

MATERIAL SPECIFICATIONS

Portrait Studio Sponsorship



Deliverables Needed

Due: September 1

- 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.
- Company name for recognition
 - RSNA will defer to the promotional name listed in the [Exhibitor Resource Center](#) unless notified otherwise by 9/1.
- Website link to be included with sponsor recognition copy on the attendee gallery page.

Due: October 16

- Custom Meter Board Artwork
 - Specs are detailed on the following 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.

Submission Instructions

- Logo, company name and linking URL
 - Send all deliverables before or by the due date listed above to the RSNA sponsorship team at sponsors@rsna.org.
- Custom meter board graphics
 - Upload artwork files to Freeman’s Box folder. Access to the folder will be emailed in August. See the Freeman Graphics Artwork Guidelines linked on our [Sponsorship Production page](#) for additional information.

Questions

Please direct any questions to the RSNA sponsorship team at the email address listed above.

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.