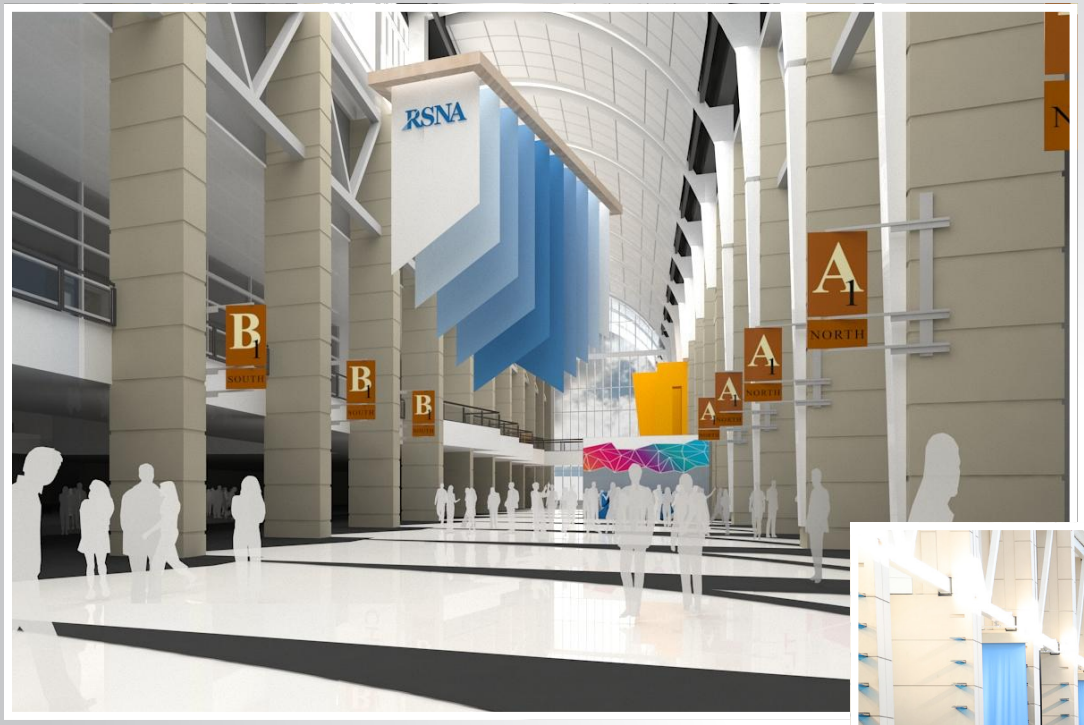

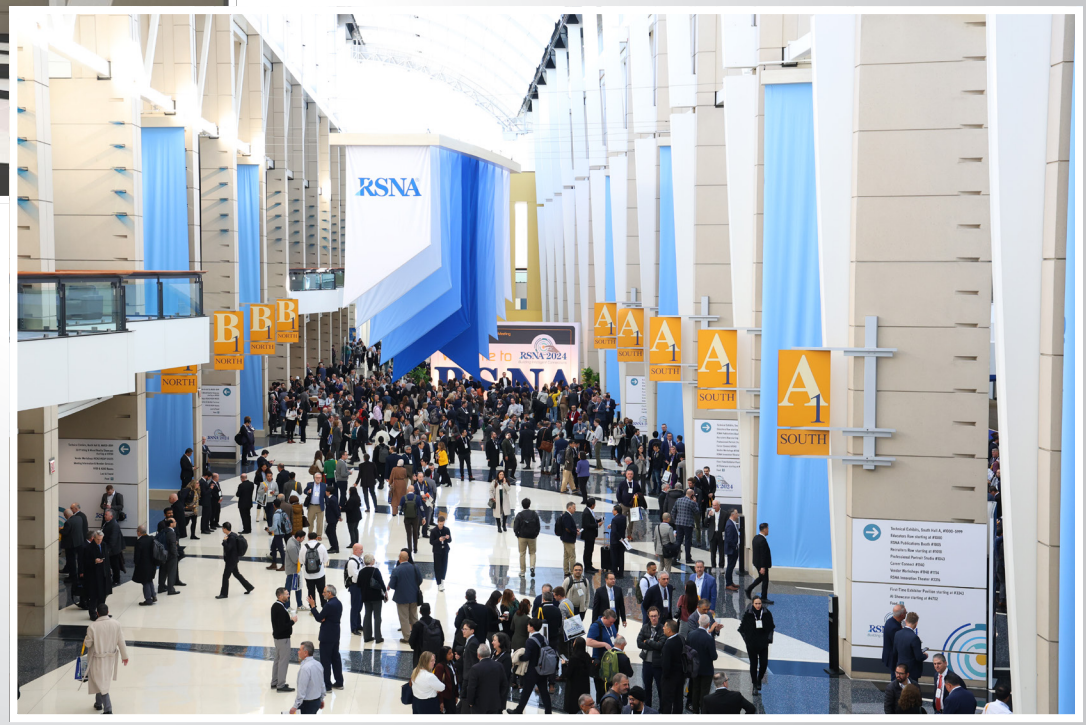

RSNA®
Radiological Society
of North America

Project Type **Conference**

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of