

# APPrO 2009

## APPrO 2009 Power Networking Centre Exhibitor Power Pack Information and Standards Guide



## Exhibitor Power Pack Overview

The Exhibitor Power Pack is a special comprehensive promotional package offered to APPrO 2009 Exhibitors and includes the following:

- **Enhanced” Power Networking Guide listing**
- **¼ page black and white advertisement in the Power Networking Guide (upgrade to colour discount available)**
- **APPrO 2009 Delegate information insert**
- **Web banner on the APPrO 2009 website**
- **10MB of promotional material on the APPrO 2009 Proceedings CD**

*\*Details for these items are outlined below*

### Power Networking Guide Advertising

*\*Print advertising copy files should be sent to: [marketing@appro.org](mailto:marketing@appro.org)*

The official APPrO 2009 Power Networking Guide will appear as a special supplement in the October/November edition of *IPPSO FACTO*, the official magazine of APPrO.

**RESERVATION DEADLINE – SEPTEMBER 23**

**MATERIAL DEADLINE – SEPTEMBER 30**

*\*Please note that due to time and production constraints, this deadline will not be extended*

#### Advertisement Sizes (width x height):

Full page (no bleed) 7 3/16” w x 9 11/16” h (7.1875” x 9.6875”)	1/8 page horizontal 7 3/16” w x 1 1/4” h (7.1875” w x 1.25” h)	1/6 page vertical 2.7” w x 4.7/8” h (2.7” x 4.875”)
1/2 page horizontal 7 3/16” w x 4 7/8” h (7.1875” x 4.875”)	2/3 page vertical 7.3” w x 9 11/16” h (7.3” x 9.6875”)	1/2 page vertical 3 1/2” w x 9 11/16” h (3.5” x 9.6875”)
1/3 page horizontal 7 3/16” w x 3 1/4” h (7.1875” w x 3.25” h)	1/3 page vertical 2.7” w x 9 11/16” h (2.7” x 9.6875”)	1/4 page vertical ad 3 1/2” w x 4 7/8” h (3.5” x 4.875”)
1/4 page horizontal 7 3/16” w x 2 7/16” h (7.1875” w x 1.4375” h)	1/3 page square 7.3” w x 4.7/8” h (2.7” x 4.875”)	1/8 page vertical ad 3 1/2” w x 2 7/16” h (3.5” x 2.4375”)

**Platform:** APPrO uses PC computers only. We cannot read files in Mac format although our printer can if absolutely necessary. If you plan to submit your ad in Mac format, please remember to include a graphic header with the file, since PC computers cannot produce a screen image from the file directly.

**Colour:** The entire Networking Centre Guide is 4-colour (CMYK). If possible, please make sure any colour ads are in 4-colour form (CMYK). We are able to convert from RGB but we cannot accept responsibility for color variation.

**Ads with graphics:** preferred formats are EPS, JPEG, GIF and TIF. PDF is also acceptable.

**Ads submitted in Word or WP:** We cannot reliably extract the graphics from Word or WP files containing graphics. We need all graphic elements in their original "native" format (jpeg, gif, tif, etc.) as separate files, along with the Word or WP file. Ads consisting of text only may be submitted in Word or Word Perfect, or simpler formats like RTF.

**Fonts:** Vector art or word-processing files requiring specialized fonts must have the fonts submitted (or embedded) with the ad. In the case of EPS files, if outputting material with text as text, you **MUST** include any unusual fonts when you send us the file. Alternatively, you can export the text as curves, which make for a larger file but eliminate the need to include the fonts.

**Other formats:** APPRO uses PageMaker and InDesign for page layout. We cannot reliably read material in other native formats like Publisher, Quark, or Adobe Illustrator. Printers may be able to read the other formats, but we don't guarantee this. Thank you for submitting your material in one of the formats above.

## Enhanced Power Networking Guide Listings

*\*Please send your enhanced listing information to [marketing@appro.org](mailto:marketing@appro.org).*

Your enhanced listing includes the following:

- Logo (follow logo submission guideline below)
- Company name and address
- 75 word paragraph. (Paragraphs longer than 75 words may be edited for length)
- Two (2) company contact names with phone # and e-mail

## Web Banners

*\*All web advertising submissions should be sent to: [marketing@appro.org](mailto:marketing@appro.org)*

Web banner advertisements will be served ROS (Run of Site) through December 31, 2009. Advertisers who have purchased or qualify for Web banner advertising should submit their banner ad using the following specifications:

Skyscraper (160x600 pixels)

- vertical banner on right hand side of pages

Skyscraper (160x300 pixels)

- vertical banner on left hand side of pages  
(limited usage, since it appears under our own navigation menus)

Skyscraper (160x300 pixels)

- vertical banner on right hand side of pages

Horizontal banner (728x90 pixels)

- at the bottom of pages
- at the top of pages (not available on front pages)

Buttons, 160x160

- under the right hand vertical skyscraper banner

Any standard file format will be accepted (ie. jpg, gif), however, the file must be less than 6MB in size. There are pages dedicated to sponsor and exhibitor content. If qualified, sponsors and exhibitors will have their logo hot-linked to (1) URL, which will be provided at the time of order.

