



Sponsorship & Booth Ad Specifications

The below specifications will assist you with what you will need to submit for your sponsorships. Please refer to your booth package specifics for items that you are required to submit, and refer to your booth builder link for details on the specifications.

If you do not have your booth builder link, please contact [Colleen Naliwajko](#).

Please remember that your booth must be completed by 4:00 pm CST on Monday, October 26, 2009.

Element	Accepted File Type	Dimensions & Size	Due Date
Daily Insider (Show Daily) Email Sponsorship	.gif, .jpg, text	Banner 728 x 90 pixels, 15 MB max file size OR 300 x 250 pixels, 15 MB max file size (please inquire)	October 13, 2009
Jumbotron FlashAd in Center of Exhibit Hall	.jpg, .gif, Flash (must be .swf or .fla; no _root files)	Preferred: 251 x 104 pixels (If not available larger is acceptable) Flash (.swf & .fla- 10 second max. 30 frames per second)	October 13, 2009
Jumbotron Ad on Attendee Login page	.jpg, .gif, Flash (must be .swf or .fla; no _root files)	Jumbotron – Must be: .gif, .jpg, Flash (.swf & .fla needed, must not be _root file) Standard: 470 x 73 Pixels	October 13, 2009
Insert in Virtual Totebag	.pdf	2 MB max file size	October 13, 2009
Web Seminar in Education Center	Supply link to on-demand On24 or Webex session. Event must NOT be gated by registration	30 minute session	October 13, 2009
Keynote Sponsorship	.eps	Sponsor logo 118 x 171 Pixels	October 13, 2009
Exhibit Hall Banner in Main Exhibit Hall	.jpg, .gif, .ai, .eps (static only)	Sponsor logo	October 13, 2009
Display ad in event Show Guide	.pdf (high resolution)	Full Page Bleed: 8 5/8 x 11 1/8 Trim: 8 3/8 x 10 7/8	October 13, 2009