



RSNA Industry Expert Theater Guidelines

An Industry Expert Theater presentation, formerly known as a Corporate Symposium, offers a company the opportunity to conduct an educational program for professional attendees during the RSNA annual meeting at McCormick Place.

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 the Industry Expert Theater 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. An Industry Expert Theater presentation is strictly a non-CME educational function that is conducted by a company and includes a formal presentation or procedural instruction. Medical societies and associations are not eligible to conduct an Industry Expert Theater presentation during the RSNA annual meeting. Presentations must be straightforward, professional, and non-combative in nature.
2. Companies considering a third-Party CME presentation should inquire for separate guidelines and details.
3. Product and/or equipment demonstrations are subject to RSNA review and approval and must be educational in nature. Requests to include an equipment demonstration as part of an Industry Expert Theater presentation must be submitted to sponsors@rsna.org by September 15 for approval. Promotional or commercial activities of any kind are not permitted.
4. Industry Expert Theater presentations are available for \$25,000/session 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.
5. Industry Expert Theater presentations will not be live streamed into RSNA Meeting Central.
6. RSNA will capture the slides and audio for each Industry Expert Theater presentation to be included as on-demand content within RSNA Meeting Central approximately 24 hours after the live session concludes. The on-demand recording will not include a camera view of the speakers. 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 Industry Expert Theater presentation. Industry Expert Theater presentation sponsors will receive a copy of the RSNA recording file in January. Companies planning to film their presentation should review General Guidelines 18 and 19 below.



7. RSNA is not liable for any issues with 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.
8. Industry Expert Theater presentations will be held in a classroom in the South Technical Exhibit Hall and are available Sunday, November 29 through Wednesday, December 2 at 10:30 a.m., 12:00 p.m., 1:30 p.m., and 3:00 p.m. Sessions may run for up to 60 minutes.
9. Companies will have access to the classroom starting thirty minutes prior to the scheduled start time. Companies must clear the room promptly at the scheduled end time to allow the company with the following session adequate time for set up. No additional time in the room will be allowed for set up or rehearsal.
10. All company equipment, literature and handouts as well as the sponsor's free-standing sign and branded tablecloth must be removed from the room and check-in area outside the room at the end of the session.
11. Promotional giveaways are permitted inside the room only and must meet the [RSNA 2026 Exhibitor Rules and Regulations](#) for giveaways.
12. The Industry Expert Theater presentation fee includes a classroom in the South Technical Exhibit Hall equipped with 10' high walls, carpeting, 2 LED monitors, podium, podium microphone, head table for 4 people on a riser, two wireless microphones at the head table, and a 4' check-in table with 2 chairs outside the entrance. Dedicated AV operators will be at the room to support Industry Expert Theater presentations.
13. Companies are responsible for bringing their own laptop.
14. Hardline internet connection is not included at the podium. Presenters may play videos if the videos are embedded as MP4 files within the presentation. Presenters will not have internet access.
15. Industry Expert Theater presentation speakers will not be able to utilize the RSNA speaker ready rooms and should bring their presentation files on the laptop that they bring to the room the day of the presentation. Presenters may use their own presentation template and slides should be designed using the widescreen (16:9) aspect ratio.
16. The classroom will be set theater style for up to 110 attendees and no changes or additions to the room are permitted. The furniture and equipment may not be moved, and orders of additional microphones are not allowed.
17. A water cooler will be provided in the classroom. Sponsors with a 12 p.m. session may opt to order boxed lunches at an additional cost. No additional catering will be provided for Industry Expert Theater presentations. Final guarantee for the boxed lunches, including any increases, will be due to OVG Hospitality by November 13.



Any orders placed after the deadline will be subject to availability and will not be guaranteed until confirmed by your OVG Catering Manager. The On-Site Catering Menu will be in effect beginning November 14 and there will be a 20% increase in price applied to your order. For all orders placed on site, there is a minimum of a three-hour delivery window from the time the order is placed to delivery to the classroom.

18. Companies are permitted to film their Industry Expert Theater presentation. Sponsor must notify both RSNA and Freeman AV that they plan to film no later than October 31. Sponsor is responsible for all expenses related to filming their own presentation and must set up their camera at the back of the room. There are no restrictions on how a company can use their own recording of the Industry Expert 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 will be used as the on-demand content.
19. If bringing in an outside contractor for any purpose related to the Industry Expert Theater presentation, including to film the session, sponsor must complete and submit the Exhibitor Appointed Contractor (EAC) registration and provide a certificate of insurance by October 15. Details can be found under the Exhibitor Service Kit available July 15.
20. In accordance with safety regulations, attendees may not sit on the floor or block access to an entrance/exit. Security will monitor all safety concerns and may intervene if necessary.
21. Industry Expert Theater presentation title, description and speakers must be submitted to RSNA for review via the Program Submission form prior to promotion of the session. See Important Deadlines at the end of this document for additional information.
22. Industry Expert Theater presentations are accessible by all attendees registered for RSNA 2026. Companies may not charge a fee to attendees.
23. RSNA does not guarantee attendance numbers for any sponsored education presentation, including Industry Expert Theater presentations.
24. Registered RSNA professional attendees will have the option to add the Industry Expert Theater presentation to their agenda, share and favorite the session on Meeting Central and in the Meeting App closer to the date of RSNA 2026. RSNA does not require attendees to register for sessions.
25. Sponsors may create an RSVP form to collect attendee RSVPs in advance of the session. The use of RSVPs can help inform your catering numbers and secure pre-registrant information. The RSVP link must be provided to RSNA with the session information submitted on the Program Submission form by September 15. RSVP forms should be live when submitting the link to RSNA. RSVP links will be added to the description on your session page upon receipt.



