RSNA 2020 Annual Meeting

Exhibitor Guide

09/28/2020
Welcome!

Thank you for supporting and participating in the RSNA 2020 Annual Meeting. We are thrilled to have you and are excited for a great virtual show ahead.

Please review the following information regarding your Exhibitor Page. These next pages provide you with insights into all of the elements of your virtual exhibit, as well as a step-by-step guide on how to ensure your page is show-ready.

We look forward to a great RSNA 2020!
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**RSNA 2020 Program: At-a-Glance**

RSNA 2020 will be held virtually on November 29 to December 5 and available on-demand through April 30, 2021. Below you will find an outline of the time slots that will hold educational programming, plenary sessions, daily Industry Hour, networking events and more. Virtual exhibits are accessible 24 hours a day and attendees can look to interact with the booth staff between 8 AM-6 PM Central Time.

<table>
<thead>
<tr>
<th>Time (Central Time)</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>7-8 AM</td>
<td>Pre-show/Before-hours industry events</td>
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<tr>
<td>8-8:15 AM</td>
<td>Daily opening</td>
</tr>
<tr>
<td>8:30-11 AM</td>
<td>Science and education sessions</td>
</tr>
<tr>
<td></td>
<td>Industry presentations and demonstrations</td>
</tr>
<tr>
<td>11 AM-Noon</td>
<td>Plenary session</td>
</tr>
<tr>
<td>Noon-2 PM</td>
<td>Lunch and Learns</td>
</tr>
<tr>
<td></td>
<td>Dedicated time to visit virtual exhibits</td>
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<tr>
<td>2-6 PM</td>
<td>Science and education sessions</td>
</tr>
<tr>
<td></td>
<td>Industry presentations</td>
</tr>
<tr>
<td>6-9 PM</td>
<td>After-hours industry presentations</td>
</tr>
</tbody>
</table>
Exhibitor Levels

Platinum+
then Platinum

Premium

Enhanced

Standard
# Virtual Exhibit Packages

<table>
<thead>
<tr>
<th>Exhibitor List</th>
<th>Platinum+</th>
<th>Platinum</th>
<th>Premium</th>
<th>Enhanced</th>
<th>Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor List Page Logo</td>
<td>Large Top</td>
<td>Large 2nd</td>
<td>Medium 3rd</td>
<td>Small 4th</td>
<td>Text 5th</td>
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<tr>
<td>Exhibitor List Page Ranking</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Design</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Helios Virtual Exhibit</td>
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<tr>
<td>Banner Graphic</td>
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<td>X</td>
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<tr>
<td>Company Background Image</td>
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<tr>
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<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>Company Logo</td>
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<td>X</td>
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<tr>
<td>Details</td>
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<tr>
<td>Company Name</td>
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<td></td>
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<tr>
<td>Company Location</td>
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<td>Product Categories</td>
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<td>5</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Video(s)</td>
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<td>5</td>
<td>3</td>
<td>2</td>
<td>1</td>
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## Virtual Exhibit Packages (continued)

<table>
<thead>
<tr>
<th>Interaction</th>
<th>Platinum+</th>
<th>Platinum</th>
<th>Premium</th>
<th>Enhanced</th>
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<tr>
<td>Virtual Meeting Room</td>
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<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Live Exhibitor Chat</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<td>Drop a Business Card</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<table>
<thead>
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<tbody>
<tr>
<td>Access to Matchmaking Platform</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Exhibitor Representatives/Badges</td>
<td>100</td>
<td>50</td>
<td>20</td>
<td>10</td>
<td>5</td>
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<td>Schedule a Meeting (Exhibitor to Attendee per Rep)</td>
<td>56</td>
<td>35</td>
<td>21</td>
<td>14</td>
<td>7</td>
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<td>Schedule a Meeting (Attendee to Exhibitor)</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
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<table>
<thead>
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<th>Leads</th>
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<tbody>
<tr>
<td>Lead Information (During Event) (Dashboard Access)</td>
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<tr>
<td>Lead Information (Post Event)</td>
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<td></td>
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</table>

