



## RSNA Exhibit Hall Open-Air Theater Presentation Guidelines

RSNA 2026 exhibitors can have exclusive time to make an in-person presentation to RSNA attendees at one of RSNA's open-air theaters in the South Technical Exhibit Hall. Companies may use this time to:

- Highlight their AI solutions in medical imaging in the AI Theater
- Present their new product or innovative solution in the Innovation Theater
- Relay their compelling stories of insight and inspiration during a Center Stage presentation at the Innovation Theater

RSNA open-air theater presentations are not eligible for CME credit.

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

**New guidelines for RSNA 2026 are highlighted in red.**

### General Guidelines

1. All presentations in RSNA's open-air theaters must be straightforward, professional and non-combative in nature.
  - **An AI Theater** Presentation can be a pitch, demonstration, or non-CME educational presentation that is conducted by a company from the open-air theater in the AI Showcase. Presentations in the AI Theater must feature AI products or solutions.
  - **An Innovation Theater** Presentation can be a pitch for a product launch, demonstration of a new or innovative solution, or non-CME educational presentation that is conducted by a company from the open-air theater in the South Technical Exhibit Hall.
  - **A Center Stage** Presentation is a non-CME presentation conducted by a company CEO or senior executive from the open-air theater in the South Technical Exhibit Hall.
2. Only companies exhibiting at McCormick Place are eligible to purchase and make a presentation in an RSNA open-air theater on the exhibit floor. Cancellation of exhibit space will result in the immediate release of the company's presentation. Standard Exhibit Hall Open-Air Theater cancellation terms in Guideline 4 apply.
3. RSNA 2026 theater presentations are available on a first-come, first-served basis. Fees are non-transferable. Full payment is due to RSNA within 30 days of receiving the invoice.
  - AI Theater presentations are available to AI Showcase exhibitors for \$3,500/presentation and to exhibitors without an exhibit presence in the AI Showcase for \$5,500/presentation.
  - Innovation Theater presentations are available to all exhibitors for \$3,500 per 20-minute presentation and \$12,000 per 45-minute Center Stage presentation.
4. Contract must be canceled in writing by July 31 to avoid penalty. Cancellations after July 31 will be charged the full rate.



5. The fee includes a podium and podium microphone, laptop computer, monitor and wireless mouse. Hardline internet connection is not included at the podium. Your presentation will be shown on the large screen monitor in the AI Theater or Innovation Theater, located in the South Technical Exhibit Hall.
6. Presenters may play videos if the videos are embedded as MP4 files in the presentation slides. Presenters will not have internet access.
7. Center Stage presenters will be provided with a wireless handheld microphone and wireless slide advancer.
8. Additional equipment and furniture will not be provided on the stage for the 20-minute presentations due to the limited time between presentations. A maximum of 1-2 speakers is recommended for each presentation and presenters should take turns speaking at the podium.
9. RSNA will capture the slides and audio for each presentation to be included as on-demand content on RSNA Meeting Central approximately 24 hours after the live session concludes. The on-demand recording will be available to professional attendees with an active registration through February 2027. Exhibitor registration will not include access to industry on-demand content. Registration promo codes providing a single individual on your team with access to industry session on-demand content will be available upon request to RSNA Corporate Partners with an AI Theater, Innovation Theater, or Center Stage presentation. RSNA Corporate Partners with an AI Theater or Innovation Theater presentation, and all Center Stage sponsors will receive a copy of the RSNA recording file in January. Recording files are not available to exhibitors as part of the 20-minute AI Theater or Innovation Theater presentation opportunity. Exhibitors planning to film or record their presentation should review General Guidelines 25 and 26 below.
10. RSNA is not liable for any issues with the quality of the recording. RSNA assumes no liability for circumstances beyond our control such as power failures, accidental disturbances to power cords, reduced audio quality due to speaker's proximity to microphones, malfunctioning of the online meeting platform, internet, or devices and other systems used to access RSNA Meeting Central.
11. Presenters may use their own presentation template and must bring the presentation file on a thumb drive to plug into a Windows PC Laptop at the podium the day of the presentation. Presentation slides should be designed using the widescreen (16:9) aspect ratio.
12. The format and timing of the 20-minute AI Theater and Innovation Theater presentations do not allow for Q&A during the session. Sponsors are encouraged to invite attendees to your booth at the conclusion of your presentation to continue the conversation. Center Stage sponsors may opt to include a Q&A portion during the 45-minute presentation.
13. Presenters are strongly encouraged to bring their presentation file to the theater the morning of their scheduled presentation for a brief technical test with the AV company and RSNA staff. Note that the file must be on a thumb drive. There will not be an option for any rehearsal time and the test will be limited to a maximum of five



minutes to allow all presenters the same opportunity to test. All companies presenting on a given day will be testing at the same time each morning.

