



Building Intelligent Connections

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

RSNA Vendor Workshop Guidelines

Vendor Workshops are hands-on workshops taught and equipped by exhibiting companies. Workshops are conducted on the vendor's own proprietary system where attendees have the opportunity to gain practical first-hand knowledge from experts in the field of radiology. Workshops are located within the Technical Exhibits. Hours of operation at RSNA 2024 are Sunday, December 1 to Wednesday, December 4, from 10 am to 5 pm each day. CME credit is not available for these workshops.

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 Vendor Workshop Guidelines, the appropriate guideline will be modified. Each presenting company will be notified in writing of the modification.

General Guidelines

1. Vendor Workshop sessions are strictly non-CME educational sessions conducted by an RSNA 2024 exhibitor. The exhibitor hosting the Vendor Workshop is encouraged to demonstrate radiology information systems, PACS, enterprise-wide information integration software, ultrasound equipment and other learning applications. Presentations must be straightforward, professional, and non-combative in nature. Medical societies and associations are not eligible to host a Vendor Workshop during the RSNA annual meeting.
2. Vendor Workshops are available at \$30,000 for a 32' x 40' classroom and \$35,000 for a 40' x 40' classroom 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. 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. Cancellations must be submitted to RSNA in writing.
3. Exhibitor will rent space, provide staffing and equipment and is required to follow the [RSNA 2024 Exhibitor Rules and Regulations](#).
4. The emphasis of each workshop is education. Sales activities are limited to your exhibit space.
5. Workshops may not exceed 30 workstations, and the Vendor Workshop classrooms are limited to 30 participants each.
6. Vendor is responsible for coordination of registration and ticketing of workshop attendees. Vendor is responsible for overseeing admittance, survey distribution and collection and workshop cleanliness. Vendors may not charge a fee to attendees.
7. The exhibitor will be given five (5) exhibit staff badges as part of this opportunity.

8. Workshops must adhere to designated days and hours of operation. Hours of Operations are Sunday, December 1 to Wednesday, December 4, from 10 am to 5 pm.
9. Workshops are located within the Technical Exhibit Halls. As space allows, workshops will be located in the same exhibit hall as your company's Technical Exhibit booth. Location will be determined by RSNA and will be the best available location at the time of application.
10. Physicians may present a Vendor Workshop session on topics that must relate specifically on how to use Vendor's imaging equipment and product for specific clinical applications.
11. Vendor Workshop 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.
12. Company assumes full responsibility for copyright of all images contained within any presentations in the Vendor Workshop space.
13. Speaker honoraria are allowed and will be administered by the company or a third-party provider. Exclusivity agreements that prohibit speakers from presenting at other RSNA courses are not allowed.
14. RSNA attendee information is not provided to exhibitors. If an exhibitor wishes to capture attendee information, they may utilize a lead retrieval scanner or include a link within the online program. Sponsor is responsible for ordering lead retrieval scanners in advance of the sessions with RSNA approved contractor.
15. Two classroom sizes are available, 32' wide x 40' deep and 40' wide x 40' deep.
 - a. A 32' x 40' workshop is \$30,000
 - b. A 40' x 40' workshop is \$35,000
16. Classroom is fully enclosed with 10' high gray wall panels, carpeting, ceiling, locking door and HVAC. A 4' check in table is provided. Walls may be increased to 12'. Additional charges by general contractor will apply.
17. Each exhibitor is responsible for all drayage, shipping, furniture rental, AV service, classroom security, cleaning/sanitizing and all other exhibition services (electrical, decoration, etc.), which can be obtained through the [Exhibitor Service Kit](#). This Service Kit will be available July 17.
18. Cancellation of technical exhibit space results in the immediate release of any assigned space for a Vendor Workshop.
19. Vendor Workshops found to be in violation of RSNA 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. 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.
21. 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.
22. 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 vendor workshop session will receive a dedicated page in the RSNA Meeting Central program and will be listed under the Vendor Workshop (non-CME) category. Your dedicated session pages will be added to the program within 45 days of receiving your program submission form.
2. RSNA will make regular updates to the vendor workshop session pages in RSNA Meeting Central to reflect new contracts and Program Submission forms.
3. Companies must complete and submit the Vendor Workshop Program Submission form by September 15 for their session information to be added to the dedicated session pages in the RSNA Meeting Central program and to appear on signage outside the classroom. The form will capture title, program description and speaker(s) which 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. Workshop sessions will be listed in the RSNA Meeting Central program as "Title: Company Name".

