



MARKETING & SPONSORSHIP GRAPHICS REQUIREMENTS

DEADLINE FOR REQUIREMENTS: FEBRUARY 28, 2018

Please submit to mpawczuk@robotics.org

PRINT SPECIFICATIONS

Logos for Show Directory

- Company Logo must be a 300 dpi logo in .eps, .jpg or .png format
- Send print-ready files. All color files must be prepared as CMYK process color...no RGB, Indexed color or Pantone spot colors.

Half Page 4-Color Ad

- Half page Horizontal: 7.5" x 4.75" (18.73 cm x 11.43 cm)
- Half page Vertical: 3.5" x 9.5" (8.9 cm x 22.86 cm)

Mechanical Requirements

Bleed ads must add 1/8" (0.318 cm) on all sides (bleed size above). Keep live area 1/2" (1.27cm) in from trim.

Electronic Requirements

All color files must be prepared as CMYK process color...no RGB, Indexed color, or Pantone spot colors.

PLEASE NOTE: Some electronic file formats will not be accepted, including Microsoft Word, Microsoft Publisher, Microsoft PowerPoint, and Quark Passport.

Full Page 4-Color Ad

Size Specifications

- Full Page Trim: 8.375" x 10.875" (21.27 cm x 27.62 cm)
- Full Page Bleed: 8.625" x 11.125" (21.90 cm x 28.25 cm)
- Full Page Live Area: 7.375" x 10.125" (20.64 cm x 25.71 cm)

Mechanical Requirements

No bleeds for half page ads. Keep live area 1/2" (1.27cm) in from trim.

Electronic Requirements

All color files must be prepared as CMYK process color...no RGB, Indexed color, or Pantone spot colors.

PLEASE NOTE: Some electronic file formats will not be accepted, including Microsoft Word, Microsoft Publisher, Microsoft PowerPoint, and Quark Passport.

MOBILE SPECIFICATIONS

Mobile Profile Upgrade

- Company logo in .jpg or .png format
 - Please submit your graphic as a high-resolution vector file
- Up to three (3) handouts in PDF format

Mobile App Rotating Banner

Please submit banner under the following specifications:

- Format: .jpg or .png file
- Illustration dimensions: 640 x 110 pixels **exactly**
- Filter: RGB color
- 72 or 300 dpi
- No visible outside graphic borders

Featured Product Mobile Showroom

Send information for up to three products:

- Product Name: 60 characters (includes spaces/periods) — no formatting
- Description: 200 words – no formatting
- Illustration: Please submit your graphics as high-resolution vector files
 - * Make sure to identify the photo files with names matching the product names
- Attach one (1) handout for each product in PDF format
 - * Make sure to identify the photo files with clear names. (Ex: “your company” logo)

Notifications

Special Announcements are sent directly to the devices of all app users. Please provide the following information in a word document:

- Title: 60 characters (includes spaces/periods) — no formatting
- Description: 200 words (max)

Date and time you wish to send the notification

ONLINE SPECIFICATIONS

Online Exhibitor Profile “Enhanced” Upgrade

- Please fill out your [exhibitor listing form](#) for your company information **by February 16, 2018**
- Company logo must be 200 x 100 pixels minimum in .jpg, .gif, or .png format
- Three additional images: must be 400 x 300 pixels **exactly** in .jpg, .gif, or .png format
 - 500 character caption
- Four additional contacts with full contact information and email links

Online Exhibitor Profile “Premium” Upgrade

- Please fill out your [exhibitor listing form](#) for your company information
- Company logo must be 200 x 100 pixels minimum in .jpg, .gif, or .png format
- Three additional images: must be 400 x 300 pixels **exactly** in .jpg, .gif, or .png format
 - 500 character caption
- Four additional contacts and email links
- Banner
 - 1000 x 200 pixels exactly in .jpg, .gif, or .png format
 - Banner Alt Text
 - URL for banner to link to

Online Button Ad Specifications

Preferred Month(s):

- January February March April

Artwork Specifications

- 270 x 100 pixels **exactly** in .jpg, .gif, .png, or .swf format
- Static version must also be provided with animated .gif and .swf files
- URL for ad to link to

Requirements for Submitting Flash Artwork

Flash (SWF) ads submitted must include the common “clickTag” code for linking to a website. The code below should be included on all buttons within the Flash ad. Animation must stop after 20 seconds. on (release) { getURL(_root.clickTag, “_blank”); } Including the _root is not a requirement for “clickTag”, but is preferred so ad will click correctly. Direct URLs embedded in a Flash document should not be used.

Featured Product Online Showroom

Send information for up to three products with descriptions and a photo for each:

- Name of product
- Product description (limit to 4000 characters or less)
- Product image: must be 370 x 170 pixels **exactly** in .jpg, .gif, or .png format
- Product thumbnail image: must be 100 x 100 pixels **exactly**
- 1 PDF handout of each product for the Mobile App

Pre-Show Attendee Email Blast

Schedule deployment dates as far in advance as possible (at least three weeks in advance) – preferably as soon as agreement is made. Send your HTML & text file to mpawczuk@robotics.org as soon as you can after agreement signing. **If your deployment date is scheduled and we do not have your files at least five business days in advance, we may not be able to deploy your e-blast as scheduled.**

Rescheduled deployment dates can be from several days to several weeks later and is dependent on list availability.

Please follow these guidelines to ensure on-time deployment:

- 4 – 5 word SUBJECT line
- From line – cannot be an email address
- Plain TEXT file (*.txt) – The text file cannot have images. The links need to be typed out in full. For example <http://www.gartner.com/oct09/aw3bn243/r/23g>, not just gartner09show.com*
- Completed HTML file – In the HTML file, please make sure the images paths are complete and contain the domain name. Here is an example:

- Please also make sure that all images have an alt tag.
- Test email address(es) – Include all email address that should receive the email draft. If there will be more than one reviewer, please indicate which one will give final approval to deploy.

Featured Exhibitor Attendee Email Sponsors

- Company logo must be 200 x 100 pixels minimum in .jpg, .gif, or .png format
- Include a hyperlink of the landing page you would like to attach to your logo

GIANT STANDING GRAPHIC

Types of file to Submit

Vector Based Graphics

- RGB color
- AI, EPS, PDF files
- 100% or 50% scale with 1/2" Bleed
- All fonts created to outlines

Raster Based Graphics

- RGB color
- PSD, TIFF, HI-RES PDF files
- 100% at 100ppi or 50% at 200ppi
with 1/2" Bleed

How to Submit Artwork

E-Mail *(can receive unlimited file sizes)*

When sending e-mail include "Automate Sponsorship" in the subject line. It helps if the file name includes your company name. Be sure to include your contact information in case we have questions.

If your file is too large for you to email, try the free service at www.yousendit.com

Email to: jhamilton@a3automate.org

