



Building Intelligent Connections

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

RSNA In-Person Lunch & Learn Guidelines

An RSNA In-Person Lunch & Learn offers an exhibiting company the opportunity to conduct an informational 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 Lunch & Learn 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 Lunch & Learn 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. A Lunch & Learn is strictly an informational, non-CME function that includes a formal presentation or procedural instruction conducted by an RSNA 2024 exhibitor. Medical societies and associations are not eligible to host Lunch & Learns. Presentations must be straightforward, professional, and non-combative in nature.
2. 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.
3. The cost of the Lunch & Learn is \$17,000/function and presentations are available 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.
4. Cancellation of technical exhibit space results in the immediate release of any assigned function space for a Lunch & Learn event.
5. RSNA will capture the slides, audio and camera view of speakers for each Lunch & Learn 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. Lunch & Learn sponsor will receive a copy of the RSNA recording file following RSNA 2024.
6. 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.

7. Approved Lunch & Learn sessions (all in Central Time):

- Sunday, December 1 11:45 a.m. – 12:45 p.m.
- Monday, December 2 12:00 p.m. – 1:00 p.m.
- Tuesday, December 3 12:00 p.m. – 1:00 p.m.
- Wednesday, December 4 12:00 p.m. – 1:00 p.m.

8. The Lunch & Learn fee includes a meeting room set theater style and standard audiovisual equipment which cannot be changed. The audiovisual equipment includes a laptop at podium, LCD projector, widescreen (16:9), confidence monitor, podium microphone, head table with three to four chairs dependent on the room, head table microphone, aisle microphone, wireless handheld microphone, wireless slide advancer, HDMI connection, and wireless internet. A dedicated technician will be available in the room during your session. Tables for food set-up will be provided. Also included is a table with two chairs outside the room for registration purposes. Company may choose to use the RSNA provided laptop or bring their own.
9. Lunch & Learn companies may not make any changes or additions to the room set and may not move any of the existing furniture or equipment for the Lunch & Learn presentation. Additional orders of microphones, equipment, and furniture are not permitted for Lunch & Learn presentations.
10. Promotional giveaways are permitted inside the room only and must meet the guidelines for giveaways as detailed on the [RSNA 2024 Exhibitor Rules and Regulations](#).
11. Lunch & Learn companies are encouraged to have a maximum of three to four speakers as the head table is not set to accommodate additional speakers. The number of chairs at the head table is dependent on the room and audience chairs are locked and may not be moved. If companies choose to have additional speakers, they should reserve seats in the front row when arriving at the room so that speakers can take turns at the podium and head table.
12. Logistical details, including room layout, seating and maximum capacity, and catering information, will be sent in an October email communication and companies will work directly with McCormick Place and related contractors to finalize arrangements.
13. The exhibitor will be responsible for providing boxed lunches to attendees through OVG Hospitality at an additional fee. Catering orders should not be submitted prior to receiving OVG Hospitality contact information specific for Lunch & Learns in the October logistical email communication. OVG Hospitality information provided on the Exhibitor Service Kit relates only to booth ordering and should not be used for Lunch & Learn orders. The final guarantee, 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.

14. Companies are permitted to film their Lunch & Learn. 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. There are no restrictions on how a company can use their own recording of the Lunch & Learn 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.
15. If bringing in an outside contractor to film 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.
16. Companies are responsible for inviting attendees to their Lunch & Learn. Companies may not charge a fee to attendees.
17. RSNA does not guarantee attendance numbers for any sponsored education presentation, including Lunch & Learns.
18. Lunch & Learn 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 Lunch & Learn to their agenda or to bookmark the session beginning November 1. RSNA does not require attendees to register for sessions.
19. 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. See additional information under Signage and Promotional Guidelines.
20. Creation and management of the RSVP link is solely up to the sponsor hosting the Lunch & Learn session. If collecting RSVPs, sponsors are encouraged to add a question on attendee type to confirm if registrants are in-person or virtual attendees. Sponsors are responsible for managing the RSVP list and adding attendees to a wait list once the maximum capacity of the Lunch & Learn room is reached. Room capacity information, including the number of seats and the maximum capacity for standing room attendees, will be shared in the October logistics email. Communications with attendees on the RSVP list and wait list will be the responsibility of the sponsor; RSNA does not communicate with attendees regarding individual Lunch & Learn sessions.
21. Sponsors are strongly encouraged to arrive at the session room no later than 30 minutes prior to the presentation start time and if possible, earlier. An early arrival will go a long way to helping ensure that the check-in process is a smooth one. Please also note that the room will be unattended prior to your arrival and that we frequently see attendees arrive early for Lunch & Learns. **RSNA will place a "session not yet open" sign outside of your room prior to your arrival.**

