

ACTIVATION AREA GUIDELINES

South Exhibit Hall

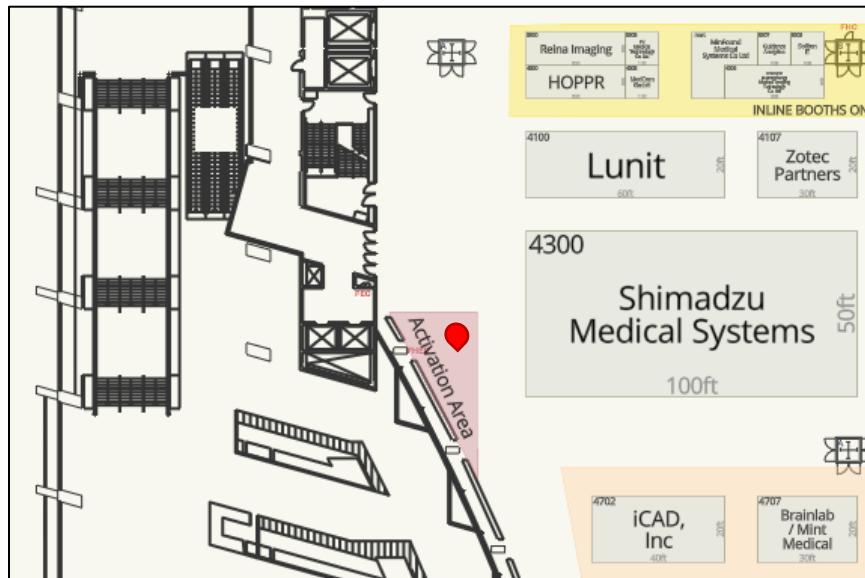


1. RSNA recommends that the sponsor use this area as a lounge or a space to host a unique activity or activation. The sponsor may not use this opportunity for:
 - a. Headquarter space
 - b. Hosting business meetings
 - c. Educational purposes
 - d. Product displays or demonstrations
 - e. Product sales
2. Staffing of the space is subject to RSNA approval. No staff badges are included with this sponsorship.
3. The sponsor may use the space as detailed in the schematic below: a total of 48' along the windows, 50' across, and 26' wide.
4. Standard RSNA aisle carpet is included, custom carpeting is at the sponsor's expense.
5. The sponsor must cover all costs associated with the activity or design beyond the sponsorship fee.
6. 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 sightlines. The back wall must maintain a minimum of 50% open visibility. No graphics or branding 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.
 - 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. The activation design should avoid overstatement. Appropriate display components and furniture must be provided at the sponsor's expense.
7. The sponsor will collaborate directly with Freeman for shipping and installation instructions and to order electrical. Ordering details can be found on the [Exhibitor Service Kit](#), available July 15.
8. The sponsor must follow all RSNA Exhibitor Rules & Regulations, available on the [Planning your exhibit page](#).
9. 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 by September 1, 2025.

See the following page for the location of the South Exhibit Hall Activation Area on the RSNA 2025 floor plans.

RSNA 2025 South Exhibit Hall Online Floor Plan



*As of March 15, 2025. The current floor plan is available [here](#).

Activation Area Detail

