrants are in-person or virtual attendees.
25. 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. Sponsor is responsible for ordering lead retrieval scanners in advance of the session with RSNA's approved contractor.
26. Companies will receive metrics on total presentation views within RSNA Meeting Central as well as a list of attendees that opted to share their contact information for the on-demand and live streamed presentation. Session reports and a copy of the RSNA recording will be provided following RSNA 2024. Metrics for on-demand content can be requested on a monthly basis.
27. All speakers and staff working the Corporate Symposium must be registered to access all onsite meeting spaces, including corporate symposium rooms.
28. Exhibitors securing a corporate symposium may register presenters as exhibitor personnel, if applicable, using your exhibitor badge allotment or they can register on the [RSNA 2024 Registration page](#). For additional information on exhibitor badge registration, see the [RSNA 2024 Exhibitor Badge Registration page](#) which will be updated with exhibitor registration details in early August. Additional badges are not included in this sponsorship.
29. Non-exhibitors hosting a corporate symposium will receive five badge registrations. RSNA will provide a code and the sponsor will be responsible for ensuring that all individuals are registered. Any additional badges required will be at the expense of the sponsor.
30. 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.
31. Companies must disclose to speakers that this is a corporate symposium and not an RSNA session.
32. Corporate symposium speakers will not be able to utilize the RSNA speaker ready rooms and should bring their presentation files to the room the day of the presentation. Presenters may use their own presentation template and slides should be designed using the widescreen (16:9) aspect ratio.
33. 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.

34. Corporate symposium sponsor agrees to adhere to the “Presentations” guideline under “Booth Activities” in the [RSNA 2024 Exhibitor Rules and Regulations](#) 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.
35. Company assumes full responsibility for copyright of all images contained within the presentation.
36. 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 as part of a corporate symposium.
37. 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. Third-Party Organizers must also be registered as an EAC (Exhibitor Appointed Contractor) by October 15. EAC registration information can be obtained through the [Exhibitor Service Kit](#), which will be available July 17.
38. 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.
39. 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.
40. 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. Each corporate symposium will receive a dedicated session page in the RSNA Meeting Central program and will be listed under the Corporate Symposiums (non-CME) category. RSNA anticipates that sponsors that secure their corporate symposium with a signed contract by June 30 will be listed with the launch of the preliminary RSNA Meeting Central program on July 17. Prior to receiving your Program Submission form, your dedicated session page will list the presentation date, time, promotional company name as listed in the Exhibitor Resource Center and will link to your listing in the Exhibitor Directory.

2. RSNA will make regular updates to the corporate symposium session pages in RSNA Meeting Central to reflect new contracts and Program Submission forms.
3. Companies must complete and submit the Corporate Symposium Program Submission form by September 15 for their session information to be added to the dedicated session page in the RSNA Meeting Central program 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.
- 4. Program Submission forms are due September 15.**
5. After the deadline, while we do our best to accommodate required changes, 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.
6. Corporate symposium titles will be listed in the agenda and on signage outside the classroom as "Title: Company Name."
7. 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.
8. 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 2024 sponsorship or promotional opportunity.
9. Exhibitors and companies with a corporate symposium may purchase the RSNA Attendee Registration mailing list. All purchases and use of the list must comply with the attendee list guidelines. All companies may participate in select RSNA promotional opportunities to promote symposiums. Visit [RSNA.org/Promote](https://www.rsna.org/Promote) to see available opportunities. RSNA meeting logo, marketing collateral and usage guidelines are available at [here](#).
10. If collecting RSVPs, companies should not use "register" to encourage attendees to sign up. Companies may use "RSVP."
11. Companies may not misrepresent the symposium as RSNA education in any promotional materials before, during or after the symposium.



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### **IMPORTANT DEADLINES**

#### **June**

- Program Submission form link will be emailed to the contact listed on your RSNA Corporate Symposium contract.
- Book your presentation by June 30 to have your corporate symposium listed with the RSNA Meeting Central launch on July 17.

#### **July**

- RSNA 2024 registration opens on July 17 and RSNA Meeting Central launches with a preliminary program.

#### **September**

- Program Submission form is due September 15. If providing an RSVP link, include it with your session information on this form.

#### **October**

- Logistical details and approved contractor information will be emailed to the contact listed on your Program Submission form.
- If using an outside contractor, Exhibitor Appointed Contractor (EAC) registration and certificate of insurance is due no later than October 15.
- Additional equipment, labor, room sets, and catering orders must be finalized with contractors and approved by RSNA no later than October 31.

#### **November**

- Complete RSNA 2024 agenda is available on RSNA Meeting Central.
- Final guarantee, including any increases, for catering orders are due to OVG Hospitality by November 14.

#### **December-January**

- Session lead report containing summary and attendee details and a copy of the RSNA recording file will be emailed to the contact on your Program Submission form once available from our vendor.

Contact the RSNA sponsorship team at [sponsors@rsna.org](mailto:sponsors@rsna.org) with any questions or to request additional information.