



Building Intelligent Connections

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

RSNA In-Person Exhibit Hall Open-Air Theater Presentation Guidelines

RSNA 2024 exhibitors can have exclusive time to make an in-person presentation to RSNA attendees at one of RSNA's open-air theaters in the Technical Exhibits. Companies may highlight their AI solutions in medical imaging, present their new product or innovative solution, or relay their compelling stories of insight and inspiration at the AI Theater or Innovation Theater in the South Technical Exhibit Hall. RSNA open-air theater presentations are not eligible for CME credit.

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 Exhibit Hall Open-Air Theater 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.

New guidelines for RSNA 2024 are highlighted in red.

General Guidelines

1. All presentations in RSNA's open-air theaters must be straightforward, professional and non-combative in nature.
 - An AI Theater Presentation can be a pitch, demonstration, or non-CME educational presentation that is conducted by a company from the open-air theater in the AI Showcase. Presentations in the AI Theater must feature AI products or solutions.
 - An Innovation Theater Presentation can be a pitch for a product launch, demonstration of a new or innovative solution, or non-CME educational presentation that is conducted by a company from the open-air theater in the South Technical Exhibit Hall.
 - A Center Stage Presentation is a non-CME presentation conducted by a company CEO or senior executive from the open-air Innovation Theater in the South Technical Exhibit Hall.
2. Only companies exhibiting at McCormick Place are eligible to purchase and make a presentation in an RSNA open-air theater on the exhibit floor. Cancellation of exhibit space will result in the immediate release of the company's presentation.
3. RSNA 2024 theater presentations are available on a first-come, first-served basis. Fees are non-transferable. Full payment is due to RSNA within 30 days of receiving the invoice.
 - AI Theater presentations are available to AI Showcase exhibitors for \$3,500/presentation and to exhibitors without an exhibit presence in the AI Showcase for \$5,000/presentation.
 - Innovation Theater presentations are available to all exhibitors for \$3,000 per 20-minute presentation **and \$12,000 per 45-minute Center Stage presentation.**

4. Contract must be canceled in writing by July 31 to avoid penalty. Cancellations after July 31 will be charged the full rate.
5. The fee includes a podium and podium microphone, laptop computer, monitor and wireless mouse. Your presentation will be shown on the large screen monitor in the AI Theater or Innovation Theater, located in the South Technical Exhibit Hall.
6. Additional equipment and furniture will not be provided on the stage due to the limited time between presentations. A maximum of 1-2 speakers is recommended for each presentation and presenters should take turns speaking at the podium.
7. 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 all attendees and exhibitors with an active registration through April 30, 2025, at Noon CT. Center Stage sponsors will receive a copy of the RSNA recording file; recording files are not available to exhibitors as part of the 20-minute AI Theater or Innovation Theater presentation opportunity. Exhibitors planning to film or record their presentation should review guidelines 22 and 23 below.
8. RSNA is not liable for any issues with 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.
9. 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.
10. Presenters are strongly encouraged to bring their presentation file to the theater 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.
11. Complete logistical details and day-of instructions will be provided closer to the date of the meeting.
12. Center Stage presentations are booked in 45-minute blocks. All other AI Theater and Innovation Theater presentations are booked in 20-minute blocks, at the discretion of RSNA, and must only be 20 minutes in length. Presentations must begin and end promptly to accommodate the following presentation. 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, December 1 to Wednesday, December 4. They will be scheduled as follows:

- AI Theater presentations will be scheduled in 20-minute blocks every 30 minutes from 10:30 a.m. to 3:30 p.m. Sunday through Wednesday. The final presentation will conclude at 3:50 p.m.
 - Innovation Theater presentations will be scheduled in 20-minute blocks every 30 minutes from 10:30 a.m. to 11:30 a.m. and from 1:00 p.m. to 3:30 p.m. Sunday through Wednesday. The final presentation will conclude at 3:50 p.m.
 - Center Stage presentations will be scheduled in 45-minute blocks from 12:00 p.m. to 12:45 p.m. Sunday through Wednesday at the Innovation Theater.
13. Companies that do not adhere to the required time limit will not be allowed to participate in future RSNA presentations. RSNA staff will be present in the theater to give all speakers a 5-minute warning and a final notification that time has ended.
 14. All speakers and staff working the theater presentation must be registered to access all onsite meeting spaces, including the open-air theaters. Speakers with an RSNA 2024 badge, regardless of exhibitor status, will be able to access the theaters beginning at 9:00 a.m. for testing prior to the opening of the exhibit floor at 10 a.m. CT.
 15. Exhibitors securing a theater presentation 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.
 16. Companies must complete and submit the Program Submission form for RSNA's review prior to promotion of the presentation.
 17. Presentations are accessible by all attendees registered for RSNA 2024. Companies may not charge a fee to attendees.
 18. RSNA in-person 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 contractor. A company representative may scan attendee badges within the space of the theater 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.
 19. Sponsors with a Center Stage presentation 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 presentation. Session reports and a copy of the RSNA recording will be provided to Center Stage sponsors following RSNA 2024. Metrics for on-demand content can be requested by Center Stage sponsors on a monthly basis.

