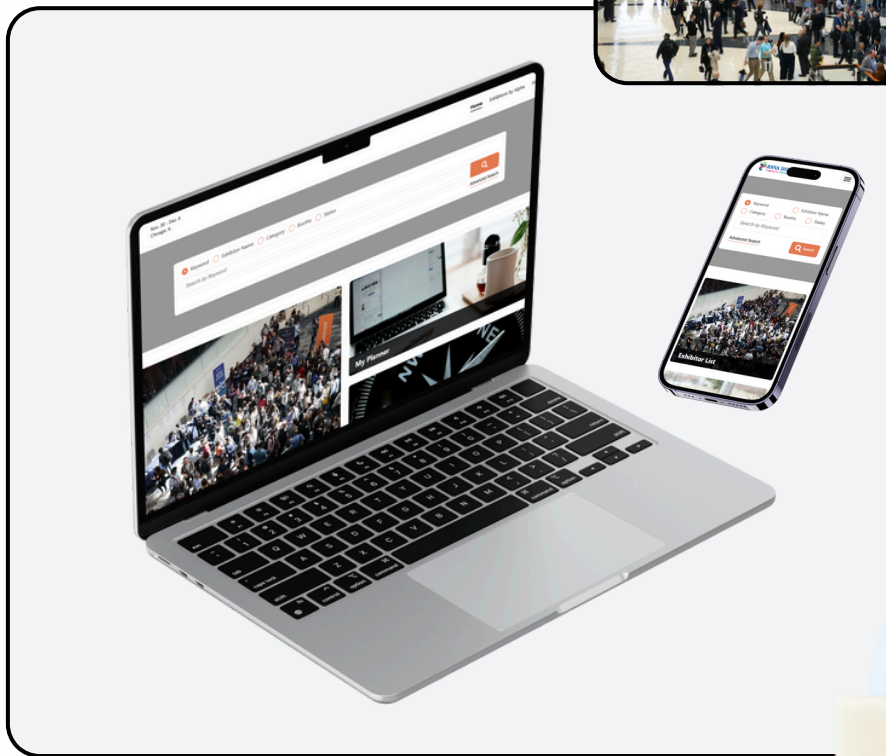


# RSNA 2025

## Online Advertising Packages



111th Scientific Assembly and Annual Meeting  
Annual Meeting: Nov.30-Dec.4 - Technical Exhibits: Nov.30-Dec.3  
McCormick Place in Chicago, IL



Online Directory

Interactive Floor Plan

Show Planner

To purchase, visit: [rsna2025.exh.mapyourshow.com](https://rsna2025.exh.mapyourshow.com)

# What Will My Listing Include?

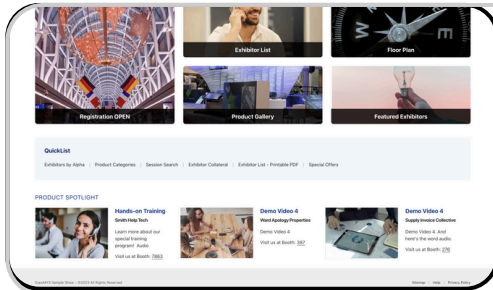
Features	Basic Listing Included	Premium Upgrade Listing \$1,000	Premium Plus Listing \$1,500	Elite Upgrade Listing \$2,000
Contact Information	✓	✓	✓	✓
Website	✓	✓	✓	✓
Social Media	✓	✓	✓	✓
Product Categories	✓	✓	✓	✓
Listing of Company's RSNA Sponsored Industry Sessions	✓	✓	✓	✓
Aggregate Metrics	✓	✓	✓	✓
Company Logo		✓	✓	✓
Access to Online Leads		✓	✓	✓
Premier Placement in Search Results			✓	✓
Featured Exhibitor Listing				✓
Highlighted Booth with Corner Peel				✓
Business Cards				4
Collateral		2	4	8
Product Gallery with Images and Descriptions		4	4	6
Product Gallery with Video and Descriptions			4	6

**There will be a 100% cancellation fee for any listing upgrade or additional enhancement cancelled after July 31, 2025.**

To purchase, visit: [rsna2025.exh.mapyourshow.com](https://rsna2025.exh.mapyourshow.com)

