

2013 Report of the Technical Exhibits Committee

Companies from all parts of the world—from as far away as Australia, India and Switzerland—traveled to Chicago to participate at the RSNA 99th Scientific Assembly and Annual Meeting. The diverse selection of companies included large multimodality equipment vendors, film and image management firms, medical publishers and small companies displaying and demonstrating cutting edge innovations.

At RSNA 2013, we had more than 640 companies and medical organizations, including over 90 first-time exhibitors at Chicago's McCormick Place. RSNA also continued to have a strong international participation with over 150 companies outside of North America including government-sponsored pavilions from China, Germany, Japan, Korea, France and (Ontario) Canada.

The RSNA offered companies various opportunities of participation outside of their booth. The Exhibitor Product Theater featured ten companies each hosting a 45-minute educational presentation. Three companies conducted Vendor Workshop sessions on their proprietary systems. Technical Exhibitors presented their mobile solutions within the RSNA Mobile Connect theater on specifically designated Technology Days.

The RSNA meeting attendees continued to see improvements through new technological offerings. The RSNA 2013 Meeting App had more robust mapping/navigation and listing features for the Technical Exhibitors. The online Exhibitor Listing offered more tools to showcase products and services to the attendees. Over 80 companies took advantage of the enhanced Exhibitor Listing. The RSNA 2013 Virtual Meeting featured the complete Technical Exhibitor List and also streamed the Exhibitor Product Theater sessions live.

Communication among the Technical Exhibits Committee, exhibiting companies and RSNA staff remained strong. Discussions regarding the Technical Exhibition assist RSNA in improving its meeting operations to benefit RSNA members and the radiology market. Through these discussions the decision to make RSNA 2013 a two-hall exhibition was implemented.

Trade Show Executive Magazine ranked RSNA 35 among “the top 100 shows in 2012 that set the gold standard for the trade show industry.”

As I complete another year as Committee Chair, I would like to thank all the members of the Technical Exhibits Committee. Their hard work throughout this past year, as well as during a busy and exciting annual meeting has made my role an easy one to manage. The challenges and opportunities that arose were handled seamlessly with the support of all my committee members. The RSNA meeting staff once again made this year a smooth and rewarding experience.

I look forward to celebrating RSNA's 100th Annual Meeting in 2014.

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