

MATERIAL SPECIFICATIONS

Meeting App

Lead Sponsorship



Deliverables Needed

Due: September 15

- 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 9/15.

Due: October 4

- Custom full screen ad artwork
 - Please provide **all three** of the following in a PNG or JPEG file format, max file size 1MB:
 - 2048 x 1536 px
 - 1242 x 2208 px
 - 640 x 960 px
 - Ad will display on app launch (4-hour delay between showing if app is launched more frequently than 4 hours)
 - If the app is running in the background and is re-opened, this screen will not display again.

Due: November 16

- Custom push notification messages
 - 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.
 - Sponsor can also provide a short title, max character limit of 15-20, including spaces.

Specs continued on the following page

- 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. 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.

The RSNA 2025 Meeting App is anticipated to be launched in early November and will be available through February 27, 2026, at Noon CT.

Submission Instructions

Send all deliverables before or by the due dates listed above to the RSNA sponsorship team at sponsors@rsna.org.

Questions

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