ARTWORK GUIDELINES

Artwork Guidelines	Due to NEI for Review (allow 2-3 business days)	Final Files Due	Shipping / Delivery Instructions
50-word Exhibiting Company Description If received after the due date, we cannot guarantee inclusion in any NEI Congress materials.	-	**Onsite Exhibitor:** 9/10/21 **Virtual Exhibitor:** 9/30/21	**Onsite Exhibitors Submit at:** https://nei.global/cng/onsiteexhibitform **Virtual Exhibitors Submit at:** https://nei.global/cng/virtualexhibitform
Tangible Tote Bag Insert Each organization is responsible for producing and supplying print ready inserts. Inserts received after the final due date will be displayed in the designated literature area. Any remaining inserts after the conference will be discarded. **Design Guidelines:** max size 8.5 x 11 and double sided	8/30/21	**Must arrive by** 9/17/21	**Ship 2,000 copies to:** Dynamark / Rob Kohls 2021 Congress, "Your Company Name" Tote Insert 1422 Lebanon Pike, Nashville, Tennessee 37210 Phone: (615) 921-9399
Virtual Tote Bag Insert for the NEI Congress Online platform Virtual tote bag ads are contained in a drop-down file for attendees who registered to participate in the simulcast. Provided they registered in time to receive the NEI Attendee Box, they will receive the printed insert as well.	8/30/21	9/17/21	Upload your file to Zamanda Garcia at: https://nei.global/cng/sponsoruploads

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2021 NEI CONGRESS
November 4-7 · Colorado Springs, CO

Door Drops Each organization is responsible for producing and supplying printed pieces. Extra door drops will be placed on a literature table onsite. Any remaining pieces after the conference will be discarded. Please email tracking information to alemmen@neiglobal.com. *Note: due to COVID-19 door drops may be placed on the outside of the hotel room door, rather than inside the room. This decision will be made closer to the actual date.* **Design Guidelines:** max size 8.5 x 11 *Please make note of the desired date of door drop with submission.*	-	**Must arrive by 10/29/21**	**If you purchased BROADMOOR HOTEL door drops, ship 1,000 copies to:** Attn: Andrew Lemmen 2021 NEI Congress The Broadmoor 1 Lake Avenue Colorado Springs, CO 80906 **If you purchased CHEYENNE MOUNTAIN RESORT door drops, ship 300 copies to:** Attn: Caitlin Palin, Sales Manager 2021 NEI Congress Cheyenne Mountain Resort 3225 Broadmoor Valley Road Colorado Springs, CO 80906
Mobile App Banner Advertisement **Design Guidelines:** • Mobile Phone Banner - 640 px (h) x 150 px (w) • Tablet/Online Banner - 552 px (h) x 150 px (w) • Resolution: 72 DPI | Color Mode: RGB | File Format: PNG • Banners should not be transparent *Both smart phone and tablet images are required.*	-	10/4/21	Upload your file to Zamanda Garcia at: https://nei.global/cng/sponsoruploads

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Mobile App Announcement / Push Notification **Design Guidelines for App Announcement:** Each message includes a custom message (250-character limit) and a customized image graphic (square: 1080 x 1080 pixel). The announcements will be seen on the Activity Feed. **Design Guidelines for Push Notification:** 140-character limit custom text message. You can link to a URL.		10/4/21	Upload your file to Zamanda Garcia at: https://nei.global/cng/sponsoruploads
Desktop (Virtual Platform) Push Notification 700px W x 600px H static image that can link out to a web address		10/4/21	Upload your file to Zamanda Garcia at: https://nei.global/cng/sponsoruploads
Pre or Post Conference Mailer (Snail Mail) Each organization is responsible for supplying a print ready mailer to Dynamark, all postage fees, and ensuring the mailer gets distributed on time. Mailers received after the final due date at Dynamark are not guaranteed to arrive on time to pre-registrants. **Design Guidelines:** max size 8.5 x 11 *NOTE: Due to the ongoing pandemic, standard and priority USPS mail is sometimes delayed. Please discuss mail date options with Dynamark.*	8/31/21	10/4/21	Ship mailer to: Dynamark / Rob Kohls 2021 Congress, "Your Company Name" Mailer 1422 Lebanon Pike, Nashville, Tennessee 37210 Phone: (615) 921-9399

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Congress Program Guide
Advertisements received after the submission deadline are not guaranteed to be included.
 	