<table>
<thead>
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<th>Promotion</th>
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<td>Tower Ad on Virtual Exhibition Landing Page</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Highlighted in E-blast to Preschedule Meetings</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry Spotlight position in one RSNA Daily E-blast</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in RSNA News Meeting Preview</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in Daily Bulletin Article</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nyvtes – Complimentary Marketing Solution</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Complimentary Professional Registration Guest Passes</td>
<td>20</td>
<td>20</td>
<td>10</td>
<td>4</td>
<td>2</td>
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</tbody>
</table>

| Points                       | 100       | 50       | 30      | 15       | 5        |
Booth At-a-Glance

Platinum+ // Platinum // Premium // Enhanced // Standard
Booth At-a-Glance

The next few pages will provide you with an at-a-glance overview of your virtual exhibit. Your exhibit is an excellent way to showcase your company and to interact with attendees. Your exhibit may include some of the following elements:

- Logo/branding
- Videos
- Documents
- Social media links
- Chat
- Network/Matchmaking
- 1:1 Meeting Scheduling
- Drop a Business Card
- Virtual meeting rooms
- Helios Virtual Booth

Our virtual exhibits are designed to encourage attendees to interact with your company representatives. We hope you take advantage of the features included in your exhibitor packages and look forward to working with you.
Exhibitor Detail Pages

Platinum+ // Platinum // Premium // Enhanced // Standard
Platinum+

Exhibitor Listing and Design
- Large exhibitor listing logo and top exhibitor listing ranking (reference slide 5)
  1. Helios interactive virtual exhibit (see page 22)
  2. Company logo
  3. Company background image

Recognition & Promotional Opportunities
- Tower ad on virtual exhibition landing page
- Highlighted in e-blast to pre-schedule meetings
- Industry spotlight position in one RSNA daily e-blast
- Recognition in RSNA News meeting preview
- Recognition in Daily Bulletin article
- Nvytes—complimentary exhibitor marketing solution
Platinum+ (continued)

Company Details and Collateral
1. Company logo
2. Location
3. Company name
4. Description
5. Product categories
6. Company web address
7. Social media links
8. Three company representatives (exhibitor detail page)
9. 5 collateral uploads
10. 5 video uploads

Company Interaction, Networking and Leads
1. Drop a Business Card
2. Virtual Meeting Room
3. Live Exhibitor Chat
4. Schedule a Meeting
5. Virtual Booth Button (optional)
   - 100 exhibitor representatives
   - 56 pending meeting invites per company representative at any given time
   - Unlimited meeting scheduling (attendee to exhibitor)
   - Lead information during event (with dashboard access)
   - 20 complimentary professional registration guest passes
Platinum

Exhibitor Listing and Design
- Large exhibitor listing logo and second exhibitor listing ranking (reference slide 5)
  1. Helios interactive virtual exhibit (see page 23)
  2. Company logo
  3. Company background image

Recognition & Promotional Opportunities
- Recognition in RSNA News meeting preview
- Recognition in Daily Bulletin article
- Nvytes — complimentary exhibitor marketing solution
Platinum (continued)

Company Details and Collateral
1. Company logo
2. Location
3. Company name
4. Description
5. Product categories
6. Company web address
7. Social media links
8. 3 company representatives (exhibitor detail page)
9. 5 collateral uploads
10. 5 video uploads

Company Interaction, Networking and Leads
11. Drop a Business Card
12. Virtual Meeting Room
13. Live Exhibitor Chat
14. Schedule a Meeting
15. Virtual Booth Button (optional)
   • 50 exhibitor representatives
   • 35 pending meeting invites per company representative at any given time
   • Unlimited meeting scheduling (attendee to exhibitor)
   • Lead information during event (with dashboard access)
   • 20 complimentary professional registration guest passes
Premium

Exhibitor Listing and Design
- Medium exhibitor listing logo and third exhibitor listing ranking (reference slide 5)
  1. Company logo
  2. Banner Graphic

