Media Kit
Power Networking Centre
Exhibitor Power Pack

CONNECTIONS
new
renew

NETWORKING
prime
opportunities

EXPOSURE
increase
industry

PROFILE
create
expand

www.appro2014.com
Power Pack Overview and Pricing

APPrO 2014 offers a comprehensive promotional profile-building package with benefits valued at over $3,000! The APPrO 2014 Power Pack exhibitor profile package has everything you’ll need to build your pre-event exposure, and make a real splash onsite at the event! Plus, our promotional benefits ensure your profile extends well into 2015!

Here’s what you get for your Power Pack investment of $950 plus HST:

• Quarter page full colour ad in 2014 Power Networking Guide - Print and Electronic versions

• Enhanced company listing (75 words + 2 contacts) plus your colour logo in the Advance e-Networking Guide (distributed via APPrO and a huge network of marketing partners)

• Enhanced company listing (75 words + 2 contacts) plus your colour logo in the print version Power Networking Guide (pre-event and onsite distribution)

• 10 MB of promo space on APPrO 2014 Delegate Kit (e-format tba)

• 10 MB of promo space on APPrO 2014 Conference Proceedings (e-format tba)

• Exposure on APPrO social media platforms

• 25% discount on print advertising in the bonus distribution issue of IPPSO FACTO

For personal assistance contact carole.kielly@appro.org.

www.appro2014.com
Sponsor and Exhibitor logos will appear in a variety of electronic and print media surrounding APPrO 2014. 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 2014 may not be consistent. We can accept JPEG, GIF, TIF and PDF in lieu of EPS file format but reproduction quality is not guaranteed.

*All logos should be sent to: marketing@appro.org

In keeping with our Zero Waste initiative, APPrO 2014 will limit the use of paper inserts in the Conference Delegate portfolios, and instead offer promotional space in electronic format provided to all attendees and on the APPrO 2014 Conference Proceedings.

Please submit up to, but not exceeding 10 MB of promotional material to: marketing@appro.org by October 1. 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.

Your material will also be included in the APPrO 2014 Conference Proceedings published in Spring 2015. If you wish to update your material for the Proceedings, please submit copy no later than April 1, 2015. If no updates are received by the deadline, we will default to the copy on hand from the 2014 Delegate Kit.
The official APPrO 2014 Power Networking Guide will appear as a special supplement to the October/November edition of IPPSO FACTO, the official magazine of APPrO. The Show Guide is also widely distributed pre-event through our own channels and those of our marketing partners, as well as onsite at the event.

APPrO publishes an advance electronic version of the 2014 Power Networking Showguide so get your materials in and take advantage of the extended promotional exposure!

**ELECTRONIC RESERVATION DEADLINE** – JUNE 13
**ELECTRONIC MATERIAL DEADLINE** – JUNE 14

**PRINT RESERVATION DEADLINE** – SEPTEMBER 22
**MATERIAL DEADLINE** – SEPTEMBER 26

*Please note that due to time and production constraints, these deadlines will not be extended

*Print advertising copy files should be sent to: marketing@appro.org

Contact Carole Kielly, Marketing Manager
(416) 322-6549 ext. 226
carole.kielly@appro.org
### Power Networking Show Guide Ad Dimensions

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page ad (no bleed)</td>
<td>7 3/16&quot; w x 9 11/16&quot; h (7.1875 x 9.6875)</td>
</tr>
<tr>
<td>Full page ad (with bleeds): page is 8.5&quot; x 11&quot;</td>
<td></td>
</tr>
<tr>
<td>add 1/4&quot; bleed</td>
<td></td>
</tr>
<tr>
<td>1/6 page vertical</td>
<td>2 1/4&quot; w x 4.7/8&quot; h (2.25&quot; x 4.875&quot;)</td>
</tr>
<tr>
<td>(1 column on a 3-column page, half page height)</td>
<td></td>
</tr>
<tr>
<td>1/3 page square</td>
<td>4 3/4&quot; w x 4.7/8&quot; h (4.75&quot; x 4.875&quot;)</td>
</tr>
<tr>
<td>(2 half columns on a 3-column page)</td>
<td></td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2 1/4&quot; w x 9 11/16&quot; h (2.25&quot; x 9.6875&quot;)</td>
</tr>
<tr>
<td>(1 column on a 3-column page, full page height)</td>
<td></td>
</tr>
<tr>
<td>1/3 page horizontal ad</td>
<td>7 3/16&quot; w x 3 1/4&quot; h (7.1875&quot; w x 3.25&quot; h)</td>
</tr>
<tr>
<td>(2-column &amp; 3-column page, full page width)</td>
<td></td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>4 3/4&quot; w x 9 1 1/16&quot; h (4.75&quot; x 9.6875&quot;)</td>
</tr>
<tr>
<td>(2 columns on a 3-column page, full page height)</td>
<td></td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3 1/2&quot; w x 9 11/16&quot; h (3.5&quot; x 9.6875&quot;)</td>
</tr>
<tr>
<td>(1 column on a 2-column page, full page height)</td>
<td></td>
</tr>
<tr>
<td>1/2 page horizontal.</td>
<td>7 3/16&quot; w x 4 7/8&quot; h (7.1875&quot; x 4.875&quot;)</td>
</tr>
<tr>
<td>(full page width, half page height)</td>
<td></td>
</tr>
<tr>
<td>1/8 page horizontal ad</td>
<td>7 3/16&quot; w x 1 1/4&quot; h (7.1875&quot; w x 1.25&quot; h)</td>
</tr>
<tr>
<td>(2-column &amp; 3-column page, full page width)</td>
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</tr>
<tr>
<td>1/8 page vertical</td>
<td>3 1/2&quot; w x 2 7/16&quot; h (3.5&quot; x 2.4375&quot;)</td>
</tr>
<tr>
<td>(1/4 column on a 2-column page, 1/4 page height)</td>
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Power Networking Show Guide Print Advertising
Standards & Specifications

**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.

Contact Carole Kielly, Marketing Manager
(416) 322-6549 ext. 226
carole.kielly@appo.org
Enhanced Power Networking Show Guide Listings

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

*Please send your enhanced listing information to marketing@appro.org by June 10 for the electronic version and September 22 for the print version only (we will duplicate the copy sent for the electronic version unless we receive updates from you before the print copy deadline)

To ensure the highest reproduction quality for your logo, please submit your logo in EPS format (CMYK).

Please note that the reproduction quality of various formats across the various media used at APPrO 2014 may not be consistent. We can accept JPEG, GIF, TIF and PDF in lieu of EPS file format but reproduction quality is not guaranteed.

IPPSO FACTO Advertising discounts for Power Pack Exhibitors

The November issue of IPPSO FACTO will be widely distributed at APPrO 2014 Canadian Power Conference & Networking Centre. Special rates are in effect for single insertions in this issue, however APPrO is extending a 25% discount to 2014 Power Networking Centre Exhibitors.

This is a huge savings and an excellent opportunity to take IPPSO FACTO for a spin in front of the largest possible audience!

RESERVATION DEADLINE – OCTOBER 10, 2013
MATERIAL DEADLINE – OCTOBER 17, 2013

For more details and rates, click here to download the APPrO Media Kit.
Contact: Carole Kielly, Marketing Manager

http://www.appro2014.com
Tel: 416-322-6549

Sponsorship and Power Networking Centre
Exhibit Sales: Print & Online Advertising:

ext 226
Carole.Kielly@appro.org

Logos and advertising copy submissions:
marketing@appro.org

www.appro2014.com
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