North America

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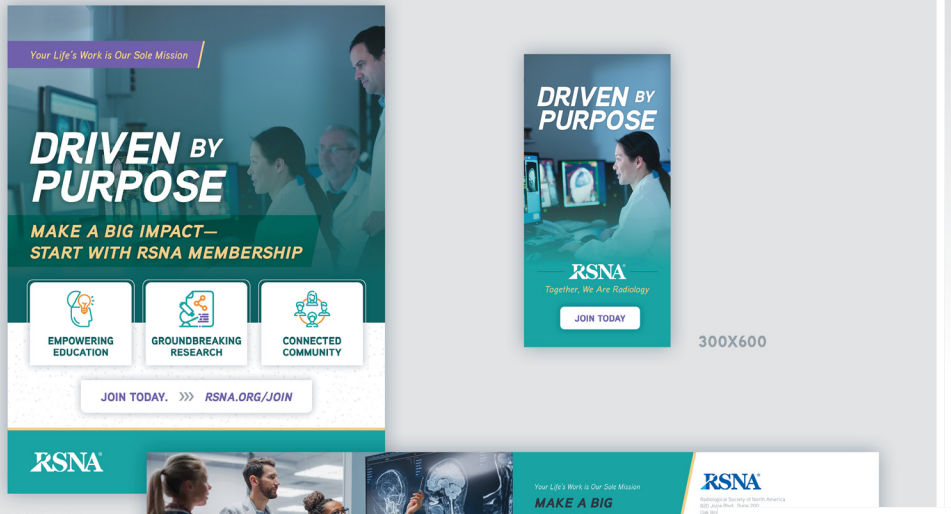
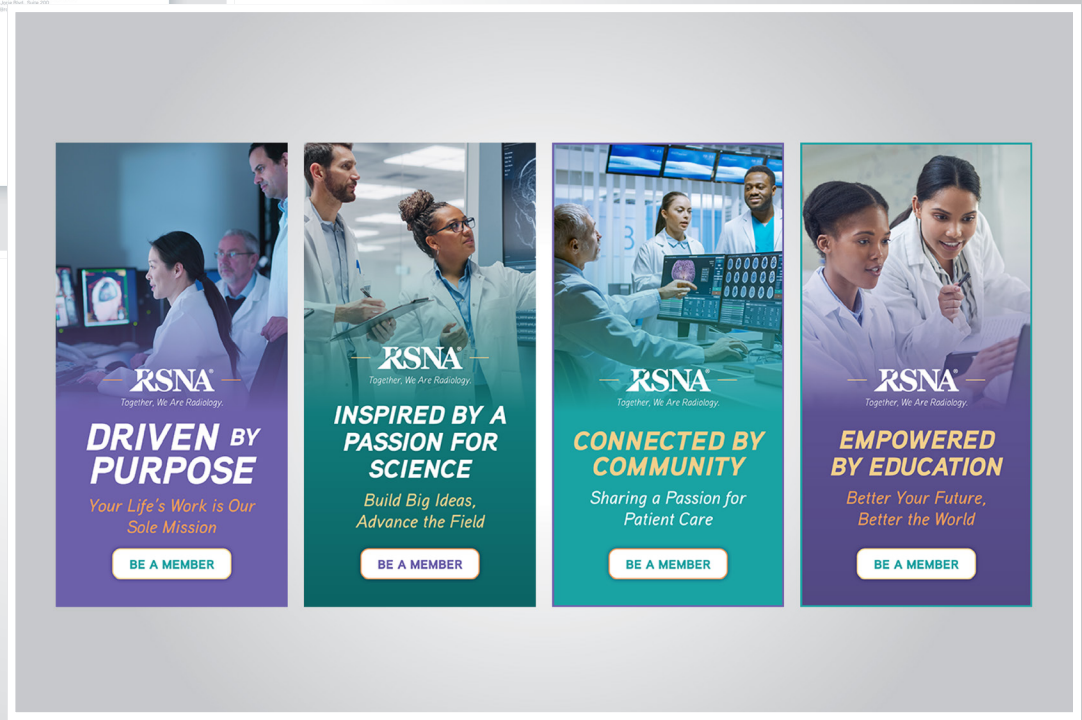
of North America