Promotional Opportunities
- Nytes — complimentary exhibitor marketing solution
Premium (continued)

Company Details and Collateral
1. Company logo
2. Location
3. Company name
4. Description
5. Product categories
6. Company web address
7. Social media links
8. 2 company representatives (exhibitor detail page)
9. Three collateral uploads
10. Three video uploads

Company Interaction, Networking and Leads
11. Drop a Business Card
12. Virtual Meeting Room
13. Live Exhibitor Chat
14. Schedule a Meeting
15. Virtual Booth Button (optional)
   • 20 exhibitor representatives
   • 21 pending meeting invites per company representative at any given time
   • Unlimited meeting scheduling (attendee to exhibitor)
   • Lead information during event (with dashboard access)
   • 10 complimentary professional registration guest passes
Enhanced

Exhibitor Listing and Design
- Small exhibitor listing logo and fourth exhibitor listing ranking (reference slide 5)
  1. Company logo

Promotional Opportunities
- Nytes — complimentary exhibitor marketing solution
Enhanced (continued)

Company Details and Collateral
1. Company logo
2. Location
3. Company name
4. Description
5. Product categories
6. Company web address
7. Social media links
8. One company representatives (exhibitor detail page)
9. Two collateral uploads
10. Two video uploads

Company Interaction, Networking and Leads
1. Drop a Business Card
2. Live Exhibitor Chat
3. Schedule a Meeting
   • 10 exhibitor representatives Badges
   • 14 pending meeting invites per company representative at any given time
   • Unlimited meeting scheduling (attendee to exhibitor)
   • Lead information during event (with dashboard access)
   • Four complimentary professional registration guest passes
Standard

Exhibitor Listing and Design
- Exhibitor name and fifth exhibitor listing ranking (reference slide 5)

Promotional Recognition
- Nvytes — complimentary exhibitor marketing solution

Company Details and Collateral
1. Exhibitor name
2. Location
3. Description
4. Product categories
5. Company web address
6. Social media links
7. One company representative (exhibitor detail page)
8. One collateral upload
9. One video upload
Company Interaction, Networking and Leads

11. Business card drop
12. Live exhibitor chat
13. Schedule a Meeting
   • 5 exhibitor representatives
   • 7 pending meeting invites per company representative at any given time
   • Unlimited meeting scheduling (attendee to exhibitor)
   • Lead information post event
   • 2 complimentary professional registration guest passes

Standard (continued)
Platinum+ & Platinum Virtual Booth Details

Platinum+ // Platinum
Virtual Booth+ (Platinum+ Package)

- Enhanced flythrough with branded splash screen
- Five interactive hotspots
- Virtual monitor for video playback
- Live chat
Virtual Booth (Platinum Package)

- 180-degree flythrough splash screen
- Three interactive hotspots
- Virtual monitor for video playback
Dark or Light Background
Exhibitors can select between a dark and light background
Creative Process

Timeline and Creative Review Process

October 5  Deadline to confirm that you want a virtual booth
October 19  Virtual booth assets deadline

The October 19th deadline is critical to allow you to participate in the creative review of your virtual exhibit before it goes live.

Please note: The review process will live outside of LENND. You will NOT have the option to preview your virtual booth in LENND. During the last week of October you will receive a link to a staging website to review your virtual booth. During this week you will have an opportunity to review and make changes to your exhibit if necessary.

Immediately following this process your exhibit will go through a quality assurance check before going live.
Deadlines & Checklist

Platinum+ // Platinum // Premium // Enhanced // Standard
Deadline for exhibitors to upload all assets. Please ensure all final assets (shown in the exhibitor checklist) are show-ready and submitted by **October 19th**.

**Virtual Booth for Platinum+ and Platinum Deadline**

Deadline for Platinum+ and Platinum exhibitors to upload all assets. Please ensure all final assets (shown in the exhibitor checklist) are show-ready and submitted by **October 19th**.