# Additional Opportunities - Online Directory

Additional Opportunities Require the purchase of the Elite Upgrade Listing

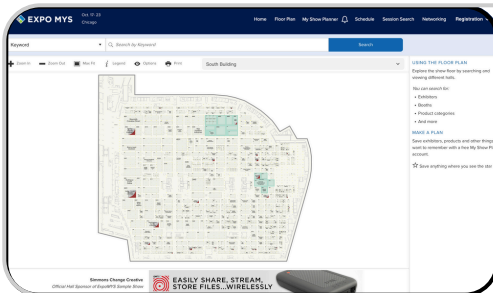
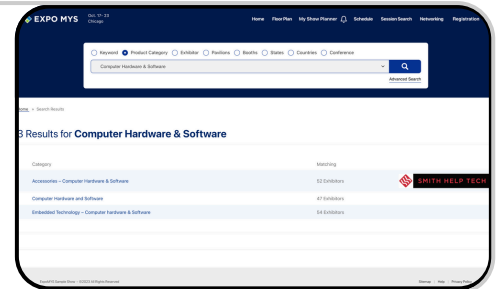


## EXHIBITOR HIGHLIGHTS + \$3,000

- Showcase your product image or video on the Directory Home Page
- Live link directs attendees to your company's listing

## PRODUCT CATEGORY BANNER + \$3,500

- 320x50 px image
  - 640 x 100 px required for upload
- Guaranteed #1 listing in the category
- Exclusive per category



## EXHIBIT HALL BANNER + \$5,500

**Choose North Hall or South Hall**

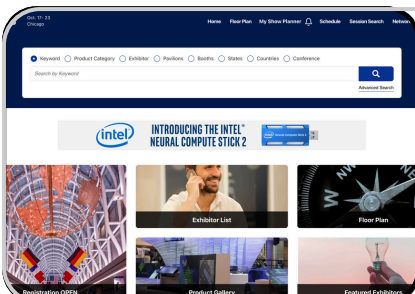
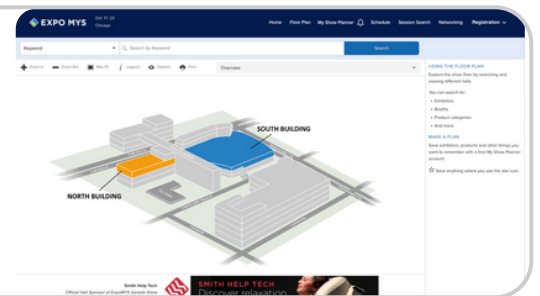
728x90 px image (1456 x 180 px image required for upload)

Can rotate with up to 3 exhibitors per hall

## FACILITY OVERVIEW BANNER + \$5,500

728x90 px image (1456 x 180 px image required for upload)

Can rotate with up to 3 exhibitors



## DIRECTORY HOMEPAGE BANNER + \$8,500

**Limited to one exhibitor**

1940x180 pixel image on the online directory home page or 600x500 pixel image for mobile/tablet

1940x180 & 600x500 pixel image required for upload

Up to 3 rotating graphics maximum

**There will be a 100% cancellation fee for any listing upgrade or additional enhancement cancelled after July 31, 2025.**

To purchase, visit: [rsna2025.exh.mapyourshow.com](https://rsna2025.exh.mapyourshow.com)

## Product Category Sponsorship

Please check the product category you are interested in sponsoring below, and send the completed form to [sponsors@rsna.org](mailto:sponsors@rsna.org) for approval. Limit one sponsor per category.

3D Printing & Image Printing Systems and Software <input type="checkbox"/>	Imaging Services <input type="checkbox"/>
Advanced Visualization <input type="checkbox"/>	Information Systems (RIS & HIS) <input type="checkbox"/>
Angiography, Cardiac and Vascular <input type="checkbox"/>	Interventional Radiology <input type="checkbox"/>
Artificial Intelligence/Machine Learning <input type="checkbox"/>	MRI <input type="checkbox"/>
Augmented / Mixed / Virtual Reality <input type="checkbox"/>	Monitors / Viewing Systems <input type="checkbox"/>
Biopsy <input type="checkbox"/>	Musculoskeletal <input type="checkbox"/>
Breast Imaging <input type="checkbox"/>	Neuroradiology <input type="checkbox"/>
Computed Tomography <input type="checkbox"/>	Nuclear Medicine <input type="checkbox"/>
Computer Aided Diagnosis (CAD) <input type="checkbox"/>	PACS <input type="checkbox"/>
Consulting Services <input type="checkbox"/>	PET <input type="checkbox"/>
Cybersecurity <input type="checkbox"/>	Practice Management <input type="checkbox"/>
DICOM <input type="checkbox"/>	Quality Assurance / Safety Control <input type="checkbox"/>
Darkroom Equipment and Supplies <input type="checkbox"/>	Radiation Safety <input type="checkbox"/>
Data Storage <input type="checkbox"/>	Radiography <input type="checkbox"/>
Dental Imaging <input type="checkbox"/>	Robotics <input type="checkbox"/>
Electronic Health Records <input type="checkbox"/>	Software / IT Services <input type="checkbox"/>
Enterprise Imaging <input type="checkbox"/>	Teleradiology <input type="checkbox"/>
Financial / Billing Solutions <input type="checkbox"/>	Therapeutic Radiology <input type="checkbox"/>
Fluoroscopy <input type="checkbox"/>	Ultrasound <input type="checkbox"/>
Furniture <input type="checkbox"/>	X-ray <input type="checkbox"/>

Please email completed form to [sponsors@rsna.org](mailto:sponsors@rsna.org).



