

Specifications

Exhibit Hall Opportunities

| Offering | Details | Color | Acceptable File Formats |
|-----------------------|----------------------|----------|---|
| Exhibit Hall Passport | Company/Product Logo | 4 Colors | High-resolution Transparent PNG, vector EPS, or AI format |

Advertising Opportunities

| Offering | Details | Size | Live Space | Color | Acceptable File Formats |
|-------------------------------|-------------------------|--|-------------------|-----------------|--|
| Annual Meeting Emails | Top/Middle or Bottom Ad | 650×200 px | n/a | RGB | PNG or JPG (PNG preferred) |
| Annual Meeting Daily | Half-page Horizontal Ad | 8.25" × 4.4375" plus 0.125" bleed margins | 7.25" × 3.4375" | 4 Colors | <ul style="list-style-type: none"> • High-resolution, press quality PDFs with bleeds and crop marks • 2-page spreads should be provided as reader spreads |
| | Half-page Vertical Ad | 4.025" × 10.875" plus 0.125" bleed margins | 3.025" × 9.875" | | |
| | Full-page Ad | 8.25" × 10.875" plus 0.125" bleed margins | 7.25" × 9.875" | | |
| | Spread Ad | 16.5" × 10.875" plus 0.125" bleed margins | 7.25" × 9.875" ea | | |
| | Cover Tip | 8" × 6" plus 0.125" bleed margins | 7" × 5" | | |
| Digital Abstracts Book | Half-page Horizontal Ad | 8.25" × 4.4375" plus 0.125" bleed margins | 7.25" × 3.4375" | 4 Colors or RGB | <ul style="list-style-type: none"> • High-resolution, press quality PDFs with bleeds and crop marks. • 2-page spreads should be provided as reader spreads |
| | Half-page Vertical Ad | 4.025" × 10.875" plus 0.125" bleed margins | 3.025" × 9.625" | | |
| | Full-page Ad | 8.25" × 10.875" plus 0.125" bleed margins | 7.25" × 9.875" | | |
| | Spread Ad | 16.5" × 10.875" plus 0.125" bleed margins | 7.25" × 9.875" ea | | |

Specifications—continued

| Offering | Details | Size | Live Space | Color | Acceptable File Formats |
|------------|----------------------|---|------------|-------|---|
| | Interstitial Ad | 2048×1536px, 640×960px, 1242×2208px | n/a | RBG | PNG or JPG (PNG preferred) 1 MB Max File Size |
| Mobile App | | | | | Copy for each section of message. <ul style="list-style-type: none"> • Message Subject: Max 60 characters including spaces • Message Body: Max 375 characters including spaces • Call to Action: Max 25 characters including spaces • Call to Action Link: Secure URL (https) where call to action links to |
| | Push Notification Ad | n/a | n/a | n/a | Message Image: Secure URL (https) where self-hosted image is located Message Image Link: Secure URL (https) where image should link to |

Sponsorship Opportunities

| Offering | Details | Color | Acceptable File Formats |
|----------------------------------|---|----------|--|
| Buzz Cafes | 72"×36" graphic panel on Buzz Café backwall (4) 30" diameter circular table decals (2) 36" diameter circular table decals | 4 Colors | AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher) |
| Carpet Graphics at Hall Entrance | 8' × 8' decal carpet decal | 4 Colors | AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher) |
| Coat and Luggage Check | Company branding | 4 Colors | AI, EPS or High quality pdf |
| Footprints | 1'×1', 2'×2' or 3'×3' decals placed on Exhibit Hall aisle carpet to create a clear path to your booth. | 4 Colors | AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher) |
| Cell Phone Charging Lockers | 26"×60" | | AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher) |