Project Type **Conference**



DRIVEN BY PURPOSE



RSNA®
Radiological Society of North America

Project Type **2025 Membership Campaign**

RSNA®
Radiological Society of North America

Project Type **Print Collateral**

Six World-Class Journals to Guide Your Practice

The Research You Need to Stay Ahead

RSNA Journals

Together, We Are Radiology.

Stay at the forefront of patient care with RSNA journals, offering you ground-breaking research year-round, right at your fingertips.

As an RSNA member, you enjoy unlimited access to cutting-edge research and opportunities to submit your work for publication, sharing knowledge that advances the field.

RSNA.org/LeadingJournals

STAY GREEN DURING RSNA 2024

By incorporating small, thoughtful changes into your routine, you can help reduce your environmental impact and embrace sustainable practices during RSNA.

Your actions as a meeting attendee can make a significant difference in reducing our environmental footprint. Here's how you can help:

- Use the recycling bins throughout McCormick Place.

  Behind-the-scenes, McCormick Place uses "Oscar," an AI-powered smart recycling assistant, to ensure waste is properly sorted.
- Bring a reusable water bottle or purchase one at the RSNA Shop.

  Use the EZH2O filling stations and hydration stations around the convention center.
- Join the RSNA Health Equity Committee's community service event on Tuesday, Dec. 3, to support Cradles to Crayons by assembling cold-weather kits for children in need.
- Turn off unnecessary electronics in your hotel room and participate in the hotel linen and towel reuse program.
- Support your health & well-being: participate in the 5K Fun Run, relax in the Zen Zone or visit the Meditation/Prayer Room.
- Carpool, use rideshares or take public transportation to get around Chicago.
- Use RSNA's complimentary shuttle buses, which have reduced emissions and limit idling, or opt for the free Metra train.
- Carry the RSNA 2024 meeting bag made from recycled plastic bottles.
- Shop at local businesses and dine at Chicago-based restaurants.

  Stop by the Concierge desk on Level 2.5 of the South Building for reservation assistance.

By making small changes, you can help RSNA create an eco-friendly meeting experience. Learn more at *RSNA.org/MeetingSustainability*.

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Project Type **Print Collateral**

RSNA 2024

Connect To The Future of Radiology

RSNA 2024: *Building Intelligent Connections* highlights the way that collaborative, intelligent connections between people and technology will raise the profile of radiology and redefine how we deliver care.

