

# MATERIAL SPECIFICATIONS

## Zen Zone 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 artwork for Zen Zone entrance sign
  - Specs are detailed on the following page

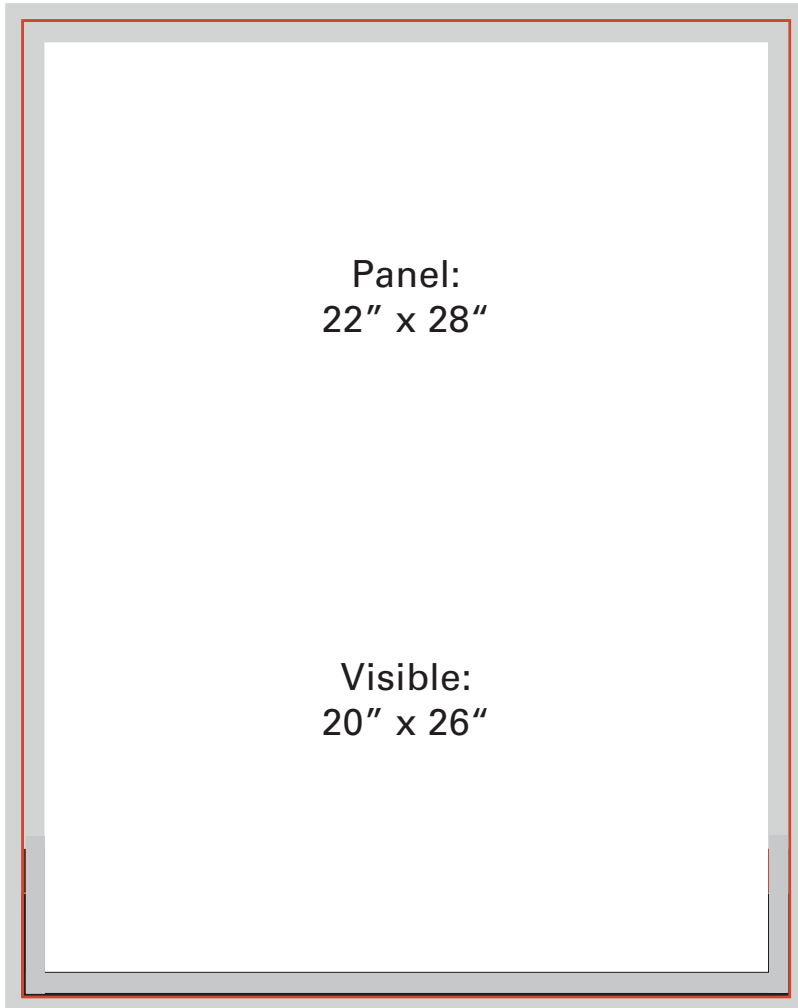
### Submission Instructions

- Logo and company name
  - Send all deliverables before or by the due date listed above to the RSNA sponsorship team at [sponsors@rsna.org](mailto:sponsors@rsna.org).
- Custom signage artwork
  - 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.

# 22x28



22x28

Panel:  
22" x 28"

Support:  
Chrome Sign Frame

Visible:  
20" x 26"

Construction:  
3/16" Honeycomb

Graphic should cover entire 22" x 28" to allow for variances in support method but vital graphics/info/etc should be kept well within visible area.