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The design features several overlapping circles containing X-ray-like patterns in shades of blue and white. One circle is at the top center, another on the left side overlapping the 'RSNA' text, and two others on the right side overlapping the 'EXHIBITOR' text. The text 'RSNA EXHIBITOR' is in a large, bold, light blue font, while 'TRENDS REPORT' is in a smaller, white font below it.

**RSNA**  
**EXHIBITOR**  
TRENDS REPORT

EXPERIENTIAL STRATEGIES THAT *DRIVE SUCCESS*

# INTRODUCTION

RSNA is the **world's largest radiology conference** and one of the most **competitive exhibiting environments** in healthcare. In 2025, RSNA welcomed:

**+38K**  
PROFESSIONAL  
ATTENDEES

**~720**  
EXHIBITS

**+140**  
BRANDS SHOWCASING  
AI-DRIVEN SOLUTIONS

RSNA 2025 exhibitors focused on **AI integration for workflow, personalized medicine via tools** like photon-counting CT, and **addressing the radiology workforce shortage**, with growing trends in **theranostics supply** and **environmental sustainability**. Key themes included “Imaging the Individual,” interoperability demonstrations, increased global competition, and solving complex clinical trial data management, all under the backdrop of a booming AI market and the need for greener practices.



# WHAT'S INSIDE

This report breaks down the **experiential strategies**, **messaging approaches**, and **design trends** that defined RSNA 2025. Whether you are a category leader refining your presence or a challenger brand fighting for attention, these insights are designed to help you **elevate your exhibit strategy** and **maximize your engagement with HCPs**.

## WHAT YOU'LL LEARN IN THIS REPORT:

CLICK TO JUMP TO EACH SECTION



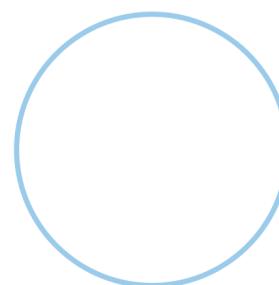
# AI EVERYWHERE

The dedicated AI Showcase in the South Hall featured AI-enabled solutions, machine-learning solutions, and workflow integration across radiology. In this environment, simply claiming AI capabilities was not enough. The brands that stood out were those that **paired innovation with clarity** and **credibility**.

The strongest brands dispensed with marketing buzzwords, leading with patient impact first and clinician value second. They clearly articulated how **AI improved outcomes, reduced friction, and made everyday workflows more efficient**.

## THE AI MESSAGES THAT STOOD OUT:

- Highlighted improvements in precision and detection that lead to better patient outcomes
- Communicated how AI supports more personalized patient care
- Demonstrated real workflow and diagnostic efficiencies that save time



**PRO TIP:** Show real-world applications. There is a shift occurring from product marketing to demonstrating integrated, clinical ready solutions, supported by real world evidence. Lead with *proof, outcomes, and simple comparisons* rather than buzzwords.



# PRODUCT DEMONSTRATIONS AND UNVEILINGS BECAME RED-CARPET MOMENTS

Is your medical device ready for a close-up? At RSNA 2025, product launches took on the feel of an auto show rather than a traditional medical meeting, with leading brands leaning into spectacle, staging, and narrative to showcase their devices.

**Curtain drops, theatrical lighting, live demonstrations, and expert-led presentations** transformed product launches into must-see moments. These experiences clearly resonated with attendees, drew crowds, created buzz, and encouraged deeper engagement.

## TO MAXIMIZE YOUR PRODUCT DEMONSTRATIONS:

- Position devices near high-traffic booth perimeters to act as aisle attractors
- Use lighting intentionally to guide visitors into the space
- Conduct live demos regularly led by expert product specialists who can go deep when needed

**Well-executed demonstrations did not just show features. They created moments worth remembering.**





# CONTENT CREATION IS STEALING THE SPOTLIGHT

For many brands, **RSNA is the single most important awareness opportunity of the year.** In 2025, the most successful exhibitors **treated their booths as content studios**, not just physical spaces, intentionally built to capture demos, expert insights, and shareable moments.

