

MATERIAL SPECIFICATIONS

Portrait Studio Sponsorship



Deliverables Needed

Due: September 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 9/1.

Due: October 16

- Custom Meter Board Artwork
 - Specs are detailed on the following page

Submission Instructions

- Logo and company name
 - Send all deliverables before or by the due date listed above to the RSNA sponsorship team at sponsors@rsna.org.
- Custom meter board 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.

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.