All files submitted must have a 0.125" (1/8") bleed on each side of the document.
 	
Files should be submitted as print ready PDFs (CMYK color space and 300 DPI). PDFs should not have ANY printer marks on them (no color checks, no crop marks, etc.). Just the 1/8" bleed all around.
 	
Advertisement Sizes:
 	
• Centerfold (2-page spread) 17" (w) x 11" (h)
  Submission with bleed: 17.25" (w) x 11.25" (h)
• Inside Front Cover (single-page ad) - 8.5" (w) x 11" (h)
  Submission with bleed: 8.75" (w) x 11.25" (h)
• Inside Back Cover (single-page ad) - 8.5" (w) x 11" (h)
  Submission with bleed: 8.75" (w) x 11.25" (h)
• Run-of-Book (single-page ad) – 8.5" (w) x 11" (h)
  Submission with bleed: 8.75" (w) x 11.25" (h)
• Run-of-Book (half-page ad) - 8.5" (w) x 5" (h)
  Submission with bleed: 8.75" (w) x 5.25" (h)
• Belly Band Wrap - 5.75" (w) x 18.5" (h)
  Submission with bleed: 6" (w) x 18.75" (h)
• PI pages - 8.5" (w) x 11" (h)
  Submission with bleed: 8.75" (w) x 11.25" (h)
	7/16/21	8/5/21	Upload your file to Zamanda Garcia at:
			https://nei.global/cng/sponsoruploads

Attendee Tote Bag - Sponsor Logo
 	
Design Guidelines:
• Imprint Size/Dimensions: 6"(w) x 7.5"(h)
  File Format: EPS, AI / Resolution: 300 DPI /
  Imprint color: White
	-	7/2/21	Upload your file to Zamanda Garcia at:
			https://nei.global/cng/sponsoruploads

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Attendee Lanyard - Sponsor Logo **Design Guidelines:** • Imprint Size/Dimensions: 3.25"(w) x 1.25"(h) • File Format: EPS, AI / Resolution: 300 DPI / Imprint color: White	-	7/2/21	Upload your file to Zamanda Garcia at: https://nei.global/cng/sponsoruploads
Virtual Log-In Page **Design Guidelines:** • (1) 300 x 250 • (1) 450 x 100 *View Layout at here (page1).*	-	10/1/21	Upload your file to Zamanda Garcia at: https://nei.global/cng/sponsoruploads
Virtual Lobby Ad: Non-Animated **Design Guidelines:** • (4) 300 x 250 • (1) 600 x 500 • (1) 450 x 100 *View Layout at here (page2).*	-	10/1/21	Upload your file to Zamanda Garcia at: https://nei.global/cng/sponsoruploads
Virtual Lobby Ad Video Wall Needs to be 45 seconds or less. Note that ISI's do not show well in this ad. **Design Guidelines:** 1280 x 720 (mp4) *View Layout at here (page2).*	-	10/1/21	Upload your file to Zamanda Garcia at: https://nei.global/cng/sponsoruploads

