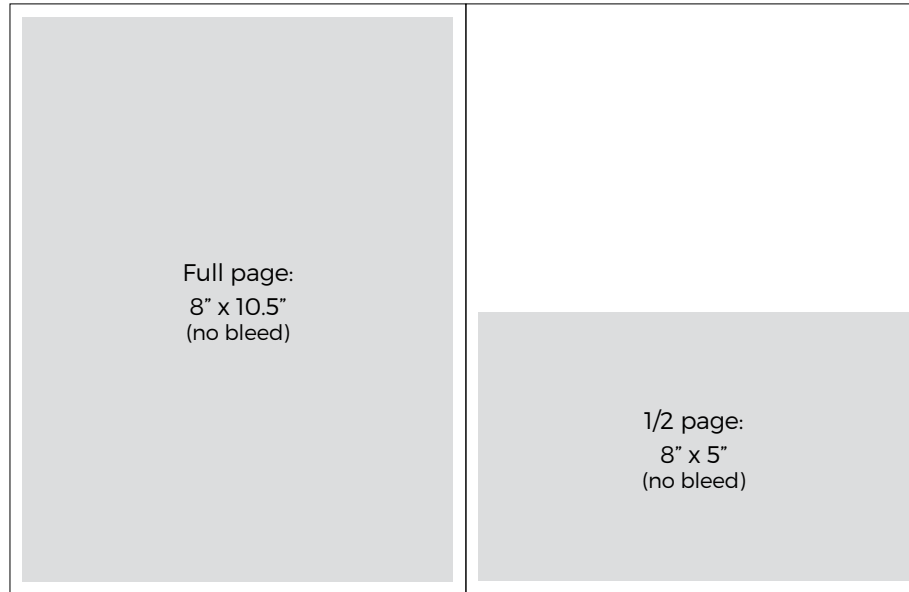


# EXHIBIT GUIDE AD SPECIFICATIONS



## SIZE SPECIFICATIONS

Book Trim Size: 8.5" wide x 11" tall

### Ad Sizes

#### Non-Bleed

Full Page: 8" wide x 10.5" tall

1/2 Page: 8" wide x 5" tall

#### Bleed

Not available for this event guide

## COLOR SPECIFICATIONS

Inside Cover: CMYK

Inside Back Cover: CMYK

Outside Back Cover: CMYK

Inside: B/W

## DIGITAL SPECIFICATIONS

All ads must be submitted in the following digital format only:

- A high-resolution Adobe PDF/X file\*, distilled at 300 dpi with all fonts embedded
- Images must be CMYK
- Do not embed ICC Profiles within images
- Ads created in PowerPoint will NOT be accepted

\* All PDF submissions will be reviewed to ensure print quality. If issues are found with the PDF, it will be rejected and the advertiser will need to resupply a new advertisement.

## TO UPLOAD YOUR AD

Please go to your [eventPower Exhibitor Portal](#).

Log in to the portal using the URL link provided to you when you contracted for this event. Once you are in the portal, go to the Advertisements tab and follow the instructions.

If you cannot locate that information, contact:

**Heather Schulman**  
Fulfillment & Exhibit Hall Manager  
(703) 740-1944  
[hschulman@eventPower.com](mailto:hschulman@eventPower.com)

For artwork technical questions, contact:

**Hiroko Strange**  
Director, Creative Services  
(703) 740-1968  
[HStrange@eventPower.com](mailto:HStrange@eventPower.com)