

2014 Report of the Technical Exhibits Committee

For the RSNA Centennial Meeting, companies from across the globe traveled to Chicago to participate at the RSNA 100th 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 2014, we had more than 650 companies and medical organizations, including over 110 first-time exhibitors at Chicago's McCormick Place. RSNA also continued to have a strong international participation with over 180 companies outside of North America including government-sponsored pavilions from China, Germany, Japan, Korea, France and (Ontario) Canada.

On Sunday, the RSNA 2014 Technical Exhibits opened with a Grand Opening Ceremony where leaders from RSNA and industry partners celebrated a century of the technology and innovation that changed the world of radiology.

RSNA continued to offer exhibitors various opportunities to assist with their educational, promotional and operational needs. This year, three companies conducted Vendor Workshop sessions on their proprietary systems. The online exhibitor listing offered companies tools to showcase their products and services to attendees through RSNA Meeting Central and Meeting App. Over 100 exhibitors took advantage of the premium exhibitor listing option. New for 2014, Meeting Suites were offered to exhibitors for conducting business meetings outside their exhibit booth. Over 25 Meeting Suites were rented.

Communication among the Technical Exhibits Committee, exhibiting companies and RSNA staff remained strong. RSNA continually meets with leaders from exhibiting companies throughout the year at its Exhibitor Forum (December), two Exhibitor Planning Meetings (February and June) and Corporate Relations Meeting (August) to assist in improving the RSNA annual meeting to benefit RSNA members and the radiology market.

Trade Show Executive Magazine ranked RSNA 33 among "the top 100 shows in 2013 that set the gold standard for the trade show industry."

As I complete my term as Technical Exhibits 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 greatly enjoyed celebrating RSNA's 100th Annual Meeting in 2014.

Dana Smetherman, M.D., M.P.H., F.A.C.R. Chair, Technical Exhibits Committee