

# MATERIAL SPECIFICATIONS

## Meeting App

## Push Notifications



### **Deliverables Needed**

**Due: October 1**

- Push notification delivery time preference
  - 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.

**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.*

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](mailto:sponsors@rsna.org).

### **Questions**

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