14. Complete logistical details and day-of instructions will be provided closer to the date of the meeting.
15. Center Stage presentations are booked in 45-minute blocks. All other AI Theater and Innovation Theater presentations are booked in 20-minute blocks, at the discretion of RSNA, and must only be 20 minutes in length. Presentations must begin and end promptly to accommodate the following presentation. Space is filled on a first-come, first-served basis. You may request specific days or times; however, availability of requested dates or times cannot be guaranteed. Presentations are available Sunday, November 29 to Wednesday, December 2. They will be scheduled as follows:
  - AI Theater presentations will be scheduled in 20-minute blocks every 30 minutes from 10:30 a.m. to 3:30 p.m. Sunday through Wednesday. The final presentation will conclude at 3:50 p.m.
  - Innovation Theater presentations will be scheduled in 20-minute blocks from 10:30 a.m. to 11:30 a.m. and from 1:00 p.m. to 3:30 p.m. Sunday through Wednesday. The final presentation will conclude at 3:50 p.m.
  - Center Stage presentations will be scheduled in 45-minute blocks from 12:00 p.m. to 12:45 p.m. Sunday through Wednesday at the Innovation Theater.
16. Companies that do not adhere to the required time limit will not be allowed to participate in future RSNA presentations. RSNA staff will be present in the theater to give all speakers a 5-minute warning and a final notification that time has ended.
17. All speakers and staff working the theater presentation must be registered to access all onsite meeting spaces, including the open-air theaters. Speakers with an RSNA 2026 badge, regardless of exhibitor status, will be able to access the theaters beginning at 9:00 a.m. for testing prior to the opening of the exhibit floor at 10 a.m. CT.
18. Exhibitors securing a theater presentation may register presenters as exhibitor personnel, if applicable, using your exhibitor badge allotment, or they can register on the [RSNA Annual Meeting Registration page](#). For additional information on exhibitor badge registration, see the [RSNA 2026 Exhibitor Badge Registration page](#) which will be updated with exhibitor registration details in August. Additional badges are not included in this sponsorship.
19. Companies must complete and submit the Program Submission form for RSNA's review prior to promotion of the presentation.
20. Presentations are accessible by all attendees registered for RSNA 2026. Companies may not charge a fee to attendees.
21. RSNA in-person attendee information is not provided to sponsors. If a company wishes to capture onsite attendee information, they may utilize a lead retrieval scanner. Company is responsible for ordering lead



retrieval scanner in advance of the presentation with RSNA's approved contractor. A company representative may scan attendee badges within the space of the theater during the 5 minutes prior to the presentation start time. The company representative is encouraged to utilize best practice by asking for attendee permission, allowing individuals to opt in, prior to scanning badges.

22. Sponsors with a Center Stage presentation will receive metrics on total presentation views within RSNA Meeting Central as well as a list of attendees that opted to share their contact information for the on-demand presentation. Session reports and a copy of the RSNA recording will be provided to Center Stage sponsors in January. Updated metrics are available upon request following the conclusion of virtual access in late February 2027.
23. No handouts or materials of any type may be distributed in the theaters.
24. RSNA does not guarantee attendance numbers for any sponsored education presentation, including theater presentations.
25. Companies are permitted to film or record their own presentation from the theater but may not start any set up until the prior presentation has concluded and cannot block the aisles or obstruct the view of the stage in any way. Companies are not allowed to video tape anything other than the presentation, and the filming cannot disrupt the flow of the theater presentations. Any company planning to film must confirm this information on the Program Submission form. There are no restrictions on how a company can use their own recording of the theater presentation so long as the presentation is not positioned as RSNA education. The company recording will not be included on RSNA Meeting Central; only the RSNA recording of slides and audio will be used as the on-demand content.
26. Companies are not allowed to bring a large filming crew to capture the presentation. Companies may hire an outside contractor to film the presentation, but the company must provide a certificate of insurance to RSNA. The company must also register the contractor as an Exhibitor Appointed Contractor (EAC) by October 15. Details on EAC registration are listed under the [Exhibitor Service Kit](#) and will be available July 15. Companies must follow all [RSNA 2026 Exhibitor Rules and Regulations](#). Outside contractors filming the presentation will be subject to same filming rules and regulations detailed in General Guideline 25 on this document.
27. Sponsor is responsible for safeguarding any personal equipment or materials while presenting in the theater. Perimeter guard service will be provided by RSNA for the exhibition period, but neither the guard service nor RSNA will be responsible for loss of or damage to any property.
28. 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.
29. Companies must disclose to speakers that this is a company-sponsored theater presentation and not an RSNA session.