Technical Exhibits

408,600
Square feet of technical exhibits

693
Exhibitors

110
First-time exhibitors

Program Content

868	Scientific papers	314	Educational courses
1,761	Scientific posters	7	Plenary sessions
1,548	Education exhibits	118	Quality Improvement Reports

Technical Exhibits Social Events

- Exhibit Hall Happy Hour
- Exhibit Tours

Special Focus Technical Exhibits

- 3D Printing & Mixed Reality Showcase
- Educators Row
- One Day Showcase
- Recruiters Row
- AI Showcase, including the AI Theater and Radiology Reimagined: *AI, innovation and interoperability*
- First-Time Exhibitor Pavilion

Hot Topics

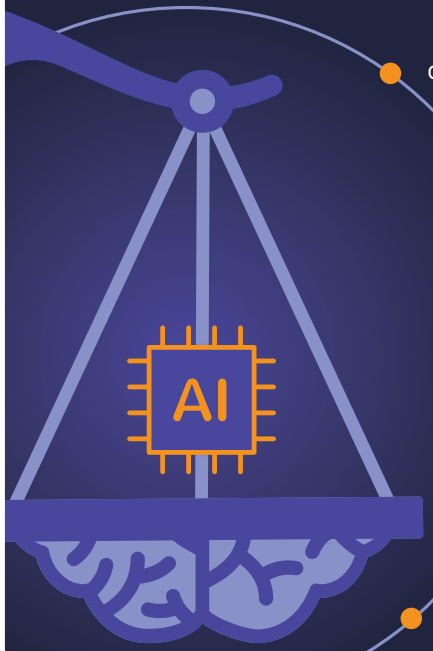
- Low-field and mobile MRI
- Theranostics
- Precision health care
- DEI and health equity
- Value-based, equitable and sustainable radiology
- Multiomic and multicenter radiology AI

Industry Presentations

- Corporate Symposiums
- Innovation Theater
- Virtual Industry Presentations
- Lunch & Learns
- AI Theater
- Vendor Workshops
- Center Stage Presentations

MITIGATING BIAS
IN AI FOR IMAGING

Addressing AI bias in imaging effectively enhances trust in AI and improves outcomes for all patient groups. Here are some steps to take:



- Collect diverse datasets.
- Analyze datasets for potential biases, such as overrepresentation of specific populations or medical conditions.
- Conduct periodic audits and performance tests on new and existing datasets.
- Collaborate to review model outputs and ensure clinical relevance.
- Watch for annotator bias when labeling curated data.
- Avoid privilege bias, which excludes certain demographic groups.
- Implement processes for reporting unusual model performance.
- Publish model documentation to allow for improvement.
- Build diverse teams of developers, health care professionals and patients to bring multiple perspectives to the design and implementation process.

Source: *RadioGraphics*

RSNA

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Radiological Society of North America

Project Type **Print Collateral**

AASM American Academy of SLEEP MEDICINE™

AASM American Academy of SLEEP MEDICINE™

AASM FOUNDATION

When the sun sets and the moon rises, this is where our journey begins.

AASM American Academy of SLEEP MEDICINE™

Project Type **AASM Rebrand**

AASM SleepTM

BRAND GUIDELINES

LOGO EXPLANATION

The foundation of the logo was created with many different aspects of the company in mind.

The yellow portion of the icon alludes to two secondary images — a magnifying glass and a chat or messaging bubble. The magnifying glass symbolizes the "Find a Sleep Provider" feature, where patients can discover and choose a doctor in their state. The messaging bubble represents the secure electronic messaging feature, a keystone of SleepTM's service that breaks down the geographical barriers of health care by connecting patients to accredited sleep medicine practices and sleep doctors.

The gray area in the middle of the icon resembles a crescent moon. This is a reminder that the AASM is the leading voice in sleep care, and dedicated to providing patients, sleep medicine practices and providers with a state-of-the-art, sleep-specific telemedicine platform.

When looked at as a whole, the icon takes on the image of a webcam, the tool that is at the core of AASM SleepTM. Encounters are the live web-based video visits that bring improved access, efficiency and quality to the practice of medicine for both patients and physicians.

All of these elements come together to form a dynamic icon that reflects the many aspects of AASM SleepTM.

