

# ACTIVATION AREA GUIDELINES

## Transportation Lobby

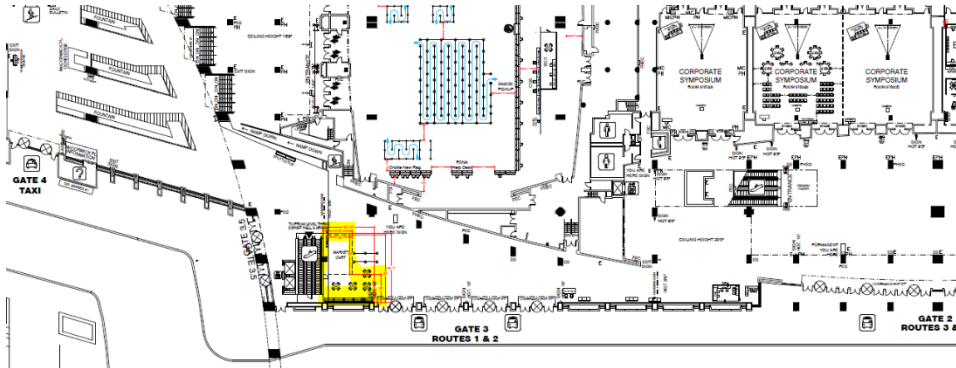


1. RSNA recommends that the sponsor use this area as a lounge or a space to host a unique activity or activation. The sponsor may not use this opportunity for:
  - a. Headquarters space
  - b. Hosting business meetings
  - c. Educational purposes
  - d. Product displays or demonstrations
  - e. Product sales
2. Staffing of the space is subject to RSNA approval. No staff badges are included with this sponsorship.
3. The sponsor may use the space highlighted in yellow in the schematic below.
4. The sponsor must cover all costs associated with the activity or design beyond the sponsorship fee.
5. Signage/Display Guidelines
  - a. Signage must not be higher than 10' tall. No hanging signs are allowed.
  - b. All signage and design concepts are subject to RSNA approval.
  - c. RSNA requires sponsors to utilize good judgment and consideration for other sponsors and attendees. This Activation Area must conform to and enhance the professional, educational, and instructional atmosphere of the meeting. The activation design should avoid overstatement. Appropriate display components and furniture must be provided at the sponsor's expense.
6. Floor graphics are not allowed.
7. Sound is not allowed.
8. Lighting is subject to RSNA approval. Flashing lights are not allowed.
9. Protective carpeting is required and will be installed by Freeman, with costs incurred by the sponsor. Standard RSNA carpet will be provided unless the sponsor chooses separately from Freeman.
10. The sponsor will collaborate directly with Freeman for shipping and installation instructions and to order electrical. Ordering details are available in the [Exhibitor Service Kit](#), available July 15.
  - a. The installation and dismantling of the Activation Area must be conducted by Freeman, but an exhibitor appointed contractor (EAC) can supervise.
10. Security is not provided by RSNA. The sponsor is encouraged to consider hiring security for this very high traffic location.
11. The sponsor must follow all RSNA Exhibitor Rules & Regulations available on the [Planning your exhibit page](#).
12. RSNA must approve all concepts, final designs, and specifications. The details must be submitted to Freeman, McCormick Place and RSNA for approval by September 1. 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](mailto:sponsors@rsna.org) by September 1, 2025.**

*See the following page for the Transportation Lobby Activation Area schematic and floor plan.*

## Transportation Lobby Floor Plan South Building, Level 1



## Activation Area Detail