20. No handouts or materials of any type may be distributed in the theaters.
21. RSNA does not guarantee attendance numbers for any sponsored education presentation, including theater presentations.
22. Companies are permitted to film or record their own presentation from the theater but may not start any set up until the prior presentation has concluded and cannot block the aisles or obstruct the view of the stage in any way. Companies are not allowed to video tape anything other than the presentation, and the filming cannot disrupt the flow of the theater 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 theater 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.
23. 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) by October 15. Details on EAC registration are listed under the [Exhibitor Service Kit](#) and will be available July 17. Companies must follow all [RSNA 2024 Exhibitor Rules and Regulations](#). Outside contractors filming the presentation will be subject to same filming rules and regulations detailed in guideline 22 on this document.
24. Sponsor is responsible for safeguarding any personal equipment or materials while presenting in the theater. 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.
25. 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.
26. Companies must disclose to speakers that this is a company-sponsored theater presentation and not an RSNA session.
27. 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.
28. RSNA open-air theater presentation 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.
29. Company assumes full responsibility for copyright of images contained within the presentation.

30. 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 an RSNA open-air theater.
31. 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) by October 15. EAC registration information can be obtained through the [Exhibitor Service Kit](#), which will be available July 17.
32. 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.
33. 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.
34. 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. Each RSNA open-air theater presentation will receive a dedicated session page in the RSNA Meeting Central program and will be listed under one of the following categories: AI Theater Presentations (non-CME) or Innovation Theater Presentations (non-CME). RSNA anticipates that sponsors that secure their presentation 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 session pages in RSNA Meeting Central to reflect new contracts and Program Submission forms.
3. Companies must complete and submit the Program Submission form by September 15 for their session information to be added to the dedicated session page in the RSNA Meeting Central program. The form will capture title, speaker(s), program information 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. Presentations will be listed in the program as “Title: Company Name” and on the onsite signage at the theater by company name next to the corresponding date and time.
7. 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 2024 sponsorship.
8. Exhibitors may purchase the RSNA Attendee Registration mailing list or participate in RSNA promotional opportunities to promote the presentation. Visit [RSNA.org/Promote](https://rsna.org/promote) to see available opportunities. RSNA meeting logo, marketing collateral and usage guidelines are available [here](#).
9. Promotional materials may not be distributed in the theater area at any time.
10. Companies may not misrepresent the presentation as RSNA education in any promotional materials before, during or after the presentation.

IMPORTANT DEADLINES

April

- Sales for AI Theater presentations open first to AI Showcase exhibitors on a first-come, first-served basis.

May

- Sales for RSNA open-air theater presentations open to all RSNA 2024 exhibitors on a first-come, first-served basis.
- Program Submission form link will be included in the confirmation email sent to the contact listed on your theater presentation application form.

June

- Book your presentation by June 30 to have your theater presentation listed with the RSNA Meeting Central launch on July 17.

July

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



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September

- Program Submission form is due September 15.

October

- Logistical details for your RSNA open-air theater presentation will be emailed to the contact on your Program Submission form.
- If using an outside contractor, Exhibitor Appointed Contractor (EAC) registration and certificate of insurance is due October 15.

November

- Complete RSNA 2024 program is available on RSNA Meeting Central.

December-January

- Final day-of reminders will be delivered to your booth onsite at RSNA 2024.
- Center Stage session lead reports containing summary and attendee details and a copy of the RSNA recording file will be sent to the program contact listed on your Center Stage Presentation Program Submission form once available from our vendor.

Contact the RSNA sponsorship team at sponsors@rsna.org with any questions or to request additional information.