Deliverables Needed

Due: November 16

- Custom push notification message
  - 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.
  - 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 date 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.