

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	650x200 px	n/a	RBG	PNG or JPG (PNG preferred)
Annual Meeting Daily	Half-page Horizontal Ad	8.25" x 4.4375" plus 0.125" bleed margins	7.25" x 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" x 10.875" plus 0.125" bleed margins	3.025" x 9.875"		
	Full-page Ad	8.25" x 10.875" plus 0.125" bleed margins	7.25" x 9.875"		
	Spread Ad	16.5" x 10.875" plus 0.125" bleed margins	7.25" x 9.875" ea		
	Cover Tip	8" x 6" plus 0.125" bleed margins	7" x 5"		
Mobile App	Interstitial Ad	640x960px, 1242x2208px, 1024x500px, 2732x2048px, 2048x2732px, 1242x2688px	n/a	RBG	PNG, 72 dpi
	Push Notification Ad	n/a	n/a	n/a	<p>Copy for each section of message.</p> <ul style="list-style-type: none"> Message Subject: Max 60 characters including spaces Message Body: Max 375 characters including spaces Only include link, max 512 characters add Display Text for link, only external links are applicable, 512 characters <p>Image limited to 2 MB and size less than 1500x1500px</p>
	Carousel Ad	960x80	n/a	RBG	PNG

Specifications—continued

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	2'×2' 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)
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)
New! Grand Concourse Hydration Station 1	(2) 106.5"×55" with a 3" bleed (1) 60"×88"	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
New! Grand Concourse Hydration Station 2	29'-3"×7'-8"	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
New! Meeting Level Hydration Station	180"×55"	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
New! Meeting Pods Digital Display	24"×24" 1073×604 px (16:9)	4 Colors RGB	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher) JPG, GIF, MP4 (video files)
New! Lunch Line Divider	66"W×36"H	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
New! Entrance Door Clings	(2) 27.25"×45.75" (2) 27.25"×24.25"	4 Color	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)

Specifications—continued

Exhibit Hall Sponsorship Opportunities

Offering	Details	Color	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	15"×30" decal		AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Logo on Exhibit Hall Map	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)

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	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"		
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 Drop 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 Drop Insert	The inserts maximum size is 8.5" × 11" Maximum weight: 5oz	4 Colors	