

## 2015 Report of the Technical Exhibits Committee

Companies from across the globe traveled to Chicago to participate at the RSNA 101st 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 2015, we had more than 650 companies and medical organizations, including over 100 first-time exhibitors at Chicago's McCormick Place. RSNA also continued to have a strong international participation with over 175 companies outside of North America including country pavilions from China, Japan, Korea, France and (Ontario) Canada. In conjunction with the RSNA Country Presents Program, the RSNA Germany Presents Pavilion featured thirteen companies utilizing 2,500 sq. ft.

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 provided companies tools to showcase their products and services to attendees through RSNA Meeting Central and Meeting Mobile App. Over 100 exhibitors took advantage of the premium exhibitor listing option. Again, Meeting Suites were offered to exhibitors for conducting business meetings outside their exhibit booth. Over 40 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 during 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 36 among "the top 100 shows in 2014 that set the gold standard for the trade show industry."

In my first 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.

John Renz. Chair, Technical Exhibits Committee