

## 2016 Report of the Technical Exhibits Committee

Companies from across the globe traveled to Chicago to participate at the RSNA 102<sup>nd</sup> Scientific Assembly and Annual Meeting. The diverse selection of companies included large multimodality equipment vendors, PACS, medical publishers and first-time companies displaying and demonstrating cutting edge innovations.

At RSNA 2016, we had more than 660 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 189 companies outside of North America including country pavilions from China, Germany, Korea, France and (Ontario) Canada. In conjunction with the RSNA Country Presents Program, The Netherlands Presents Pavilion featured nine companies and organizations.

To assist upstart companies with the participation at the RSNA Annual Meeting, the First-Time Exhibit Pavilion was developed. 29 exhibitors participated within the pavilion in 38 booths. Additionally, live ultrasound scanning on models was piloted. 16 exhibitors participated in the inaugural program which created additional excitement with the Technical Exhibit halls.

Meeting Suites were again offered to exhibitors for conducting business meetings outside their exhibit booth. Over 65 Meeting Suites were rented including seven to non-exhibiting companies, who now have a place to conduct business during the meeting.

RSNA offered expanded educational opportunities to exhibitors to assist companies with their participation at the RSNA Annual Meeting. This year, four companies conducted Vendor Workshop courses on their proprietary systems, 5 companies conducted Lunch and Learns during the lunch hour, and 9 companies hosted Non-RSNA Satellite Symposiums. New, for 2016, eleven Corporate Symposiums were held in conjunction with the RSNA meeting program.

Communication among the Technical Exhibits Committee, exhibiting companies and RSNA staff continued to be a priority. After RSNA 2015, RSNA hosted an Exhibitor Forum with the top 25 exhibitors and debrief about the annual meeting. Additionally, RSNA hosted various educational webinars throughout the year to help exhibiting companies with their participation. In July, Corporate Relations Meeting was held to assist in improving the RSNA annual meeting to benefit RSNA members and the radiology market.

Once again, Trade Show Executive Magazine ranked RSNA #41 among "the top 100 shows in 2015 that set the gold standard for the trade show industry."

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