

RSNA 2024

South Exhibit Hall Activation Area Guidelines

1. 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:
 - 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 in this opportunity.
3. Sponsor may use the space as marked in the image below: a total of 48' along the windows, 50' length across, and 26' wide.
4. Standard RSNA aisle carpet is included, custom carpeting is at the expense of the sponsor.
5. Sponsor must cover all costs associated with the activity or design, above and beyond the sponsorship fee.
6. Sponsor will work directly with Freeman for shipping and installation instructions and to order electrical. Ordering details can be found on the [Exhibitor Service Kit](#), available July 17.
7. Signage/Display Guidelines:
 - a. Signage must not be higher than 10' tall. No hanging signs are allowed.
 - b. Signage may not overly obstruct the windows or any sightlines. A minimum of 50% open visibility in the back wall must be maintained. No graphics or branding on a back wall may face the window.
 - c. Sponsor design must maintain access to the firehose cabinet (FHEC).
 - d. All signage and design concepts are subject to RSNA approval. Design is due to RSNA by September 1, 2024.
 - e. 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.
8. Sponsor must follow all RSNA Rules & Regulations, which are available on the [Planning your exhibit](#) page.
9. RSNA must approve all concepts, and final design and specifications must be submitted to Freeman, McCormick Place, and RSNA for approval by September 1, 2024. 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.

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 location of the South Exhibit Hall Activation Area on the RSNA 2024 floor plans.

RSNA 2024 South Exhibit Hall Online Floor Plan:



As of March 14, 2024. Current floor plan is available [here](#).

RSNA 2024 South Exhibit Hall Floor Plan:

