



Building Intelligent Connections

Annual Meeting: Dec. 1-5 • Technical Exhibits: Dec. 1-4

RSNA 2024 Meeting App Lead Sponsor Material Specifications

The RSNA 2024 Meeting App will launch in early November and be available through April 30, 2025, at Noon CT.

Deliverables due to RSNA by September 15

- Company Name for print and digital RSNA 2024 promotions.
- 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.
 - Logo will be included on meeting app splash page

Deliverables due to RSNA by October 4

- Full Screen Ad – displays on app launch (4-hour delay between showing if app is launched more frequently than 4 hours)
 - Please provide all three of the following in a PNG or JPEG file format, maximum file size 1MB:
 - 2048 x 1536 px
 - 1242 x 2208 px
 - 640 x 960 px

*Note: if app is running in the background and is re-opened, this screen will not display again.

****Push notification details on following page****

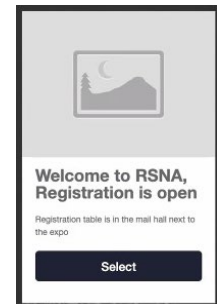
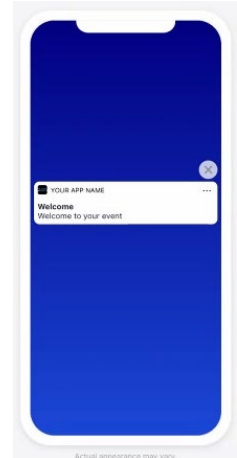


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Deliverables due to RSNA by November 16

- Custom push notification
 - Lock Screen Push Notification
 - Provide a standard text-based message that will appear on attendees' phone lock screens. Clicking this notification will direct attendees to the in-app rich push notification.
 - Max message character limit of 40, including spaces.
 - Can also provide a short title, max character limit of 15-20, including spaces.
 - In-App Rich Push Notification
 - Directed from the lock screen notification, the in-app rich push notification is the sponsor's opportunity to provide a longer message, a logo/image and a call-to-action (CTA).
 - Each message can contain, but limited to:
 - Link to exhibitor's profile within the app.
 - An offline information page.
 - An email action.
 - Online content outside the app. Note that connectivity is required.
 - Max headline character limit of 30-40, including spaces.
 - Max message character limit of 150, including spaces.
 - Logo/image provided as a JPG or PNG, max file size 200kb.
 - Images for HTML content should be designed for and tested on multiple devices to ensure your content looks great on a range of screen sizes and orientations. Be aware of what part of your content will appear on smaller screens or in landscape mode when the page loads, and what will show only when scrolling. If you include text within your images, make sure your font is large enough to be readable when it is resized down to smaller screen sizes.
 - CTA button text max character limit of 20-25, including spaces.
- Message will display as an alert on the user's phone if they have notifications enabled. All messages will be stored within the app's inbox, with a button to denote the number of unread messages.
- We will work with you to determine the time of day the message is sent.



Metrics – a report on the Meeting App metrics will be provided to you following the live meeting week.

Submit all requested files to sponsors@rsna.org.
Contact the RSNA sponsorship team at the above email address with any questions.