

MATERIAL SPECIFICATIONS

RSNA After Dark

Exclusive Photo Booth Sponsorship



Deliverables Needed

Due: August 1

- Logo files
 - **File formats:** scalable (.ai, .eps, or .svg) **and** .jpg or .png formats with transparent backgrounds.
 - **Sizing:** 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.
 - **Branding Guidelines:** 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 8/1.

Due: October 31

- **Optional:** Confirm planned giveaway item, to be mutually agreed upon, and provide sample design to RSNA for review and approval.
 - 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.
 - Sponsor is responsible for producing and delivering approved giveaways to the show site, and for bringing them to the After Dark Party.

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.