



Brand Program for an International Healthcare Show

How do you stem the tide of stagnant annual meeting attendance? RSNA needed to jump-start interest and distinction of this year's meeting. BDi marketing design concepts focused on the advantages of being at the show: first hand contact with peers, and technical knowledge. All graphics played off the central circular mark BDi designed for the show. The show achieved the largest meeting attendance to date, exceeding previous records by 12%.

