

# Newsroom Guidelines for Exhibitors



**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)

## General Information

The RSNA annual meeting in Chicago is a recognized forum for presentation of peer-reviewed scientific abstracts and medical imaging courses by radiologists and allied scientists from around the world. As such, it also provides exhibitors with an excellent opportunity to present products and technological advancements to the profession and to the world media. More than 160 journalists from around the world attended the 2008 meeting.

## Newsroom Location

The Newsroom is located in the McCormick Place Lakeside Center, Level 2, near Room E252.

## Newsroom Hours

Saturday, November 28, 12:00 p.m. – 5:00 p.m.

Sunday, November 29, 8:00 a.m. – 6:00 p.m.

Monday, November 30 – Wednesday, December 2, 8:00 a.m. – 6:00 p.m.

Thursday, December 3, 8:00 a.m. – 5:00 p.m.

Friday, December 4, 9:00 a.m. – 12:00 p.m.

## Media Eligibility

Newsroom badges are available only to working press who can show evidence that their attendance results in original news coverage of the RSNA meeting in the print, broadcast or recognized Internet media.

RSNA does not issue press badges to: publishers or a publication's advertising, marketing, public relations or sales representatives; publishers, editors or reporters from manufacturers' house organs or promotional publications; public relations staff of exhibitors or educational institutions; or other individuals who are not actually reporting on the meeting.

**RSNA has a one-badge-per-person policy; therefore, exhibitors may not also register as press.**

## Exhibitor Area

RSNA will designate an area for the display of exhibitor news materials within the RSNA Newsroom. Exhibitor representatives are to check in at the Newsroom main registration desk and leave materials with the receptionist. Exhibitors are encouraged to periodically check with the receptionist to determine the supply of news materials remaining.

Exhibitors must retrieve leftover materials from the Newsroom by 10:00 a.m. Friday, December 4, or they will be discarded.

## Exhibitor News Conferences

RSNA facilitates exhibitors holding news conferences during the RSNA annual meeting by providing the necessary facilities, equipment and labor. RSNA advises media that it neither reviews for accuracy nor endorses news materials or news conferences sponsored by exhibitors.

RSNA rules prohibit news conferences on the exhibit hall floor or at hotels or other locations away from the meeting site at any time during the annual meeting.

All exhibitor news conferences will be held in the RSNA News Conference Room between Monday, November 30, and Wednesday, December 2, and must be coordinated through RSNA. They are generally scheduled between 1:00 p.m. and 4:00 p.m. News conferences should be arranged in advance of the meeting through Lauren Kerber, 1-630-590-7759. Exhibitors must provide RSNA with a one-sentence descriptive title of the news conference by Friday, October 23, to be included in all press promotion, including the RSNA Press Kit and the news conference schedule that is displayed in the Newsroom. A copy of the exhibitor's news conference press release must be provided to RSNA 24 hours in advance of the news conference.

A news conference schedule will be posted daily in the Newsroom.

**Exhibitors who wish to hold a news conference must sign and return this form by November 16.**

## News Conference Services Provided to RSNA Exhibitors

The following services for staging a news conference are provided to exhibitors at no charge:

- Scheduling
- News conference facility
- Select A/V equipment (LCD projector, screens and mult box)
- Labor to operate A/V equipment
- Daily news conference schedule posted for media
- Additional A/V equipment will be provided at the rental cost. Contact Lauren Kerber at 1-630-590-7759 or onsite in the Newsroom to order additional equipment.

## Use of Newsroom

The Newsroom is reserved as a work area for journalists. Exhibitors are not allowed beyond the reception area unless individuals have been invited for an interview and are met by a registered reporter. Exhibitors are not allowed into scientific news conferences without the advance consent of RSNA.

Exhibitor representatives are welcome to attend their own company's news conference and will be admitted to the news conference area immediately prior to the news conference.

# Newsroom Guidelines

Deadline: November 16, 2009



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## When Media Want to Talk With You

Reporters, photographers and video crews on the exhibit hall floor covering the annual meeting are issued clearly marked press badges by Newsroom staff. Photographers and video crews on the exhibit floor must be escorted by Newsroom staff and must obtain an exhibitor's permission before photographing or videotaping.

Exhibitors need not hesitate to check badges, ask questions about a publication or broadcast program, or request a card or credentials from reporters who are requesting permission to interview, photograph or videotape. Exhibitors should immediately contact the RSNA Newsroom with questions or concerns.

## Mail or Fax This Completed Form to:

Lauren Kerber  
RSNA  
820 Jorie Blvd.  
Oak Brook, IL 60523

1-630-590-7759 phone  
1-630-571-7837 fax

I have read, and I understand and will comply with the Newsroom Guidelines for exhibitors attending RSNA 2009.

## Agreed to

\_\_\_\_\_  
Signature of Main Exhibit Contact Date

\_\_\_\_\_  
Printed name of Main Exhibit Contact

\_\_\_\_\_  
Exhibiting Company

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
e-mail

**Note: Exhibitors who do not return a signed copy of the guidelines form by November 16 will not be eligible to hold a news conference at the RSNA annual meeting.**