HORIZONTAL The horizontal logo is the **primary logo**. This orientation should be used in most applications.

AASM SleepTM

VERTICAL The vertical logo is the **secondary logo**. This orientation should be used when the horizontal logo does not apply.

AASM SleepTM

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COLOR USAGE

To maintain a consistent brand, it is beneficial to know the ways in which AASM SleepTM colors are typically paired with one another.
For example, white may be the primary color, with all shades of blue, yellow, and gray equally used throughout. Other times, the background may be dark blue and the text will be bright white or bold yellow. This look is very impactful.

On occasion, it may be necessary to completely 'break the mold' and use color in a new way. Do this sparingly. Be sure to accompany these types of color choices with reasoning as to why they specifically benefit a project.

If using a solid orange background in a design, all artwork placed on that background should be white.

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ICON LIBRARY

MODERN, BOLD, FLAT

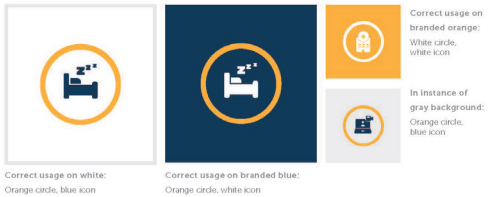
This Icon library has three components. The circle stroke, the icon itself and a small detail to symbolize a shine or light—on left side of icons.

Combined, these icons will add another layer of creativity to simple copy and call-outs. Used throughout design for print and web will create consistency and reinforce AASM SleepTM branding.

SLEEP TELEMEDICINE

While these icons represent a wide range of things, emphasis is placed on communicating ideas related to sleep medicine and telemedicine.

Being the niche and new field that sleep telemedicine is; there will be situations where new icons must be created. Use your best judgment based on design, color, and space in examples given.



