

MATERIAL SPECIFICATIONS

Coat Check Sponsorship
Lakeside



Deliverables Needed

Due: August 25

- Logo files
 - **File formats (please provide all):**
 - 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 meter board
 - Specs detailed on the following page

Submission Instructions

- Company name and logo
 - Send all deliverables before or by the due date listed above to the RSNA sponsorship team at sponsors@rsna.org.
- Meter board artwork
 - Upload artwork files to Freeman's Box folder before or by the due date listed above. Access to the folder will be emailed in August. See the Freeman Graphics Artwork Guidelines linked on our [Sponsorship Production page](#) for additional information.

Questions

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

FREESTANDING METERBOARD

Panel:
38.2" x 87.2"

Visible:
38.2" x 81.2"

Support:
6" x 42"

Freestanding Meterboard

Panel:
38.2" x 87.2"

Support:
Half Moon Base or T-Base
6" x 42"

Visible:
38.2" x 81.2"

Construction:
.5" gatorboard
white or black

Graphic can cover entire 38.2" x 87.2"
to allow for variances in support
method but bottom 6" should be
clear of any vital graphics/info/etc.