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Virtual Exhibit Hall **Design Guidelines:** 1200 x 125 *View Layout at here (page3).*	-	10/1/21	Upload your file to Zamanda Garcia at: https://nei.global/cng/sponsoruploads
Bartolin Hall Entry Walls (Exhibit Hall) Panel #1 - 193.5/8" w x 63.1/8" H (with two vents) Panel #2 – 168.75" w x 62.5" H (with one vent) Panel #3 – 230. 1/16" w x 41.5 H (triangle) Panel #4 – 192.75" w x 62.5" H Panel #5 – 229.125" w x 41.5" H Panel #6 – 167.1/8" w x 62.5" H (with two vents) Panel #7 – 196.1/8 w x 62.5" H (with two vents) Panel #8 – 241.1/8" w x 62.5" H (with two vents) *View Templates here.*	-	10/1/21	Upload your file to Zamanda Garcia at: https://nei.global/cng/sponsoruploads
NEI Attendee Box *View Dimensions here.*		TBD. This will be an early due date b/c shipping takes a long time.	Upload your file to Zamanda Garcia at: https://nei.global/cng/sponsoruploads

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International Center Windows **Design Guidelines:** • (6) 1-2, 6-8, 12-13 – 65" W x 132" H • (6) 3-5, 9-11 – 65" W x 132" H • (9) 14-22 – 66.75" W x 130" H *View Dimensions here.*	-	10/1/21	Upload your file to Zamanda Garcia at: https://nei.global/cng/sponsoruploads
Exhibit Hall Wrapped Columns Columns for Bartolin Hall have varying sizes and NEI recommends having a conference call with our sign vendor to ensure you select the columns of your preferences and get the exact specs at that time. **Design Guidelines:** 43" W x 170" H *View Floorplan here.*	-	10/1/21	Upload your file to Zamanda Garcia at: https://nei.global/cng/sponsoruploads
Stacking Cube Towers A tower of three cubes totaling 11.5 feet in height. Will be placed by NEI for maximum viewing. **Design Guidelines:** Lowest Cube: 58"^{3} Middle Cube: 46"^{3} Highest Cube: 34"^{3}		10/1/21	Upload your file to Zamanda Garcia at: https://nei.global/cng/sponsoruploads

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Exhibit Hall Floor Decals **Design Guidelines:** A circle with a 52" diameter with ability to adhere to the floor of the exhibit hall.		10/1/21	Upload your file to Zamanda Garcia at: https://nei.global/cng/sponsoruploads
Exhibit Hall Benches These panels will go beside the benches to increase visibility and will be double sided. **Design Guidelines:** Each panel will be 35"w x 69.375"h.		10/1/21	Upload your file to Zamanda Garcia at: https://nei.global/cng/sponsoruploads
Video Wall to Exhibit Hall **Design Guidelines:** The wall is 199" x 166" and has a canvas size of 5760 x 2160 pixels. Content should be created in the ultra-high resolution and PNG or JPG is ideal. It is split into 6 (3x2) panels with no pixel loss. Each panel is 1920x1080 pixels.	-	10/1/21	Upload your file to Zamanda Garcia at: https://nei.global/cng/sponsoruploads

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Broadmoor Hall Ads ***Broadmoor Hall Canvas (Foyer)*** 196W x 64" H (2" Deep) ***Broadmoor Hall Framed Art (Registration Area)*** ***Quantity: 12*** Direct print to 3/16" foam core inserted into existing Frames Broadmoor Hall A Ballroom Lobby • 45.75" w X 55" H • 42.5" W X 45.5" H • 52" W X 61.875" H • 26.25" W X 56" H • 46.25" W X 42.5" H Broadmoor Hall B Ballroom Lobby • 45.75" W X 55" H • 40.5" x 45.5" H • 23.25" W X 49.75" H • 64"W x 49.75" H • 24.5"x 49.5" H	-	10/1/21	Upload your file to Zamanda Garcia at: https://nei.global/cng/sponsoruploads
Broadmoor Bus Wrap **Design Guidelines:** • Driver Side: 170" L x 18" H • Driver Side Back Panel: 18" W x 45" H • Passenger Side: 164" L x 18" H • Passenger Side Back Panel: 45" W x 50" H • Rear: 72" W x 60" H ***View Dimensions here.***	-	10/1/21	Upload your file to Zamanda Garcia at: https://nei.global/cng/sponsoruploads

