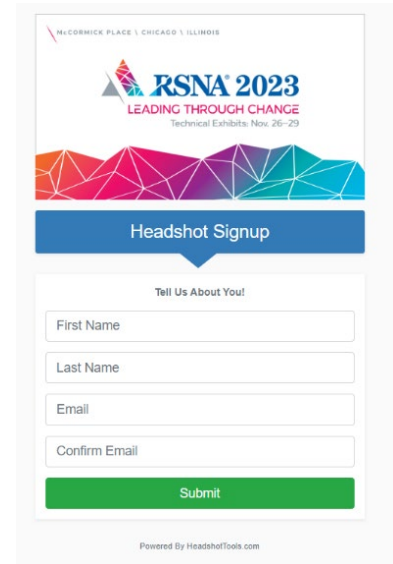


Portrait Studio Sponsorship Materials Specifications

Deliverables due to RSNA by September 1

- Logo file for use in the RSNA 2024 Meeting Guide and the Portrait Studio Attendee Sign-Up Form and Gallery Page.
 - 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.
- Company Name for recognition in RSNA publications and on the attendee gallery page
- Website link to be included with sponsor recognition copy on the attendee gallery page.



Attendee Sign-Up Form and Gallery Page Details

All attendees visiting the Portrait Studio will complete the sign-up form in advance and will receive a link to a personalized gallery page following their appointment.

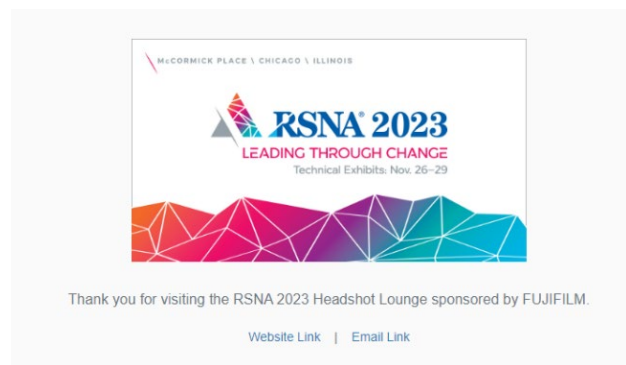
An RSNA branded image, including “Sponsored by” and your company logo, will appear on both the sign-up form and gallery page.

Name recognition, including your company link, will be included in copy on the gallery page. Metrics will include the number of attendees that visit the gallery pages.

Note: the screenshots to the right are mock designs of the attendee sign-up form and gallery page. The RSNA branded image will be modified to include your company logo.

File Submission

- Email all deliverables to sponsors@rsna.org.
- Reach out to the RSNA sponsorship team with any questions at the email address noted above.



Deliverables due to Freeman by October 23

Custom artwork for meter board

Specs are detailed on the following page. For artwork requirements, see the Freeman Graphics Artwork Guidelines, available for download on this [page](#).

File Submission

- Upload artwork files to Freeman's Box folder. Access to the folder will be emailed to you in August.
- Reach out to the RSNA sponsorship team with any questions at sponsors@rsna.org.

Specs continue on the following page

FREESTANDING METERBOARD

Panel:
38.2" x 87.2"

Visible:
38.2" x 81.2"

Support:
6" x 42"

Freestanding Meterboard

Panel:
38.2" x 87.2"

Support:
Half Moon Base or T-Base
6" x 42"

Visible:
38.2" x 81.2"

Construction:
.5" gatorboard
white or black

Graphic can cover entire 38.2" x 87.2"
to allow for variances in support
method but bottom 6" should be
clear of any vital graphics/info/etc.