

## RSNA Attendance Figures Up Once More



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The Radiological Society of North America's 97th Scientific Assembly and Annual Meeting (RSNA 2011) opened and closed on high notes earlier this month, with forward-looking lectures from world-renowned luminaries in medicine, continuing medical education sessions and scientific presentations for radiology professionals, the launch of new technologies in education and communications, and continued growth in the number of attendees.

Attendance figures from RSNA 2011, held in Chicago's McCormick Place November 27 – December 2 with the theme "Celebrate the Image," showed a two percent increase in overall attendance from RSNA 2010, with growth in attendee categories across the board. Total attendance was 59,097, almost two percent higher than in 2010. RSNA member attendance was more than four percent higher than in 2010 and radiologist attendance broke a record at 16,272. Other key record breakers include non-exhibitor attendees at 36,671, international professionals at 9,642, RSNA member residents at 3,624 (more than 13 percent higher than in 2010), and medical physicists at 1,328 (almost 17 percent higher than in 2010).

"We're extremely encouraged that even in the current global economic climate, RSNA continues to attract radiology professionals from every corner of the world," said Mark Watson, RSNA's Executive Director. "We know from communicating with our attendees that they come to the RSNA annual meeting because they can get so much of what they need, including reports on the latest scientific advances in medical imaging, fulfillment of their continuing medical education requirements, and refreshers on many key topics in radiology, such as optimizing radiation dose to their patients."

Technical exhibits at RSNA 2011 filled three buildings of Chicago's McCormick Place, with 681 exhibits in 462,650 square feet of space and a significant five percent increase in exhibitor attendance. Exhibiting companies in general indicated that the quality of sales leads at RSNA 2011 was excellent.

RSNA also launched its first Virtual Meeting this year for onsite attendees and remote registrants. More than 3,400 registrants were able to visit the online RSNA Services area and Technical Exhibits throughout the week of RSNA 2011. On Tuesday, more than 1,100 visitors attended real-time plenary sessions, refresher courses and scientific sessions, and nearly 1,700 attended four real-time Essentials Courses. More than 3,700 answers were submitted to the virtual Cases of the Day exhibit.

Throughout the week at McCormick Place, professional attendees could choose from 1,831 scientific presentations, 233 refresher courses, 127 multisessions, 2,124 education exhibits and 1,188 scientific posters, as well as myriad special lectures and interactive game show-like diagnosis sessions using their mobile devices.

*RSNA 2012—Patients First*, RSNA's 98th Scientific Assembly and Annual Meeting, will take place November 25-30 in Chicago.

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