Social media **extended the life of the exhibit** beyond the show floor and the show dates. Brands that planned content strategically before, during, and after RSNA amplified their reach far beyond McCormick Place.

## CLEVER WAYS TO LEVEL UP YOUR RSNA CONTENT CREATION:

- Use man-on-the-street video formats and testimonials to gather real-time feedback from attendees
- Leverage high-visibility company executives in your content to extend your reach and give a relatable personality to a corporate brand
- Create a photo-worthy backdrop for selfies and group shots
- Post content before, during, and after the show with the #RSNA2026



# SUSTAINABILITY HAS MOVED FROM A PR INITIATIVE TO PRACTICAL EFFICIENCY

Sustainability has moved beyond a feel-good talking point, surfacing as a serious business consideration driven by **reducing energy costs and usage, minimizing plastic waste, minimizing unnecessary imaging, and replacing finite resources like helium.**

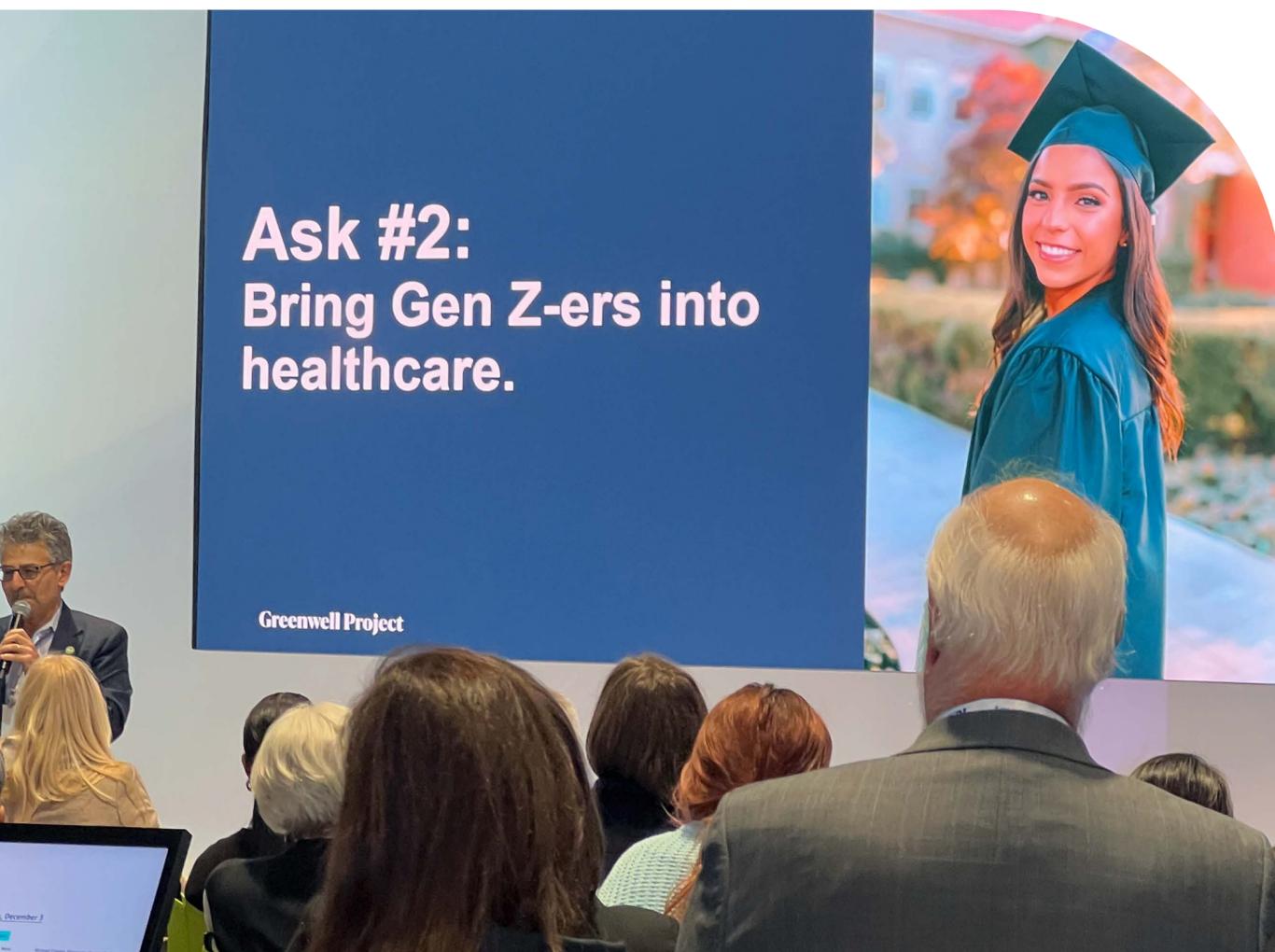
Buyers increasingly recognize that smart sustainability strategies can translate into lower operating costs, reduced downtime, and long-term resilience. Exhibitors that connected sustainability to operational efficiency and reliability earned deeper engagement.

