



Building Intelligent Connections

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

RSNA Virtual Industry Presentation Guidelines

A Virtual Industry Presentation allows a company the opportunity to engage with RSNA attendees beyond the in-person meeting. These presentations may run for either 30 minutes or 60 minutes, inclusive of Q&A time, and will be hosted on your company's platform. RSNA will provide a dedicated session page within RSNA Meeting Central linking to your company's platform where you will host the presentation and any Q&A and chat.

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 during the RSNA annual meeting. The company requesting a Virtual Industry Presentation is responsible for the actions of its employees and/or agents and will be expected to follow all rules and guidelines outlined below.

General Guidelines

1. A Virtual Industry Presentation is hosted by a company on their platform and held at specific times during the week of RSNA 2024. Medical societies and associations are not eligible to conduct a Virtual Industry Presentation during the RSNA annual meeting. Presentations must be straightforward, professional, and non-combative in nature.
2. Companies considering a Virtual Third-Party CME Symposium should inquire for separate guidelines and details.
3. Virtual Industry Presentations are available at \$7,500 for a 30-minute session and \$15,000 for a 60-minute session and 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. Cancellation terms will be outlined on your RSNA Virtual Industry Presentation contract.
4. RSNA assumes no liability for circumstances beyond our control such as power failures, malfunctioning of RSNA Meeting Central, internet, or devices and other systems used to access RSNA Meeting Central, or for any situation where there is an issue with the presentation link or the sponsor's platform where the presentation is hosted.
5. RSNA does not guarantee attendance numbers for any sponsored education presentation, including Virtual Industry Presentations.
6. Availability for Virtual Industry Presentations is limited. These presentations are available daily from Sunday, December 1 to Wednesday, December 4 and will be scheduled on a first-come, first-served basis.
7. The Virtual Industry Presentation fee includes either one 30-minute session or one 60-minute session for a company to host a presentation, including any Q&A or discussion.

8. Content and timing are subject to review and approval by RSNA and the platform vendor to ensure no conflicts with RSNA-organized events.

Approved Virtual Industry Presentations time slots:

30-minute session availability (Monday through Wednesday, inquire for Sunday times)

- 9:00 – 9:30 a.m. CT
- 10:30 – 11:00 a.m. CT
- 2:30 – 3:00 p.m. CT
- 4:00 – 4:30 p.m. CT

60-minute session availability (Monday through Wednesday, inquire for Sunday times)

- 7:00 – 8:00 a.m. CT
- 12:00 – 1:00 p.m. CT
- After 6 p.m. CT, start time to be mutually agreed upon.

9. Sponsors will have the option to determine if the presentation link on their session page in RSNA Meeting Central should be removed or updated at the conclusion of the live meeting week and will be asked to confirm their preference on the Program Submission form. Sponsors have the option to provide an updated link that grants attendees access to their on-demand content hosted on their company's platform during the virtual access period, which runs December 6, 2024, through April 30, 2025, at Noon CT.
10. 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 Exhibitor Appointed Contractor (EAC) and provide a certificate of insurance by October 15. EAC registration information can be obtained through the [Exhibitor Service Kit](#), which will be available July 17.
11. Virtual Industry Presentation title, description and speakers must be submitted to RSNA for review via the Program Submission form prior to promotion of the program. Refer to Important Deadlines at the end of this document for additional deadlines.
12. Virtual Industry Presentations are open to all attendees registered for RSNA 2024. Companies may not charge a fee to attendees.
13. 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.
14. Companies must disclose to speakers that this is a sponsored program and not an RSNA session.

15. All Virtual Industry Presentations must be held in compliance with ACCME’s Standards for Industry Support and the AMA’s Opinion on Gifts to Physicians from Industry.
16. Virtual Industry 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.
17. Company assumes full responsibility for copyright of all images contained within the presentation.
18. 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 Virtual Industry Presentation.
19. Virtual Industry 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.
20. 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.
21. 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.

Presentation Guidelines and Logistics

1. Companies will select their preferred presentation format and will be responsible for all aspects of development, production and streaming of the Virtual Industry Presentation.
2. The complete presentation, including any Q&A, will be hosted on the company’s platform of choice and may not exceed the duration listed on the RSNA Virtual Industry Presentation contract.
3. Virtual Industry Presentations are subject to a prompt start and end time. Companies that do not adhere to the schedule will not be allowed to participate in future RSNA presentations.
4. RSNA is not liable for any production quality issues or any technical problems with the link or external presentation page.

5. Any and all charges for services above and beyond what is included in the sponsorship that are levied by vendors are the responsibility of the Virtual Industry Presentation sponsor. RSNA is not responsible for payment for any services connected with the presentation. RSNA has no authority over any charges or contracts that are required by any vendor related to the development, recording and production of the Virtual Industry Presentation. Sponsors may work with the vendor of their choice to produce the session.
6. There are no limits on the number of presenters in either the 30-minute or 60-minute session. All speakers for whom you provide details on the Program Submission form will be listed on your session page in RSNA Meeting Central.
7. Companies are responsible for hosting any Q&A and chat functions on their own platform along with the presentation. RSNA does not provide Q&A or chat on Virtual Industry session pages in RSNA Meeting Central.

Promotional Guidelines

1. Each Virtual Industry Presentation will receive a dedicated session page in the RSNA Meeting Central program and will be listed under the Virtual Industry Presentations (non-CME) category. 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 Virtual Industry Presentation session pages in RSNA Meeting Central to reflect new contracts and Program Submission forms.
3. Companies must complete and submit the Program Submission form 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), session information and links and will be listed in the agenda 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. Virtual Industry Presentations will be listed in the program as “Title: Company name.”
7. Sponsors may include an RSVP link with their session information on the Program Submission form to secure any pre registrant information. RSNA will add the link to the end of your description on the dedicated session page in RSNA Meeting Central.

8. Exhibiting companies may promote the 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 or promotional opportunity.
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 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. Companies may not misrepresent the Virtual Industry Presentation as RSNA education in any promotional materials before, during or after the program.

IMPORTANT DEADLINES

June

- Program Submission form will be emailed to the contact listed on your RSNA Virtual Industry Presentation contract.
- Book your Virtual Industry Presentation by June 30 to have your presentation 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. The link to the platform where you will host your presentation must be included on this form.

October

- If using an outside contractor, the Exhibitor Appointed Contractor (EAC) registration and certificate of insurance are due October 15.

November

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

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