

# MATERIAL SPECIFICATIONS

## 5K Fun Run



### Deliverables Needed

Due: August 1

- Logo file
  - Logo files should be provided in 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 strongly 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 8/1.

Logo Recognition	Company Name Recognition
Race Start & Finish signs	Coverage of the 5K Fun Run in the Daily Bulletin, RSNA's official meeting newspaper
Race participant shirts	
Race bibs	
Gear Check Tent signage and bags	
5K Fun Run landing page	Coverage of the 5K Fun Run in the R&E Foundation Focus e-newsletter
5K Fun Run online photo gallery	
RSNA 2025 Meeting Guide	
Reminder e-blast sent to participants	

### Submission Instructions

Send all deliverables before or by the due date listed above to the RSNA sponsorship team at [sponsors@rsna.org](mailto:sponsors@rsna.org).

### Questions

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