

MATERIAL SPECIFICATIONS

Coat Check Sponsorship
Grand Concourse



Deliverables Needed

Due: August 25

- Logo files
 - **File formats (please provide all):**
 - High-res PDFX/4 file type requested; AI with PDF content or EPS files with embedded links and outlined fonts also accepted
 - Full color (CMYK) PDF file
 - Scalable (.ai, .eps, or .svg)
 - .jpg or .png with a transparent background
 - **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 8/25.

Due: October 16

- Custom artwork for stair risers in the Grand Ballroom Lobby
 - Specs detailed on the following pages

Submission Instructions

- Company name and logos
 - Send all deliverables before or by the due date listed above to the RSNA sponsorship team at sponsors@rsna.org.
- Custom stair 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.
 - When uploading your files, please supply the creative file name for west, center and east stairs.

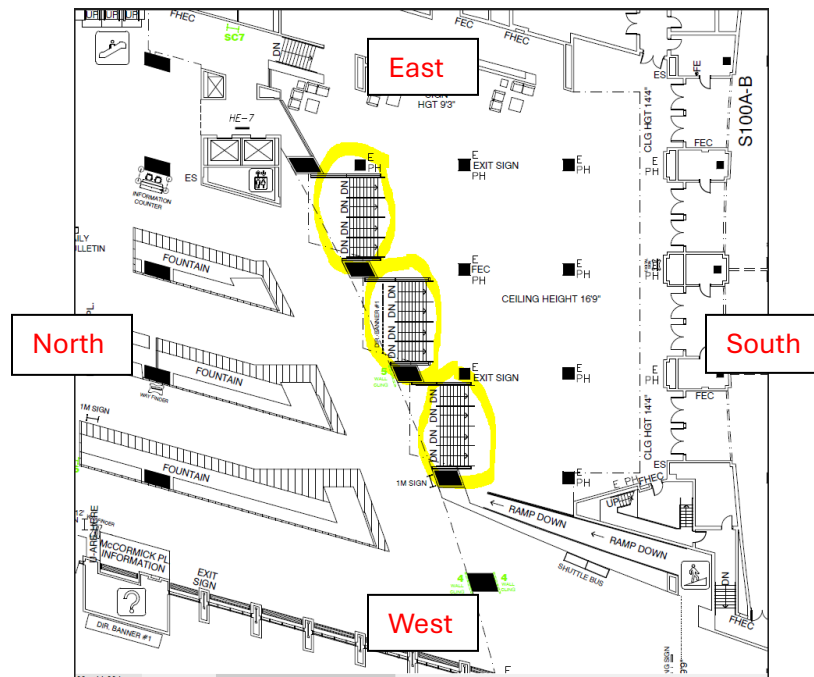
Questions

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

Custom Stair Graphics

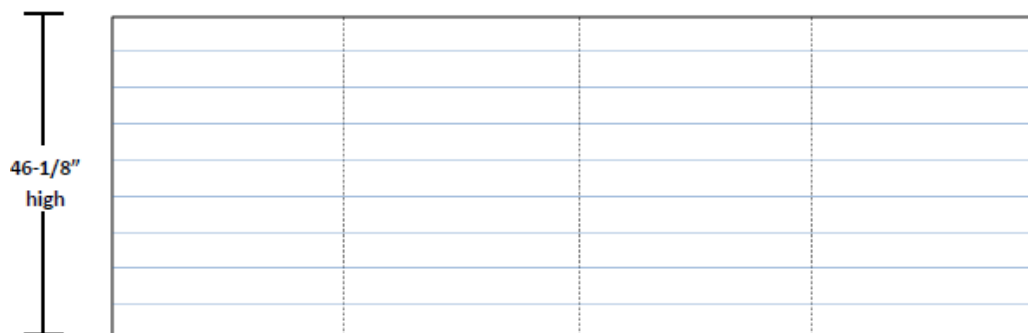
- Measurements for each set of stairs (west, center and east) are detailed below and on the following page.
- For optimal readability use a heavy-weight font and position words on a single stair.

Grand Ballroom Lobby with stairs highlighted



West Stairs

9 Stairs



46-1/8" high

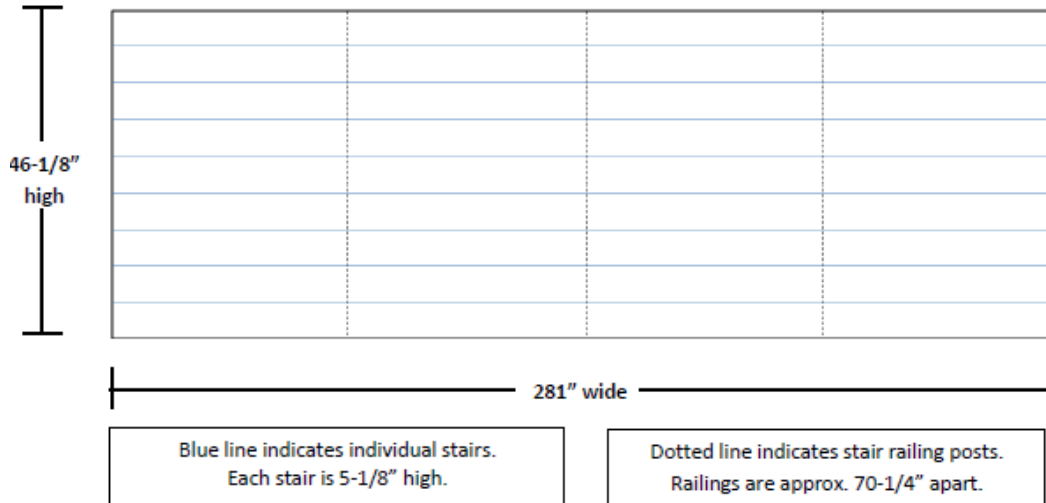
281" wide

Blue line indicates individual stairs. Each stair is 5-1/8" high.

Dotted line indicates stair railing posts. Railings are approx. 70-1/4" apart.

Center Stairs

9 Stairs



East Stairs

9 Stairs

