

# Booth Design Agreement Form



**Deadline: September 4, 2009**

**Radiological Society of North America**  
95th Scientific Assembly and Annual Meeting  
November 29–December 4, 2009  
McCormick Place, Chicago  
[RSNA.org/exhibitors](http://RSNA.org/exhibitors)

All RSNA 2009 exhibitors using a freeform or mobile booth must read, sign and submit this document to RSNA with their booth approval form before September 4. Exhibit structures must be completely supported from the ground. Signs, monitors, and all other exhibit elements must not be connected, attached, or supported from overhead structures of the exhibit hall facility.

## RSNA Rules & Regulations

### 9. Exhibit Design

#### A. General Requirements

### Signage

Exhibitors are NOT allowed to hang any identification signs or exhibit elements from the ceilings of McCormick Place. All identification signs and exhibit elements must be completely floor supported. Exhibitors may use wires or cables from the ceiling to stabilize tall floor-standing signage for structural safety only and must request approval and receive prior authorization from RSNA. Exhibits built in non-compliance of the RSNA regulations are subject to a fine up to \$50,000 USD.

### Use of Lighting Truss Systems

Overhead lighting systems attached to the facility steel structure are permitted ONLY if your exhibit exceeds 999 square feet. Exhibitors wishing to hang lighting systems will be required to submit a Lighting Truss Diagram to RSNA along with the RSNA Freeform Booth Design Form before September 4. All requests must be reviewed and approved by RSNA. Exhibit elements are not to be attached to the lighting truss. Exhibits built in non-compliance of the RSNA regulations are subject to a fine up to \$50,000 USD.

Lighting instruments, regardless of the type, must be positioned inside the perimeter boundaries of the purchased floor space. Projecting light beams or images outside the perimeter boundary of the booth (including external aisles) is prohibited. Special effects (spinning, rotating, and pulsating) must not interfere with other exhibits or detract from the professional atmosphere of the exhibition.

Exhibitors notified of such violations are required to make all necessary modifications at the cost of the exhibitor before the exhibition opens **Sunday, November 29, at 10:00 a.m.** Companies not in compliance are subject to the following action(s):

1. Loss of priority points for future participation
2. Change of exhibitor status (preferred to standard)
3. Penalty fine (up to a maximum of \$50,000)

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I have read the Booth Design Agreement. I understand and agree to comply.

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Name Date

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Company Booth Number

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Signature

Please return this signed form, along with the Freeform or Mobile Booth Design Approval Form to:

RSNA Technical Exhibits Department  
820 Jorie Blvd.  
Oak Brook, IL 60523

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