# MYS Upgrades Glossary

Each element below helps your company stand out, attract attendees, and engage with potential leads during and after the event.

## **Contact Information** *(Included in the basic listing)*

Your 'Contact Us' information, which includes the company name, address, phone number, email, and social media links

## **Website** *(Included in the basic listing)*

A hyperlink that directs users from the company profile to their website

## **Social Media** *(Included in the basic listing)*

Hyperlinks that direct users from the company profile to their social media pages. Included within the 'Contact Us' information.

## **Booth Number** *(Included in the basic listing)*

A clickable link that takes users to your booth location on the floor plan

## **Product Categories** *(Included in the basic listing)*

Exhibitors choose and assign product or service categories to their company profiles, with the categories and their quantity predetermined by the event.

## **Company Description** *(Included in the basic listing)*

## **Company Logo**

The company logo can appear in search results, on the company profile page, or in both locations.

## Access to Online Leads

Receive contact details from attendees who share their information with you via the official directory or mobile app. This typically includes their name, title, email, and company, which you can access through the Exhibitor Resource Center.

### Showroom Performance

VIEWS

40

LEADS

6

CLICKS

13

[See Performance Insights →](#)

## Featured Exhibitor Listing

Your company will be highlighted in an exclusive list of exhibitors marked as 'featured.' The full exhibitor list will also include a filter, allowing users to view only the featured companies.

The screenshot displays the EXPO MYS interface for the event "Oct. 17-23 Chicago". The header includes the EXPO MYS logo, event details, and navigation links for Menu and a notification bell. On the left, a sidebar contains filters: "Search By Exhibitor Name" with a search bar, "Filter by Alpha" with a "Show All" dropdown, "Filter by Featured Exhibitors" with a checked checkbox, and "Filter by Product Category" with a "Show All" dropdown. The main content area shows "33 Results for Exhibitor List" with "Grid" and "List" view toggles. Below this, a section titled "FEATURED EXHIBITORS (33)" displays two featured exhibitor cards. The first card is for "aceLabs" (8273), with a sub-header "Blue Labs" and a description: "Pioneering the future of immersive experiences, Ace Labs combines cutting-edge technology with creative innovation to transport users into captivating virtual realms, rev...". The second card is for "Natural Labs" (4402), with a sub-header "Bailey Goods Partners" and a description: "Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richar...". Each card includes a green plus icon in the top right corner.

## Premier Placement in Search Results

Premier placement ensures your exhibitor listing displays at the top of search results and filtered lists relevant to your company's profile. The premier lists are organized alphabetically.



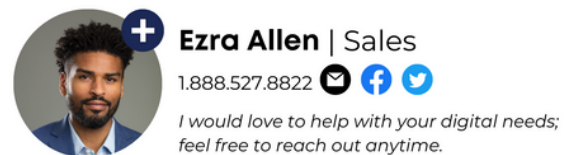
## Highlighted Booth with Corner Peel

The interactive floor plan enhances your booth with a distinctive red highlight featuring a peeled corner. This eye-catching addition ensures that your booth stands out and appears on desktop and mobile devices.



## Business Cards

Team contacts on your listing enable attendees to contact your team members before, during, and after the show. This information includes their name, headshot, title, description, and individual social media links.



## Collateral

Any downloadable content such as PDFs, Word documents, or links for attendees to view. Exhibitors can categorize their collateral into sections like brochures, press releases, whitepapers, case studies, and catalogs.

## Special Offers

Exclusive show-specific raffles, company discounts, and giveaways

## Exhibitor Scheduled Events

Webinars, trainings, demos, or in-person events you're hosting

## Product Gallery Images & Descriptions

Upload a product image along with an accompanying description to your listing

## Product Gallery Videos & Descriptions

Upload a product video along with an accompanying description to your listing

## Brands

Products manufactured by your company under a specific name and searchable in the online directory/interactive floor plan.



## Exhibitor Highlights

The first image or video in the exhibitor's gallery is featured on the Directory Home Page and links to their company profile. These spotlights are displayed randomly and change upon page refresh.

### EXHIBITOR HIGHLIGHTS

[Show All](#)

#### Our Latest Audio/Visual Release

##### Veridian Dynamics Plus

Join our 15-minute live demonstration on the official online directory. Click the 'plus' icon to add it to your agenda. On the event day, visit the directory to view your scheduled events.