Correct usage on white:
Orange circle, blue icon

Correct usage on branded blue:
Orange circle, white icon

Correct usage on branded orange:
White circle, white icon

In instance of gray background:
Orange circle, blue icon

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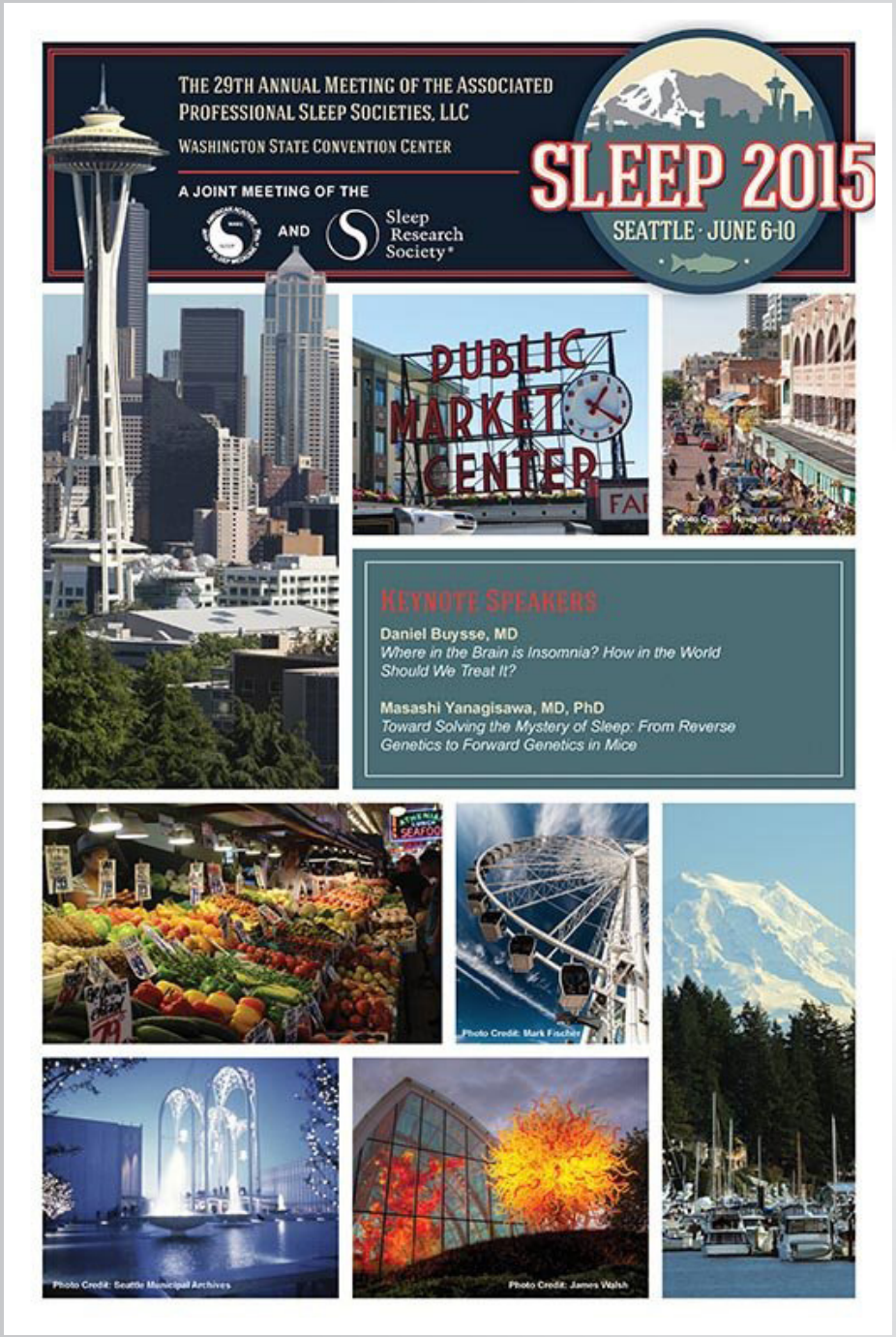
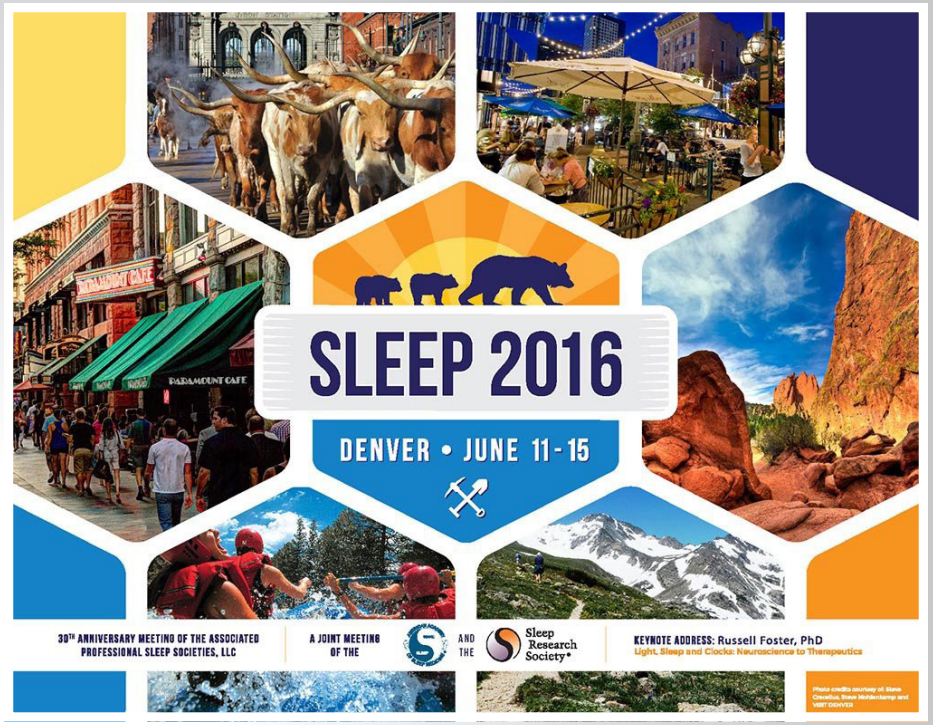
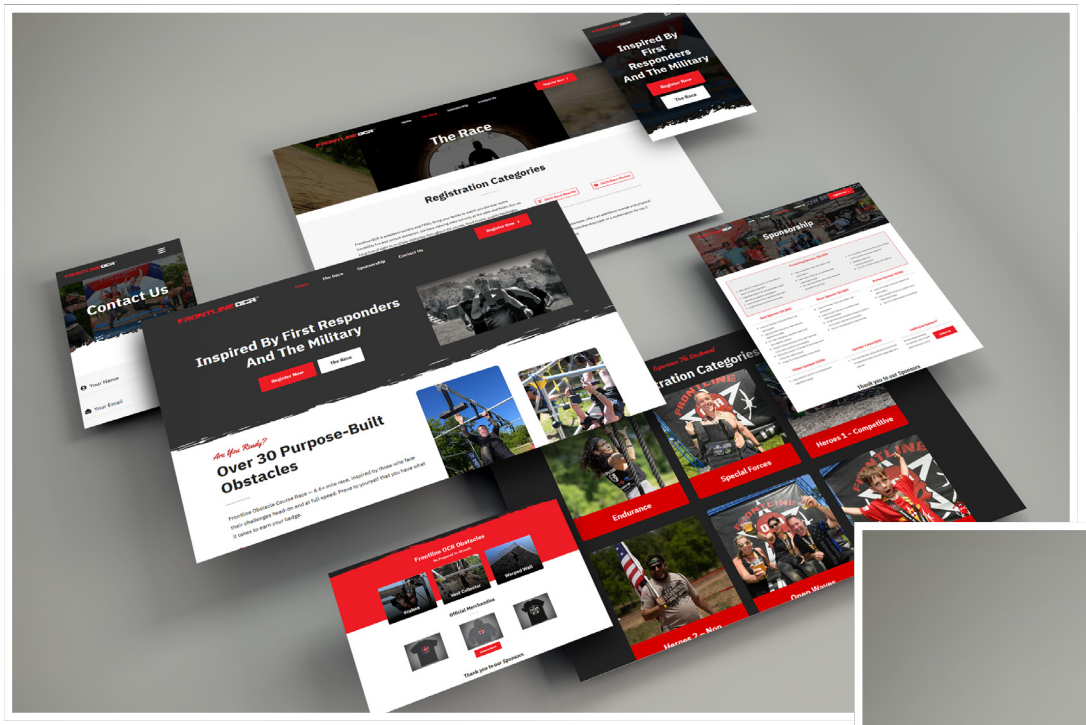
Project Type **SleepTM Branding**

