

# MATERIAL SPECIFICATIONS

Welcome Reception

Lead Event 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 1

- Custom company slide for event PowerPoint.
  - Slide must be in the 16:9 aspect ratio.
  - Your company slide will be included in the looping slide show that will be displayed at the Discovery Theater and Learning Center theaters during the reception.

## Submission Instructions

Send all deliverables before or by the due dates listed above to the RSNA sponsorship team at [sponsors@rsna.org](mailto:sponsors@rsna.org).

## Questions

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