22. Sponsor is responsible for managing the onsite room capacity while admitting attendees and must close the room once the maximum capacity for standing room attendees has been reached. If you collect attendee RSVPs in advance, we recommend that you admit these individuals first. **RSNA will provide stanchions outside the Lunch & Learn room to help support the check-in process. A member of the security staff will be onsite at the entrance to the room with a counter and will assist with closing the room when maximum capacity is reached, placing a "session full" sign outside the room and closing the doors.**
23. In accordance with safety regulations, attendees may not sit on the floor or block access to an entrance/exit. Hallway traffic should also not be blocked by attendees waiting to enter, and attendees must not be admitted to the room once capacity has been reached. Security will monitor all safety concerns and may intervene if necessary.
24. No additional time in the Lunch & Learn room will be allowed for set up or rehearsal.
25. 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 within 30 minutes of the end of the session.
26. The on-demand presentation will be accessible by all attendees registered for RSNA 2024.
27. 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 the RSNA approved contractor.
28. Companies will receive metrics on total 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 following RSNA 2024. Metrics for on-demand content can be requested on a monthly basis.
29. Lunch & Learn title, description of the program and speakers must be submitted to RSNA for review via the Program Submission form prior to promotion of the Lunch & Learn. See Important Deadlines at the end of this document for additional information.
30. All speakers and staff working the Lunch & Learn must be registered to access all onsite meeting spaces, including Lunch & Learn rooms.
31. Exhibitors securing a Lunch & Learn 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.

32. 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.
33. Companies must disclose to speakers that this is a corporate sponsored Lunch & Learn and not an RSNA session.
34. Lunch & Learn speakers will not be able to utilize the RSNA speaker ready rooms and must 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.
35. All Lunch & Learns must be held in compliance with ACCME's Standards for Industry Support and the AMA's Opinion on Gifts to Physicians from Industry.
36. Lunch & Learn 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.
37. Company assumes full responsibility for copyright of all images contained within the presentation.
38. 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 Lunch & Learn.
39. 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.
40. Lunch & Learns 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.
41. 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.
42. 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 Lunch & Learn will receive a dedicated session page in the RSNA Meeting Central program and will be listed under the Lunch & Learns (non-CME) category. Sponsors that secure their Lunch & Learn 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 Lunch & Learn session pages in RSNA Meeting Central to reflect new contracts and Program Submission forms.
3. Companies must complete and submit the Lunch & Learn 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. Lunch & Learn titles will be listed in the program and on signage outside the classroom as "Title: Company Name". Companies requiring that attendees RSVP in advance using a company created RSVP form should indicate this on the Program Submission form and must provide the RSVP link on the form. RSNA will add "RSVP-required" to the end of your title and will add the RSVP link and following copy to the end of your session description: *RSVP is required; adding this session to your agenda does not secure your seat in this session.*
7. 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 Lunch & Learn room only. Companies may also promote the Lunch & Learn 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.
8. RSNA will include the Lunch & Learn titles and speaker names on the digital sign outside the classroom. RSNA will also produce directional signage to guide attendees to Lunch & Learn rooms.
9. Exhibitors may purchase the RSNA Attendee Registration mailing list or participate in RSNA promotional opportunities to promote the presentation. All purchases and use of the list must comply with the attendee list



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guidelines. Visit [RSNA.org/Promote](https://rsna.org/promote) to see available opportunities. RSNA meeting logo, marketing collateral and usage guidelines are available [here](#).

10. If collecting RSVPs, exhibitors should not use "register" to encourage attendees to sign up. Companies may use "RSVP."
11. Exhibitors may not misrepresent the Lunch & Learn as RSNA education in any promotional materials before, during or after the Lunch & Learn.

IMPORTANT DEADLINES

June

- Program Submission form link will be emailed to the contact listed on your RSNA Lunch & Learn contract.
- Book your presentation by June 30 to have your Lunch & Learn 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.
- Companies that plan to film their session must notify Freeman AV and RSNA by October 31.
- Catering order of boxed lunches must be submitted to and confirmed by OVG Hospitality Catering Manager by October 31.

November

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



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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 with any questions or to request additional information.