

RSNA After Dark Party Special Offer Sponsorship

Material Specifications

Deliverables due to RSNA by October 13

Special deals will be promoted to all pre-registered attendees of the RSNA After Dark Party – include the details of your deal and your logo on a webpage that these attendees will have access to before coming to Chicago.

- **Logo file:** Logo files should be provided in both scalable (.ai, .eps, or .svg) **and** .jpg or .png formats with transparent backgrounds. A minimum width of 500 pixels is suggested for .jpg and .png files. All logos will be resized by RSNA Marketing and our vendors to best fit the placement and to ensure consistent sizing. It is highly recommended for sponsors to provide brand guidelines to accompany the logo. Examples of logo placements are available upon request.
- **Sponsored content:** 150 characters, including spaces. Note: placement does not allow for any formatting of text.
- **Linking URL:** provide link and confirm which wording in sponsored content should be linked.

Submit logo files, sponsored content, linking URL and confirmation of wording to be linked to sponsors@rsna.org.

Reach out to the RSNA sponsorship team with any questions at the email address noted above.