**LENND Upload Deadline**

Deadline for exhibitors to upload all assets. Please ensure all final assets (shown in the exhibitor checklist) are show-ready and submitted by **November 4th**.
Exhibitor Checklist

Please refer to the exhibitor detail page, for information on your specific deliverables

- Receive welcome email with link to LENND portal
- Create your LENND account by entering your email and creating a password in the LENND program.
- Upload company logo *(Not available for Standard Package)*
- Upload hero banner image *(Premium Package only)*
- Add company description, (2,000 word limit)
- Add company country
- Add contact info of company representative(s)
- Select product categories
- Add social media links (optional)
- Add company web address (limit 1)
- Upload collateral (reference your exhibit package for qty)
- Upload videos (reference your exhibit package for qty)
- Provide link to video conference platform, such as Zoom, for Virtual Meeting Room
- Add link to third-party virtual booth (Premium, Platinum, and Platinum+ only) - optional

- Preview your booth:
  - Confirm logos are correctly sized and are not stretched
  - Preview collaterals – ensure links are correct
  - Preview videos – ensure correct links provided
- Approach your booth once complete

*Platinum and Platinum+ Exhibitors only*
- Upload company background
- Upload content for your Helios virtual booth

Show Ready!
Resources

Additional information to help answer questions
Resources

Exhibitor Training Video (Lennd)

Planning your exhibit page

Exhibitor best practices page

RSNA Exhibitor Rules and Regulations here

Helios Virtual Booth Overview
OnlineEvent Pro

A step-by-step guide to setting up your Exhibitor Profile
Specs
Please refer to the exhibitor detail page, for information on your specific deliverables

1. Profile Background Image
   - 1440 px by 1440 px
   - JPEG or PNG with no text or logos, max 300 MB

2. Exhibitor Hero (Banner Graphic)
   - 1325 px by 290 px
   - JPEG, PNG, or GIF max 300 MB

3. Exhibitor Logo
   - 300 px by 300 px
   - JPEG or PNG with white or transparent background, max 300 MB

4. Location
5. Company name
6. Company description
   - Character limit: 2,000

7. Product categories
8. Company web address
9. Social media links
   - Facebook, Twitter, Instagram, LinkedIn and YouTube

10. Collateral uploads
    - PDF format preferred, max 300 MB

11. Video uploads
    - Hosted video (YouTube or Vimeo)
      - Max recommended time: 10 minutes
      - Preferred video content: featured products + promotions
How to Upload your Assets

1. An email will be sent to you from LENND to get started on uploading your assets – click the link in the body of the email to access the portal for your event.
How to Upload your Assets (continued)

2. When you land on the portal homepage, enter your email address and click “Next”

3. Create your account password and click “Continue to portal”
4. The screen will show “Continue as:” and the name of your company –click your company name to continue.

5. The portal homepage will show the list of tasks you have due for your event –click “Exhibitor Information Form” to submit assets needed for your Exhibitor Detail Page.
How to Upload your Assets (continued)

6. Click “Fill Out”

7. Fill in/select information for each field on the form
How to Upload your Assets (continued)

8. You’ll be able to upload files to the form, including your company logo, hero image, and any content downloads for your Exhibitor Detail Page—as you attach files, specify the file name in the “Custom File Title” box.
9. You can either click to upload files or drag files directly from your desktop to upload.
How to Upload your Assets (continued)

10. Once you submit, you’ll see a confirmation message on your screen – click “Go to your portal”

11. Once you return to the portal homepage, you’ll see your list of tasks again – if your completion bar is at 100% you’re all set, if the completion bar is not at 100% once all fields have been completed, you’ll need to preview your page as a final step by clicking “Preview and approve profile”
How to Upload your Assets (continued)

12. Carefully review your profile and click the green “Approve” button at the top of the page if you are satisfied (if you need to make edits, click “Edit Profile”)

13. Once you return to the portal homepage, you’ll see your list of tasks again—if you have successfully completed all the necessary tasks for your event, you’ll now see the completion bar at 100%
Uploading a Video to YouTube

1. Navigate to YouTube in any web browser.

2. Make sure you are logged into your account. If you don’t see your account thumbnail in the upper right corner, click "SIGN IN“ and enter your Google account information.
   