## WINNING SUSTAINABILITY EXPERIENCES:

- Waste-reducing contrast delivery: Bracco's Max 3 and VUEWAY contrast agent and GE HealthCare's CT motion and MR Max 3™ introduced syringeless power injector innovations to minimize plastic waste using bulk packaging for contrast media
- AI tools for improving workflow efficiency and reducing unnecessary imaging
- Showcased reduced reliance on scarce materials such as rare earth metals and helium, which remain subject to price volatility and trade pressures

**At RSNA, sustainability became less about optics and *more about performance.***





**Ask #2:**  
Bring Gen Z-ers into  
healthcare.

Greenwell Project

# RECRUITING THE NEXT GENERATION: MEDICAL IMAGING TALENT TAKES CENTER STAGE

Career vacancies in medical imaging remain at historic highs, and attracting young professionals continues to be a challenge. RSNA offers direct access to a highly qualified talent pool, but recruitment messaging must evolve to resonate.

The current generation of **young professionals are notoriously values-driven**. They want **meaningful work, transparency, and balance**. Generic “we’re hiring” messages struggled to gain traction on the show floor.

## EFFECTIVE RECRUITMENT STRATEGIES EMPHASIZED:

- The real-world impact candidates can have on patient care
- Flexibility and work-life balance
- Clear and authentic commitments to sustainability, diversity, and inclusion initiatives

**PRO TIP:** Representation on the show floor matters; *ensure your onsite recruitment team reflects the candidates you’re seeking to attract.*

# BEYOND THE IMAGING, ACCESSIBILITY, AND PORTABILITY

At RSNA 2025, innovation extended beyond traditional imaging systems to focus on how, where, and by whom imaging is delivered. Exhibitors showcased not only heavy imaging hardware, but also **mobile imaging systems, portable digital radiography, and workflow-friendly devices** designed for point-of-care, emergency medicine, and mobile radiology settings.

Solutions such as Fujifilm's FDR Go iQ portable DR and EDAN's portable ultrasound kits reflect a broader push to bring advanced imaging to smaller clinics, remote sites, and bedside care. At the same time, RSNA continues to evolve into a major platform for software and AI, with a growing emphasis on workflow-integrated solutions.

**At RSNA, imaging leadership is increasingly defined by *accessibility, flexibility, and clinical relevance.***





# RSNA 2025 EXHIBIT HIGHLIGHTS

## TRANSPARENT LED DISPLAYS ARE HAVING A MOMENT

Transparent LED displays surged in popularity, **adding architectural drama** and **visual intrigue**. However, the brands that succeeded understood that transparent LED is not just another big screen, but key to unlocking sophisticated, layered messaging.

Content was most effective **when it respected what lived behind the display**. Minimal text, bold motion, and intentional contrast outperformed dense graphics and high-detail video.



## AV-RICH IMMERSIVE MEDIA

Mixed-reality demonstrations, including AR and VR, **allowed attendees to explore complex equipment** and **digital platforms** without relying on full physical setups. These interactive experiences made it easier to evaluate real-world usability by showing how the technology integrates into actual workflows, helping HCPs move beyond surface-level demos to a more confident understanding of practical application.