30. All presentations must be held in compliance with ACCME’s Standards for Industry Support and the AMA’s Opinion on Gifts to Physicians from Industry.
31. RSNA open-air theater presentation sponsor agrees to adhere to the “Product Launch/Booth Presentations” guideline in the [RSNA 2026 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.
32. Company assumes full responsibility for copyright of images contained within the presentation.
33. 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 in an RSNA open-air theater.
34. 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 EAC (Exhibitor Appointed Contractor) by October 15. EAC registration information can be obtained through the [Exhibitor Service Kit](#), which will be available July 15.
35. 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.
36. 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.
37. 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.

#### **Promotional Guidelines**

1. Each RSNA open-air theater presentation will receive a dedicated page in the session catalog on RSNA Meeting Central and in the RSNA Meeting App. Presentations will be listed under one of the following session types: AI Theater Presentations (non-CME) or Innovation Theater Presentations (non-CME).



2. RSNA anticipates that presentations secured by June 30 will be listed in the preliminary catalog with basic details (company name, session type, date, and time) following the launch of Meeting Central. Presentations secured after June 30 will be added to the session catalog at regular intervals.
3. **Program Submission forms are due September 15.**
4. Companies must complete and submit the Program Submission form by September 15 for their session information to be added to the dedicated page in the session catalog. The form will capture title, speaker(s), and description.
5. Presentation titles submitted on the Program Submission form must include the name of the exhibiting company that purchased the presentation opportunity.
6. Information on your Program Submission form should be final at the time of submission and will be added to your session page upon receipt following the September 15 deadline. Session information will be listed in the catalog and on signage exactly as submitted.
7. 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 your session page to ensure accuracy. For best results, please submit your session information by September 15.
8. **RSNA will include a schedule of sessions at each open-air theater and may promote the presentations in meeting materials, listing the company name next to each presentation time. Promotional company names will be listed on the schedule and in meeting materials as they appear in the Exhibitor Resource Center (ERC) as of October 31. Sessions canceled after October 31 will have a “Cancelled” overlay placed on the sign. Signage will not be reprinted to reflect cancelled sessions. RSNA will also produce general directional signage to guide attendees to the theater.**
9. Companies may promote their 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 2026 sponsorship.
10. Exhibitors may participate in RSNA promotional opportunities to promote the presentation. Visit [RSNA.org/Promote](https://www.rsna.org/Promote) to see available opportunities. RSNA meeting logo, marketing collateral and usage guidelines are available [here](#).
11. Promotional materials may not be distributed in the theater area at any time.
12. Companies may not misrepresent the presentation as RSNA education in any promotional materials before, during or after the presentation.



## **IMPORTANT DEADLINES**

### **May**

- Sales for AI Theater presentations open to AI Showcase exhibitors only first and are sold on a first-come, first-served basis.
- Sales for RSNA open-air theater presentations open to all RSNA 2026 exhibitors on a first-come, first-served basis.

### **June**

- In early June, the RSNA Sponsorship Services team will email your sponsorship summary document, outlining key details and deadlines related to your theater presentation, as well as the link to the Program Submission form. This email will be sent from [sponsors@rsna.org](mailto:sponsors@rsna.org).
- Book your presentation by June 30 to have your theater presentation listed in the preliminary session catalog following the launch of Meeting Central.

### **July**

- RSNA 2026 Meeting Central and registration launch in late July, and the preliminary session catalog is available.

### **September**

- Program Submission form is due September 15.

### **October**

- Logistical details for your RSNA open-air theater presentation will be emailed to the contact on your Program Submission form.
- If using an outside contractor, Exhibitor Appointed Contractor (EAC) registration and certificate of insurance is due October 15.

### **November**

- Complete RSNA 2026 session catalog is available on RSNA Meeting Central and in the RSNA Meeting App.

### **Meeting Week**

- Final day-of reminders will be delivered to your booth onsite at RSNA 2026.

### **January**

- RSNA Corporate Partners with an open-air theater presentation will receive a copy of the RSNA recording.
- Center Stage sponsors will receive a session lead report containing summary and attendee details and a copy of the RSNA recording.

Contact the RSNA sponsorship team at [sponsors@rsna.org](mailto:sponsors@rsna.org) with any questions or to request additional information.