Project Type **Welltrinsic web interface**

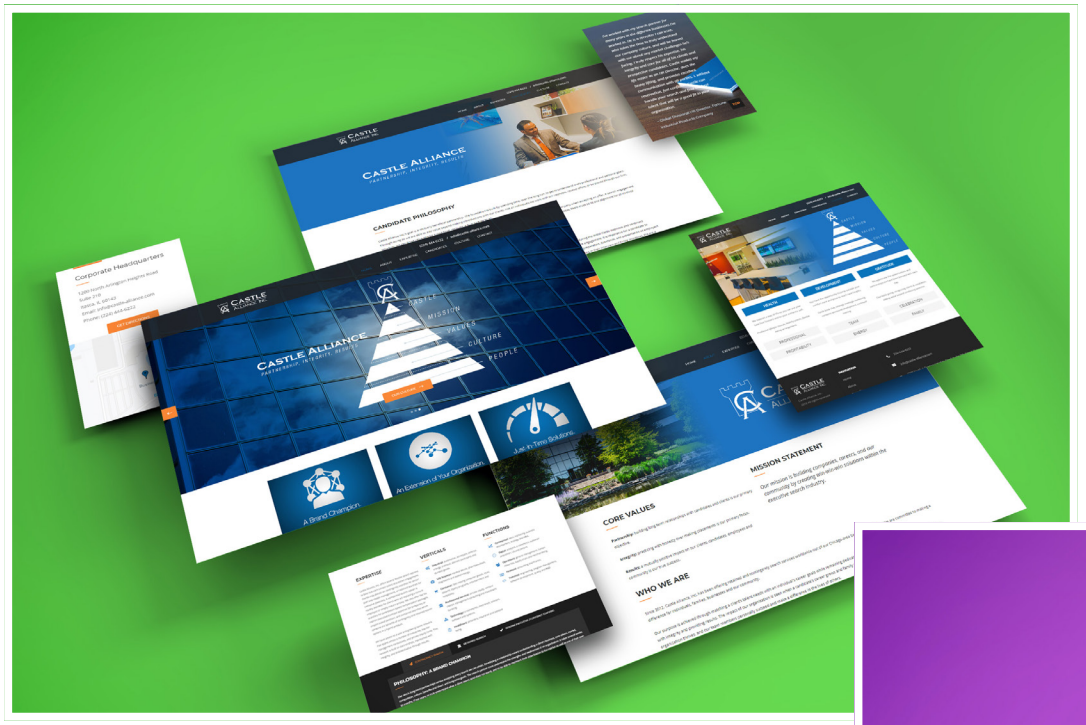


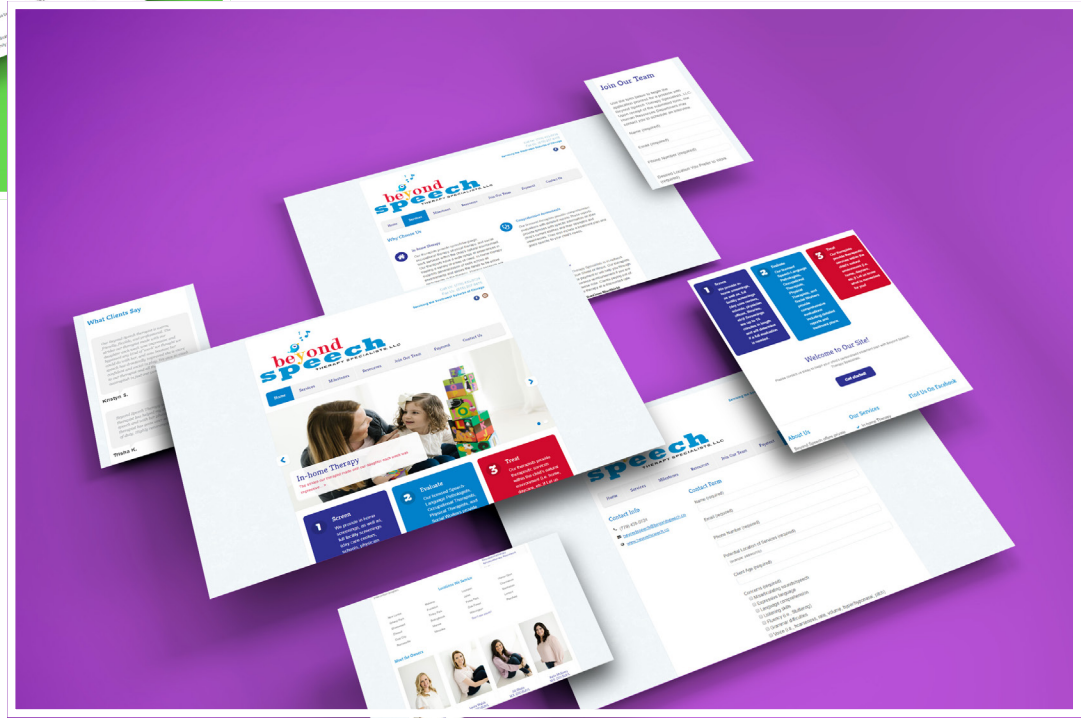


Project Type **Annual Meeting Branding**



Project Type **Web Design**





Project Type **Web Design**

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