7. Exhibitor contact information and RSVP links should be included in the Vendor Workshop Program Submission form. If RSVP link is provided, RSNA will add this statement to the description of each relevant session page: *RSVP is required; adding this session to your agenda does not secure your seat in this session.*
8. RSNA will provide one meter board sign with all workshop session titles and vendor name to be positioned outside the workshop. RSNA will produce a large 6' wide by 18' tall, double-sided hanging banner with company name and vendor workshop number on it to guide attendees to the workshops.
9. If any customization of the hanging sign or meter board sign is desired, sponsor will be responsible for producing signage and will also be responsible for all related costs, including printing and labor to hang the sign. Designs will be due to RSNA by September 1 for review and approval.
10. We cannot guarantee that changes to workshops session titles and times received past September 15 will be reflected on the meter board signage produced by RSNA.
11. Workshop host may work with the general contractor (Freeman) on any exterior branding design, but it must be submitted to RSNA for review and approval by September 1.
12. Companies may promote the workshop sessions within their exhibit space. No other signage, promotions, solicitations or branding materials may be used in any other public areas within McCormick Place. Exhibitors may purchase the RSNA Attendee Registration mailing list or participate in RSNA promotional opportunities to promote the workshop sessions. Visit [RSNA.org/Promote](https://www.rsna.org/Promote) to see available opportunities. RSNA meeting logo, marketing collateral and usage guidelines are available [here](#).
13. Companies may not misrepresent the workshop sessions as RSNA education in any promotional materials before, during or after the presentation.

IMPORTANT DEADLINES

June

- Program Submission form will be emailed to the contact listed on your RSNA Vendor Workshop contract.

July

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

August

- Confirm with RSNA by August 1 whether you plan to use the following provided by RSNA:
 - Meter board sign with all workshop titles and vendor name to be positioned outside the workshop.
 - Large 6' wide by 18' tall, double-sided hanging banner with company name and vendor workshop number on it to guide attendees to workshop.



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September

- Exterior branding design, including any custom signage, for Vendor Workshops is due for review by RSNA by September 1.
- Program Submission form is due September 15.

October

- If using an outside contractor, the Exhibitor Appointed Contractor (EAC) registration and certificate of insurance are due October 15.
- Additional equipment, labor and room sets must be finalized with contractors and approved by RSNA by October 31.

November

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

Terms and Conditions

I. Space Payment Schedule

Payment must be received by RSNA within 30 days of receiving the Vendor Workshop invoice. Refer to your RSNA Vendor Workshop invoice for payment instructions.

Applications for companies that have outstanding balances from any previous year due to RSNA, its contractors or suppliers will not be processed without full payment of delinquent and current accounts.

Applications from companies that have canceled after the deadline in any previous year require full payment at the time of application.

II. Cancellation of Workshop

Contract must be cancelled in writing by June 30 to avoid penalty. 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.

Cancellations must be submitted to RSNA in writing. Workshop space not claimed and occupied prior to 1 pm Saturday, November 30, 2024, for which no special arrangements have been made with RSNA, may be reassigned by RSNA without obligation on the part of RSNA to refund fees and without obligation to assign the vendor to other workshop space.

III. Subletting of Space

Vendors may not assign, sublet or apportion to others the whole or any part of the workshop space allocated, and may not demonstrate products or services other than those they directly market.

IV. Insurance & Liability

The vendor shall be fully responsible for any claims, liabilities, losses, damages or expenses relating to or arising from an injury to any person, or any loss of or damage to property where such injury, loss or damage is incident to, arises out of, or is in any way connected with the vendor's participation in the exhibition (except as otherwise provided in the lease agreement between RSNA and McCormick Place). It is the vendor's sole responsibility to obtain, at its own expense, any and all licenses and permits to comply with all federal, state and local laws and City of Chicago ordinances for any activities conducted in association with or as part of the RSNA annual meeting. The vendor 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 attorney's 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. Vendors must maintain general public liability insurance against claims for personal injury, death or property damage incident to, arising out of or in any way connected with the vendor's participation in the workshops, in an amount of not less than \$2 million for personal injury, death or property damage in any one occurrence. Such insurance must include coverage of the indemnification obligations of the vendor under the Rules and Regulations and must cover RSNA as an additional named insured. Each vendor is responsible for obtaining, for its protection and entirely at its expense, such property insurance for its exhibit and display materials as the vendor deems appropriate. Any policy providing such property insurance must contain an express waiver by the vendor's insurance company of any right of subrogation as to any claims against RSNA, its officers, directors, agents or employees.

All agents or representatives performing services at McCormick Place directly for a vendor, other than the vendor's employees, must provide RSNA with original certificates of insurance at the same time a request for an exception under Rule 7 of the [RSNA 2024 Exhibitor Rules and Regulations](#) is made. In the event any part of the exhibit hall is destroyed or damaged so as to prevent RSNA from permitting the company to occupy assigned space during any part or the whole of the exhibition period, or in the event occupation of assigned space during any part or the whole of the exhibition period is prevented by strikes, acts of God, national emergency or other cause beyond the control of RSNA, the vendor will be charged for space during the period it was or could have been occupied by vendor; and vendor hereby waives any claim against RSNA, its directors, officers, agents or employees for losses or damages which may arise in consequence of such inability to occupy assigned space, its sole claim against RSNA being for a refund of rent paid for the period it was prevented from using the space.

V. RSNA Workshop Rules & Regulations

The vendor understands and agrees that the [RSNA 2024 Exhibitor Rules and Regulations](#), and the [RSNA Sponsorship Terms and Conditions](#) are an integral and binding part of this contract.

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