

MATERIAL SPECIFICATIONS

Bark Park Sponsorship



Deliverables Needed

Due: August 14*

- 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.
- Social media handles for Facebook, LinkedIn, X, Threads and Bluesky
- Company name for recognition
 - RSNA will defer to the promotional name listed in the [Exhibitor Resource Center](#) unless notified otherwise by 8/14.

**This deadline ensures the greatest promotional exposure, but recognition opportunities may remain available after this date.*

Due: October 26

- Digital Activation Site materials
 - Up to three (3) multiple choice survey questions
 - We recommend selecting the top three questions you'd most like to ask attendees
 - Maximum of 220 characters per question
 - All question types are supported, though multiple choice is recommended
 - About Us page copy
 - We recommend a brief description of your company's products and services
 - Brief 1-2 sentence message for sign up confirmation e-mail.
 - May include one (1) hyperlink
 - *Examples provided upon request*
- **Optional** – confirm your plans to provide branded bowties or bandanas for the dogs to wear and provide sample design to RSNA for review and approval.

Specs continue on the following page

Submission Instructions

Send all deliverables before or by the due date listed above to the RSNA sponsorship team at sponsors@rsna.org.

Questions

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