

2012 Report of the Technical Exhibits Committee

Once again, companies from all parts of the world—from as far away as Australia, Korea and India—traveled to Chicago to participate at RSNA. The diverse selection of companies included large multimodality equipment vendors, film and image management firms, medical publishers and a number of small companies displaying and demonstrating a single product.

Despite the continued struggles to the international economy, the RSNA Technical Exhibition kept steady with 2011 figures in both the number of companies, and square footage rented at RSNA 2012. More than 640 companies and medical organizations, including over 75 first-time exhibitors, displayed and demonstrated a variety of products and services in three exhibit halls at McCormick Place in Chicago. RSNA also maintained its country pavilions footprint. Participating country pavilions included Germany, Korea, Ontario (Canada), France and China.

There were also four companies that elected to host a Vendor Workshop in their respective halls this year. The workshops were well attended.

Trade Show Executive Magazine ranked RSNA 33 among “the top 100 shows in 2011 that set the gold standard for the trade show industry.”

The RSNA meeting attendees continued to see user-friendliness improvements through the enhanced technological offerings throughout McCormick Place. Once again, RSNA utilized touch screen technology called Digital Navigators to assist attendees in locating meeting rooms and technical exhibitors. Ten of these units were positioned throughout McCormick Place. RSNA also re-launched its meeting-specific mobile application to help attendees search for specific educational courses or technical exhibits. Additionally, in 2012, RSNA launched a new Exhibitor Product Theater. This theater was located in the South Building and exhibitors were allotted 45-minute sessions to present their products and services. Sessions were promoted in various RSNA publications and online.

Communication among the Technical Exhibits Committee, exhibiting companies and RSNA staff remained strong throughout the year. Discussions with exhibitors at planning meetings held in February and June helped RSNA improve its meeting operations and make adjustments to benefit RSNA members and the radiology market. From these discussions, the Technical Exhibits Department listens to what exhibitors have to say and assesses where to make adjustments to minimize challenges for the companies. RSNA continually strives to make improvements and adjustments to meeting operations to benefit its members, non-members, guests and participating companies.

RSNA provided companies with an online-only Technical Exhibition Center (RSNA.org/exhibitors) that featured everything a company needs to know for planning a successful participation strategy at the RSNA annual meeting.

As I complete my first year as Committee Chair, I would like to thank all the members of the Technical Exhibits Committee. Their hard work and help throughout this past year, as well as during a busy and exciting annual meeting has made my first year remarkable. The challenges and opportunities that arose were handled seamlessly with the support of committee members from both the local and national levels. The RSNA meeting staff once again made this year a smooth and rewarding experience.

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