
RSNA Press Release

RSNA 2020 Technical Exhibition Gets Virtual Makeover

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OAK BROOK, Ill. (August 18, 2020) – The Radiological Society of North America (RSNA) announced a variety of special packages and opportunities for exhibitors and corporate sponsors to connect with potential customers at RSNA 2020, the Society's [106th Scientific Assembly and Annual Meeting](#), held as an all-virtual event, Nov. 29 – Dec. 5, 2020.

RSNA 2020: Human Insight/Visionary Medicine will allow thousands of attendees to experience RSNA 2020—including the all-important technical exhibition—in a new and compelling way from the comfort of their homes or offices.

RSNA 2020's robust virtual platform will offer exhibitors five ways to customize their meeting experience, more than 350 opportunities to expand their reach, seven days to connect live with prospective customers, and 21 additional weeks to exhibit on-demand.

“Our technical exhibition has always been a huge draw for attendees, and we appreciate the technological advances and innovative solutions our exhibiting companies bring to the RSNA meeting each year,” said Curtis P. Langlotz, M.D., Ph.D., RSNA Board Liaison for Information Technology and Annual Meeting. “In planning this virtual event, we took the time to listen to our exhibitors’ needs. We’ve developed a wide variety of engagement opportunities to establish and strengthen relationships between companies and potential customers. This virtual event, just like our meeting every year, will enable our industry partners to showcase products that help our attendees enhance their practices and improve patient care.”

As the largest annual medical imaging meeting in the world, the RSNA meeting attracts tens of thousands of attendees, including radiologists, allied health professionals, health care executives and key decision makers. The all-virtual platform will also allow exhibitors to connect with new attendees who have been unable to travel to the physical meeting in the past.

The impressive technical exhibition will have an expansive lineup of the leading vendors in medical imaging with dedicated industry programming throughout the week.

To optimize the exhibitor experience and potential for success, RSNA will take a break from live scientific and educational programming to focus on an exclusive Industry Hour each day, so that attendees have the time to fully explore the virtual exhibits. Through engaging features like one-on-one meeting scheduling, matchmaking and live chat, exhibitors can easily connect with top prospects. Select packages will allow exhibitors to capture live lead

information.

RSNA is offering exhibitors the choice of [five virtual booth packages](#), ranging from Standard to Platinum+. The Platinum and Platinum+ packages are extremely limited.

With its on-demand Virtual Meeting, RSNA 2020 offers all exhibitors an additional advantage, as virtual exhibits will be available for attendees to explore until April 30, 2021.

The virtual platform also provides new and enticing [sponsorship opportunities](#). Sponsoring companies can gain more exposure and a competitive edge before, during and after the meeting through virtual product demonstrations, educational presentations, networking events, theater presentations, digital banners, e-blasts and more. RSNA 2020's suite of promotional opportunities will enable companies to get their messages to the right audience.

Visit [RSNA.org/Exhibits](https://www.rsna.org/Exhibits). To interview an RSNA board member or representative, please contact [RSNA Media Relations staff](#).

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RSNA is an association of radiologists, radiation oncologists, medical physicists and related scientists promoting excellence in patient care and health care delivery through education, research and technologic innovation. The Society is based in Oak Brook, Ill. ([RSNA.org](https://www.rsna.org))