

# RSNA After Dark Party Exclusive Photo Booth Sponsorship

## Material Specifications

### Deliverables due to RSNA by October 31

- Confirm your company name for recognition purposes
  - The company name will be displayed on the After Dark party landing page promoting your company as the exclusive Photo Booth sponsor.
  - A call out from the world-class DJ during the event.
- **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 all 4x6 printed photos given to attendees that use the photo booth.
  - Logo will be displayed alongside other supporters on a looping slide show on the prominent LED wall at TAO Chicago throughout the event.
- Confirmation of optional planned giveaway item for RSNA review and approval
  - Optional giveaway item: you will have the opportunity to provide a branded giveaway to be made available to attendees at the After Dark Party photo booth.
  - Giveaway must not be of substantial value (under \$25), should relate to the recipient's travel to an educational event, and be directly applicable to the After Dark Party.
  - Giveaway items will be subject to RSNA review and approval. PDF of giveaway item should be emailed to [sponsors@rsna.org](mailto:sponsors@rsna.org) no later than October 31.
  - Sponsor is responsible for producing and delivering approved giveaways to show site, and for bringing them to the After Dark Party.

**Event Tickets will be delivered to your company representative onsite at RSNA 2024.**

Submit logo files and confirmation of optional giveaway to [sponsors@rsna.org](mailto:sponsors@rsna.org).

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