   • If you don’t have a Google account, click “SIGN IN” then “Create account”. You’ll then be required to enter a valid email address and create a password.

3. Click the Create a video or Post button at the top right of the screen (looks like a video camera) then click “Upload video.”

4. The video upload page should appear. Under "Select files to upload," click "Public" and choose a level of visibility for your video. Important: make sure your video is set to either “Public” or “Unlisted” so it can be viewed on your Exhibitor Detail Page.

5. Click the large arrow to choose the video file, or you can drag the video file onto the page.

6. While the video uploads, you can enter information like the name and description of your video.

7. Click “Publish” to complete the process (you can publish the video while it's still uploading or wait until the upload is complete). Your video won’t appear online unless you click “Publish.”

Please note: once the video is uploaded, it will take a few minutes to process.
1. Navigate to Vimeo in any web browser.

2. Make sure you are logged into your account.
   - If you need to create an account, click the “Join” button. You’ll then be required to enter a valid email address and create a password.

3. Click the blue New video button at the top right of the screen then click “Upload.” Once you click the upload link, you will be taken to the upload page.

4. Click the “Choose a File to Upload” button and this will launch an upload dialog box. Choose the file that you want to upload and then click on “Select.” As soon as you click the button, the video will start to be uploaded straight away.

5. While the video uploads, you can enter information like the name and description of your video.

6. To access the privacy settings of your video, click “Settings” under your video, then click the “Privacy” tab. Important: make sure your video is set to “Everyone” so it can be viewed on your Exhibitor Detail Page.

7. As soon as the video is uploaded, the video will then be processed. You can close this page if you want, and Vimeo will handle the conversion automatically. Vimeo will email you once the conversion has finished.
### Video Privacy

#### YouTube

If you’re hosting your video on YouTube, make sure your video is set to either **Public** or **Unlisted**. You can choose this setting either as you are uploading your video, or you can change it in the settings of your existing published video.

**Public videos** can be seen and shared by anyone. They are posted on your channel when you upload them and show up in search results and related video lists.

**Unlisted videos** can be seen and shared by anyone with the link. Your unlisted videos won’t appear to others who visit the "Videos" tab of your channel page. They won’t show up in YouTube’s search results unless someone adds your unlisted video to a public playlist.

You can share an unlisted video’s URL with other people. The people you share the video with don’t need a Google Account to see the video. Anyone with the link can also re-share it.

#### Vimeo

If you’re hosting your video on Vimeo, make sure your video is set to **Anyone Can See This Video**. You can choose this setting either as you are uploading your video, or you can change it in the settings of your existing published video.

Videos with privacy settings set to **Anyone** can be seen by anyone and embed privacy set to **Anywhere** means that anyone can embed your video on an external website.

Please note: if you have a higher tier paid subscription to Vimeo (Pro, Business, or Premium) you’ll have a few more options to choose from:

**Only people with the private link** is a semi-private setting that will make your individual video visible only to people who have the link. Your video’s credits will be removed, and the video will be removed from any channels or groups. Please note that anyone with access to this link can share it with anyone else.

**Hide this video from Vimeo.com** will make the video unable to be accessed on the Vimeo website (unless you are logged in as yourself), but it still can be embedded on other websites.
Have Questions?

Send an email to: RSNAEXHIBITORSUPPORT@Freeman.com or join our Freeman Exhibitor Office Hours to answer your questions.

Freeman Exhibitor Office Hours

Time
10:00am – 11:00am CT

Dates
- Thursday, October 1
- Friday, October 2
- Monday, October 5
- Tuesday, October 6
- Thursday, October 15
- Thursday, October 22
- Thursday, October 29
- Monday, November 2
- Tuesday, November 3

Zoom – Password 920492
Thank you!