26. Creation and management of the RSVP link is solely up to the sponsor hosting the Industry Expert Theater presentation session. If collecting RSVPs, sponsors are encouraged to add a question on attendee type to confirm if registrants are in-person or virtual attendees.
27. RSNA attendee information for the in-person presentation is not provided to the company. If a company wishes to capture onsite attendee information, they may utilize a lead retrieval scanner. Sponsor is responsible for ordering lead retrieval scanners in advance of the session with RSNA's approved contractor.
28. Companies will receive metrics on total 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 in January. Updated metrics are available upon request following the conclusion of virtual access in late February 2027.
29. All speakers and staff working the Industry Expert Theater presentation must be registered to access all onsite meeting spaces, including the Industry Expert Theater in the South Technical Exhibit Hall.
30. Exhibitors securing an Industry Expert 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.
31. Non-exhibitors hosting an Industry Expert Theater presentation will receive five badge registrations. RSNA will provide a code, and the sponsor will be responsible for ensuring that all individuals are registered. Any additional badges required will be at the expense of the sponsor.
32. 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.
33. Companies must disclose to speakers that this is an Industry Expert Theater presentation and not an RSNA session.
34. All Industry Expert Theater presentations must be held in compliance with ACCME's Standards for Industry Support and the AMA's Opinion on Gifts to Physicians from Industry.
35. Industry Expert 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.
36. Company assumes full responsibility for copyright of all images contained within the presentation.



37. 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 as part of an Industry Expert Theater presentation.
38. 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 company'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.
39. Industry Expert Theater 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.
40. 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.
41. 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 Industry Expert 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 the session type of Industry Expert Theater Presentations (non-CME).
2. RSNA anticipates that Industry Expert Theater presentations secured with a signed contract 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 Industry Expert Theater Program Submission form by September 15 for their session information to be added to the dedicated page in the session catalog and to appear on signage outside the classroom. The form will capture title, speaker(s), description and any links.



5. Presentation titles submitted on the Program Submission form must include the name of the company that purchased the 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 session titles as of October 31 near the theater entrance. Sessions cancelled after October 31 will have a "Cancelled" overlay placed on the schedule. Signage will not be reprinted to reflect title edits or cancelled sessions. RSNA will also produce general directional signage to guide attendees to the theater. RSNA may promote industry sessions in meeting materials, listing the promotional company name from the Exhibitor Resource Center (ERC) as of October 31.
9. During the room rental period, companies may use a branded tablecloth and/or display a free-standing sign (no larger than 33" wide x 80" high) immediately outside the theater only. Companies may also promote the session 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 or promotional opportunity.
10. Exhibitors and companies with an Industry Expert Theater presentation may purchase lead retrieval scanners. All companies may participate in select RSNA promotional opportunities to promote presentations. 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. If collecting RSVPs, companies should not use "register" to encourage attendees to sign up. Companies may use "RSVP."
12. Companies may not misrepresent the presentation as RSNA education in any promotional materials before, during or after the session.

IMPORTANT DEADLINES

June

- In early June, the RSNA Sponsorship Services team will email your sponsorship summary document, outlining key details and deadlines related to your presentation, as well as the link to the Program Submission form. This email will be sent from sponsors@rsna.org.



- Book your presentation by June 30 to have your Industry Expert 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. If providing an RSVP link, include it with your session information on this form.

October

- Logistical details will be emailed to the contact listed on your Program Submission form.
- If using an outside contractor, Exhibitor Appointed Contractor (EAC) registration and certificate of insurance is due no later than October 15.
- Sponsors with a 12 p.m. session that opt to order the lunch package must do so with OVG Catering no later than October 31.

November

- Complete RSNA 2026 session catalog is available on RSNA Meeting Central and in the RSNA Meeting App.
- Final guarantee, including any increases, for catering orders is due to OVG Hospitality by November 13.

January

- Session lead report containing summary and attendee details and a copy of the RSNA recording file will be emailed to the contact on your Program Submission form once available from our vendor.

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