

MATERIAL SPECIFICATIONS

Meeting App

Lead 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 full screen interstitial ad artwork
 - **File formats:** PNG or JPG file
 - **Sizing:** 1080 x 1920 px, max file size 2MB
 - Ad will display on app launch (4-hour delay between showing if app is launched more frequently than 4 hours)
 - If the app is running in the background and is re-opened, this screen will not display again.
- Custom banner artwork
 - **File format:** PNG file
 - **Sizing:** 1260 x 370 px, max file size 2MB
 - Banner will appear at the top of the screen on the app Home page and the Technical Exhibits page.
- Push notification delivery time preference
 - One message per day.
 - Best practices:
 - Schedule notifications within one hour before an event or session.
 - Thirty minutes prior is ideal for most events, though RSNA attendees may need additional time to navigate McCormick Place.
 - Use notifications for time-sensitive reminders, important updates, or key moments attendees might otherwise miss.
 - While RSNA cannot guarantee specific delivery times, we will coordinate with our broader communications schedule to accommodate your preferred timing as closely as possible.

Specs continue on the following page

Due: November 1

- Custom push notification message content
 - Lock Screen Push Notification
 - Provide a standard text-based message that will appear on attendees' phone lock screens. Clicking this notification will direct attendees to the in-app news message.
 - Max message character limit of 75, including spaces.
 - In-App News Message
 - Directed from the lock screen notification, the in-app news message is the sponsor's opportunity to provide a longer message, a logo/image and a call-to-action (CTA).
 - Each message can contain, but limited to:
 - Link to exhibitor's profile within the app.
 - An offline information page.
 - An email action.
 - Online content outside the app. Connectivity is required.
 - Max message character limit of 200, including spaces.
 - Logo/image provided as a JPG or PNG, max file size 200kb.
 - Images for HTML content should be designed for and tested on multiple devices to ensure your content looks great on a range of screen sizes and orientations. Be aware of what part of your content will appear on smaller screens or in landscape mode when the page loads, and what will show only when scrolling. If you include text within your images, make sure your font is large enough to be readable when it is resized down to smaller screen sizes.
 - CTA button text max character limit of 20-25, including spaces.
 - Message will display as an alert on the user's phone if they have notifications enabled. All messages will be stored within the app's inbox, with a button to denote the number of unread messages.

The RSNA 2026 Meeting App is anticipated to be launched in early November and will be available through February 26, 2027, at noon CT.

Submission Instructions

Send all deliverables before or by the due dates 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.