RSNA®
Radiological Society of North America

820 Jorie Blvd
Oak Brook, IL 60523
TEL 1-630-571-2670
FAX 1-630-571-7837
RSNA.org

NEWS

RSNA Press Release

RSNA Recognized for Positive Impact on Chicago Economy

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Media Contacts:

RSNA Media Relations: (630) 590-7762

Linda Brooks
1-630-590-7738
lbrooks@rsna.org

OAK BROOK, Ill. (September 30, 2008) — The Radiological Society of North America (RSNA) announced it is one of 10 organizations that received special honor during *Trade Show Executive* magazine's "Gold 100" industry awards recognizing the nation's largest and most influential trade shows. In addition to being identified as a Gold 100 show, the RSNA Scientific Assembly and Annual Meeting was singled out with a Grand Award: The Show with the Highest Economic Impact on the Local Economy.

RSNA's 93rd Scientific Assembly and Annual Meeting, held in November 2007 at McCormick Place, generated over $128 million in revenue for the City of Chicago. The annual meeting attracted a record 62,501 total attendees in 2007 and occupied 129,794 hotel room nights over six days. In addition to hotel stays, RSNA attendees had significant impact on the local economy as they dined in area restaurants, shopped, attended performances and toured the city.

The RSNA annual meeting, a preeminent gathering of radiologists and other medical imaging professionals, is the world's largest international scientific assembly with more than 2,300 scientific paper and poster presentations, nearly 1,500 educational exhibits and over 535,000 square feet of technical exhibit space. It has been held consecutively in Chicago since 1985.

"RSNA's annual meeting in Chicago provides attendees with an exceptional mix," said Steve Drew, RSNA assistant executive director for scientific assembly and informatics. "They're here to attend the world's largest scientific assembly, offering the most innovative medical science and technology, with the added bonus of visiting a world-class city where their dining, shopping and entertainment options are endless. Our attendance continues to grow and we anticipate that the positive economic impact to the City of Chicago will as well."

According to *Trade Show Executive*, the Gold 100 trade shows have truly set the gold standard for the exposition industry and the industries they serve. The *Trade Show Executive* Grand Award was presented on September 18 to Tom Shimala, RSNA director of

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technical exhibits, by producer Bill Kurtis, who emceed the magazine's Gold 100 Gala and Summit in Laguna Niguel, Calif.

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RSNA is an association of more than 41,000 radiologists, radiation oncologists, medical physicists and related scientists committed to excellence in patient care through education and research. The Society is based in Oak Brook, Ill. (RSNA.org)

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