Specifications—continued

| Offering | Details | Color | Acceptable File Formats |
|--------------------------------------|---|----------|--|
| Exhibit Hall Charging Lounges | (2) 116.875" × 19.25" double sided panels on each table (2) 38" × 81" double sided meter panels | 4 Colors | AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher) |
| Charging Seating Options | (2) 38.75" × 38.75" Single-sided Graphic Panels in the center of the tower (2) 19.25" × 116.875" Single-sided Graphic Panels one on each side of the tower | 4 Colors | AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher) |
| Exhibit Hall Charging Table | (2) 18" × 18" decals | 4 Colors | AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher) |

Exhibit Hall Sponsorship Opportunities

| Offering | Details | Acceptable File Formats |
|--|---|--|
| Park Benches | 36" × 36" Floor decals 77.8125" × 38.75" back sign | AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher) |
| Street Lamp Posts and Flower Beds | (10) Lamp posts with 18" × 60" double-sided banners on each side (20) 20.8125" × 24" four-sided flower boxes with graphics on all sides | AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher) |
| Wayfinding Map Sponsorship | 27" × 27" square decal | AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher) |
| Logo on Exhibit Hall Mp | The logo will be automatically centered on the booth space, so consider the shape of the booth that you are adding the image on top of as well as the size of the booth | High-resolution PNG, JPG, or GIF. 10MB Max. |
| Exhibit Hall Escalator Clings | (4) 476" × 26" Single or Double Sided Graphics | AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher) |
| Pillar Marketing | (4) 4' × 12' banners | AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher) |
| Tabletop Graphics | 36" round table decal | AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher) |
| Digital Billboard | 12-second static, digital spots to loop every 60 seconds | AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher) |
| Skywalk Window Clings | (6) 54" × 96" double sided panels | AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher) |

Specifications—continued

Hotel Opportunities

| Offering | Details | Color | Acceptable File Formats |
|---|--|----------|---|
| Hotel Key Cards and Card Holders | Envelope Live Area for non-bleed area: 2.99" × 2.13" and 2.10" × 1.88" | 4 Colors | PLI-Card: Vector is preferred, high quality PDFs are accepted |
| | Key Card RFID Live Area: 3.125" × 1.875" Front and Back, Bleed Area 3.625" × 2.375" | | |
| | Key Card Mag Card Live Area Front: 3.125" × 1.875" Back: 3.125" × 1.25" Bleed Area 3.625" × 2.375" | | |
| New! Hotel Do Not Disturb Signs | Trim: 4.25 × 11 Bleed Area: 4.375" × 11.125" | 4 Colors | AI, EPS or High quality PDF |
| Hotel Door Drops Bag Sponsorship | 12 × 15 digital full-color oxo-biodegradable die cut bag Bag Size: 12" × 15" Imprint Area: 11.5" × 14" Can be product branded | 4 Colors | AI, EPS or High quality PDF |
| Hotel Door Drops Insert | The inserts maximum size is 8.5" × 11" Maximum weight: 5oz | 4 Colors | |

Specifications—continued

Shuttle Bus Opportunities

| Offering | Details | Color | Acceptable File Formats |
|--------------------------------------|---------|-------|-------------------------|
| Shuttle Bus Interior Window Branding | TBD | TBD | TBD |

Virtual Platform Opportunities

| Offering | Details | Color | Acceptable File Formats |
|--|----------------------|-------|--|
| Banner Advertisements on Virtual Conference Homepage | 300×600 px | RGB | JPEG or PNG (preferably PNG) 1MG Max File Size |
| Logo on Virtual Conference Homepage | 120×90 px | RGB | JPEG or PNG (preferably PNG) 1MG Max File Size |
| Push Notification in the Virtual Conference Platform | Push Notification Ad | n/a | Copy for each section of message. <ul style="list-style-type: none"> • Message Subject: Max 60 characters including spaces • Message Body: Max 375 characters including spaces • Call to Action: Max 25 characters including spaces • Call to Action Link: Secure URL (https) where call to action links to. |
| Banner Advertisement in Virtual Conference Networking Page | 300×600 px | RGB | JPEG or PNG (preferably PNG) 1MG Max File Size |