Visit us at Booth: [3744](#), [5653](#), [7177](#)

## Product Category Banner

Displayed alongside the product category in search results, ensuring the exhibitor's listing appears at the top

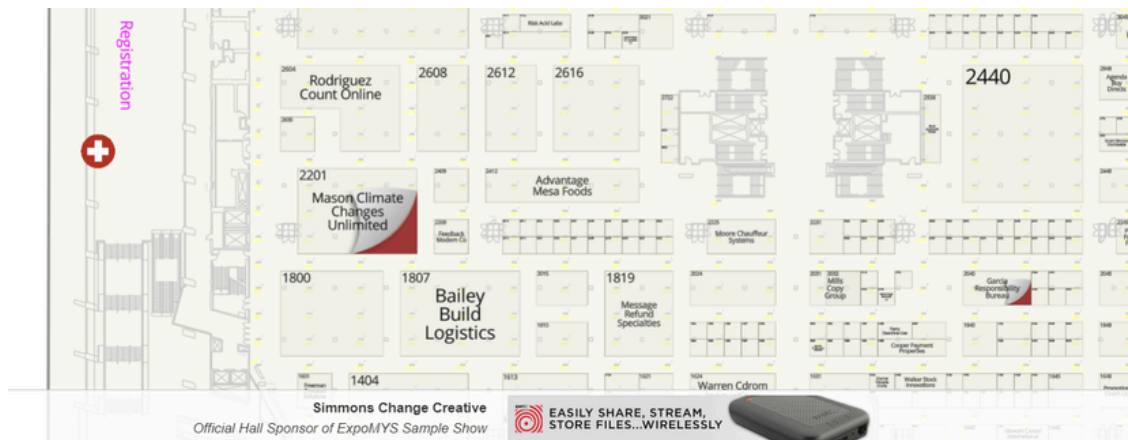
### Results for Product Categories

Category	Matching
Accessories – Automotive Electronics	53 Exhibitors
Accessories – Computer Hardware & Software	52 Exhibitors
Accessories – Connected Home	50 Exhibitors

**SMITH HELP TECH**

## Exhibit Hall Banner

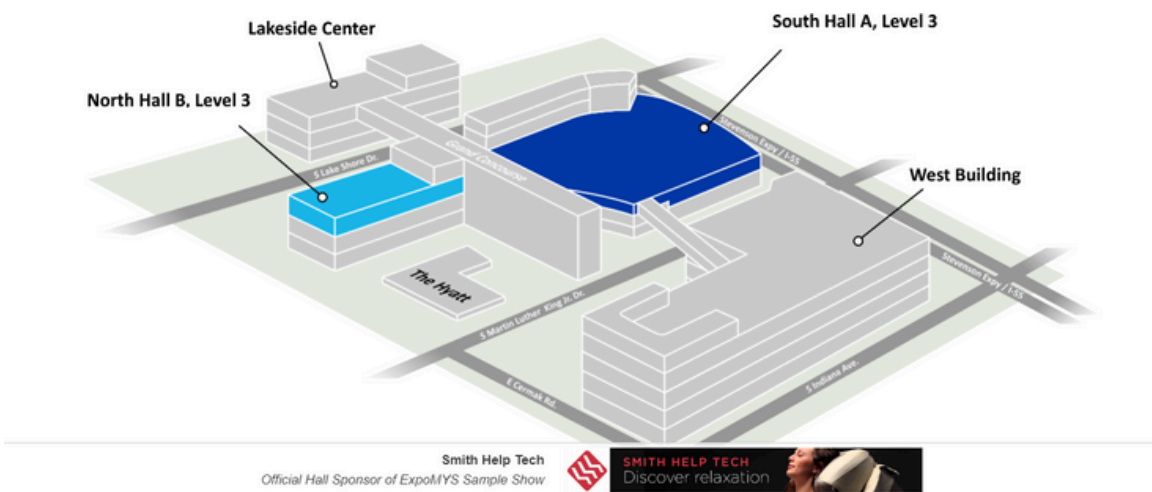
A banner ad anchored to the bottom of the interactive floor plan screen that links directly to the exhibitor's listing. It can be sold exclusively or as part of a rotating series of multiple banners.





# Facility Overview Banner

For events with multiple halls, a banner ad anchored to the bottom of the interactive floor plan facility overview that links directly to the exhibitor's listing. It can be sold exclusively or as part of a rotating series of multiple banners.



# Directory Homepage Banner

A banner ad that appears on the directory homepage. It can be sold exclusively or as part of a rotating series of multiple banners.