### APPRO 2009 Banner Sizes:



Skyscraper - vertical, right side  
(160x600 pixels)



Skyscraper - vertical, left or right side  
(160x300 pixels)



Button - under vertical right,  
(160x160)

*Banner sizes cont'd....*



Horizontal Banner – bottom (or top on selected pages only) 728x90 pixels

## Terms for Banner Advertising

1. Page selection is on a run-of-site basis, randomly cycled on all pages, with positions on the page set as per the customer's choice (ie top, left, bottom or right)
2. Only one image is available below the menu on the left of each page.
3. Multiple images may appear in the advertising space on the right. Smaller images are placed above larger ones. (In general the images are stacked such that buttons appear on top, skyscrapers are at the bottom, and rectangles are in the middle, with a maximum of three right hand images per page.)
4. Top leaderboards do not appear on the home page of APPrO websites. They are displayed on all other pages of the website which contain advertising.
5. Hotlinks are free as long as information is provided by customer at the time of order.
6. Moving gifs will be free if assembled by customer and provided with order; special charges apply if moving images are assembled by APPrO.
7. Ads are not assured until completed confirmation is returned. Electronic copy is due within 7 days of confirmation or publication may be delayed.
8. Minimum order \$200 or 3 months.
9. All ad copy is subject to review and approval by APPrO and may be rejected or removed at any time.
10. Prices are subject to change without notice. Please check with APPrO Marketing Manager to confirm current prices and for information on special offers.

## Company Logos

*\*All logos should be sent to: [marketing@apro.org](mailto:marketing@apro.org)*

Sponsor and Exhibitor logos will appear in a variety of electronic and print media surrounding APPrO 2009. To ensure the highest reproduction quality, please submit your logo in EPS format (CMYK).

Please note that the reproduction quality of various formats across the various media used at APPrO 2009 may not be consistent. We can accept JPEG, GIF, TIF and PDF in lieu of EPS file format but reproduction quality is not guaranteed.

## Delegate Bag Insert

Print inserts should be one page, two sides and no larger than 8 ½" x 11" when laid flat. One page folds are acceptable. Please ensure you send only a one page insert. Inserts more than 1 page (two sides) will not be accepted or inserted into Delegates' kits. Please provide 1,000 copies and forward notification of shipment with the shipping details by email to [marketing@appro.org](mailto:marketing@appro.org).

**Delegate Bag Inserts can be shipped directly to the APPrO office to arrive on or before Wednesday, November 11, 2009.**

### Ship to:

**APPrO 2009 Inserts**

**c/o APPrO - Attn: Carole Kielly/Karla Martinez**

**25 Adelaide Street East, Suite 1602, Toronto, ON M5C 3A1**

**Phone: 416-322-6549**

Please note that items shipped to the MTCC in advance will **not** be accepted. For advance shipping, please contact GES Show Decorators or Livingston. APPrO accepts no responsibility for material shipped incorrectly or late. **Items arriving after 5pm on Wednesday, November 11, 2009 will not be included in the delegate bags.**

## Additional Promotional Options

### Delegate Gifts

Official APPrO 2009 Delegate gifts will be co-branded with the sponsor's logo and the APPrO 2009 logo. Printing is B&W unless otherwise specified. Charges for additional colors must be prepaid and will be borne by the sponsor of the gift.

### APPrO 2009 Conference Proceedings CD ROM (Advertising Section)

**Submissions for APPrO 2010 Conference proceedings should be forwarded to [marketing@appro.org](mailto:marketing@appro.org), no later than April 30, 2010.**

Files greater than 10Mb will not be included in the CD ROM. There are no specific restrictions on content or format, but it is recommended that submissions be in one of the more popular formats (i.e. Word, PDF, etc.). APPrO reserves the right to approve content before inclusion.

### APPrO 2009 Marketing Contacts

APPrO 2009 website: <http://conference.appro.org>

APPrO Main Office Telephone: 416-322-6549

Sponsorship and Power Networking Centre Exhibit Sales, Print & Online Advertising:  
[Carole.Kielly@appro.org](mailto:Carole.Kielly@appro.org)

Logos and advertising copy submissions: [marketing@appro.org](mailto:marketing@appro.org)