## HOW EXHIBITORS ARE RETHINKING PRODUCT DEMOS

Each year, exhibitors face a familiar decision: ship physical equipment for hands-on demos, or **use experience-led interactives** that reduce cost and complexity **while still driving engagement**.

### TRADITIONAL APPROACH

- Ship and install equipment
- Higher logistics, drayage, and labor costs
- May require a larger booth footprint
- Provides a true-to-life experience

### EXPERIENCE-LED INTERACTIVE APPROACH

- Purpose-built models, animation, and interactive visuals
- Lower shipping and handling costs
- Smaller footprint, faster setup
- More creative control over how complex technology is explained

### EXAMPLE: HEARTFLOW

Instead of shipping multiple monitors, Heartflow used a *custom animated 3D model* designed specifically for the show floor. The installation focused on *visualizing outcomes rather than equipment*, drawing attendees in through *dimensional storytelling* while reducing cost, logistics, and booth footprint.



## MAKE ROOM FOR MEETING ROOMS

Large purchases are not finalized or closed on the show floor. **Attendees need space away** from the noise to explore features, benefits, and total cost of ownership.

**Ample meeting room capacity** reduced congestion and enabled more meaningful, personalized discussions.



## VERTICAL SPACE DELIVERED VISIBILITY

With floor space at a premium, **brands increasingly built up instead of out.** Double-decker booths and overhead design elements expanded functional space and dramatically increased visibility.

**Vertical design became a strategic lever,** not just a visual one.



## COMFORT AND CONNECTION CREATED RECHARGING OPPORTUNITIES

A standout trend was the renewed focus on **comfort** and **privacy**. Simple amenities like **quality seating** and **quieter conversation zones** proved surprisingly powerful.

RSNA created spaces where HCPs could pause, recharge, and engage comfortably, creating social networking. The addition of these elements suggests RSNA is rethinking the attendee experience and creating more balance for broader engagement.





# CONCLUSION: STRATEGY WINS WHEN THE EXPERIENCE SERVES THE HCP

The most effective exhibits at RSNA 2025 shared a common thread. They were not the product of isolated tactics or outsized budgets, but of **disciplined collaboration** and **intentional strategy**. The brands that stood out aligned clinical truth, creative expression, and operational execution into experiences that respected HCP time, interest, and intent. Success came from **connecting technology to patient impact, design to storytelling**, and tying the HCP interactions to **measurable outcomes**.

Success does not happen by accident. It comes from a **customized, data-driven approach** to each show and program, **one that treats every congress as a unique investment** with its own objectives, constraints, and measures of success. The strongest programs paired **bold ideas** with **clear evidence, immersive environments with practical workflows**, and **creative ambition with operational discipline**.

Achieving this level of impact requires more than strong creative alone. It depends on partners who **understand the complexity of healthcare, can navigate regulatory and operational realities, and know how to translate strategy into execution at scale**. As expectations continue to rise, exhibitors are increasingly looking for teams that can balance bold storytelling with clinical credibility, measurable goals, and flawless delivery.

If we've left you inspired and anxious to learn more about how Derse elevates brand experiences, sharpens storytelling, and creates engagement that lasts, we're here and ready.

**Let's build something unforgettable together.**

# CONTRIBUTORS



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At Derse, Lori partners with clients to define strategic initiatives, including annual planning, stakeholder onboarding, and the deployment of compliant disease-state and product-launch programs for organizations of all sizes. She crafts and executes innovative marketing strategies for some of the world's leading healthcare brands, including Pfizer, Eli Lilly, AbbVie, and Zoetis. Lori also serves as an elected member of the Healthcare Convention & Exhibitors Association Board.



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*Content Strategist*

Donovan joined Derse in 2024 and has more than a decade of experience in content marketing. His diverse expertise is applied by creating dynamic insights and strategies for Derse's internal and external communications. His pedigree includes such clients as Frito-Lay, PepsiCo, Qdoba, and Johnsonville Sausage.