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Hotel Room Key Cards **Design Guidelines:** TBD	-	10/4/21	Upload your file to Zamanda Garcia at: https://nei.global/cng/sponsoruploads
Exhibit Hall Charging Station **Design Guidelines:** The sponsor's video will be looped continuously on a plasma screen available in the charging station lounge	-	10/4/21	Upload your file to Zamanda Garcia at: https://nei.global/cng/sponsoruploads
Digital Advertisement (2 Monitors) **Design Guidelines:** TBD	-	10/4/21	Upload your file to Zamanda Garcia at: https://nei.global/cng/sponsoruploads
Exhibit Hall Coffee Stations **Design Guidelines:** • Cup imprint area: OWL: 2.38"W x 2.00"H -1 Color || Wrap: 7.19"D - 1 Color ||1.75"W x 2.00"H x 1.50"D - 4 Max Color • Napkin imprint area: 3.25w" x 3.13 h"		7/2/21	Upload your file to Zamanda Garcia at: https://nei.global/cng/sponsoruploads
Wi-Fi Splash page The sponsoring company is responsible for designing a pass-through page. Use best practice guidelines to design your webpage and keep in mind that the end user can view your page in different platforms. For example, don't use lots of columns, keep the message formatting simple and allow wrapping, and use bigger graphics with decent touch space in addition to following other best practices for email creation. **Please provide:** • URL link to your pass-through page	-	10/4/21	Upload your file to Zamanda Garcia at: https://nei.global/cng/sponsoruploads

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• Your desired network name and password (limit of 6 characters)			
Pre <u>or</u> Post Email Blast	10/4/21	-	Upload your file to Zamanda Garcia at: https://nei.global/cng/sponsoruploads

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NEI will send you a test email through its email client, Campaigner. Only 3 review rounds will be allotted. Additional rounds of review will cost $150 per round. Please complete the Email Blast Required Information form on the next page.

When creating your email, please keep in mind:

- The only acceptable file format is HTML.
- All email images **must** be linked to a URL. **NEI will not host any images**. Files with embedded images will not be accepted and will be returned for proper formatting.
- The following message **must** be added to the top of your email, before the main content, in order to prevent recipients from unsubscribing: "You are receiving this email because you're registered for the 2021 NEI Congress."
- NEI will not assist with any designing or coding of HTML emails. All edits/corrections must be done through your agency's designer.
- NEI will not provide the email list to advertisers.
- The "From" name will be "NEI Congress Industry News," and the from email will be customerservice@neiglobal.com
- There is no reply-to option. NEI will forward any inquiries to the main contact. Alternatively, a reply-to email in the body of your email can be added.
- The email subject line and main body text need to clearly identify that the symposium or exhibit were not part of the CME portion of the NEI Congress, Pre-Conference Workshop, or Academies.
  - The phrase "learned at the Congress" is not acceptable by itself
  - The phrase "Thank you for" should be followed by "attending our Industry Symposium" or "visiting us at booth"
  - When referencing the NEI Congress the words "while, during, held at the" are acceptable.
    - Example: "Thank you for visiting our booth while at the NEI Congress!"
- Use best practice guidelines to design your email and keep in mind that the end user can view your email in different platforms. For example, don't use lots of columns, keep the message formatting simple and allow wrapping, and use bigger graphics with decent touch space in addition to following other best practices for email creation.

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Email Blast Required Information

Launch Date & Time *Day and time the campaign should send*	
Email Subject Line The subject line of the email	
Email Pre-header (if any) *The preheader text shows up next to or below the subject line in the inbox. Character max: 50-100*	

Email Proofing List
Who should receive the email proof for review?

First Name	Last Name	Email

Email Launch List
Recipients from your organization that should receive the launched email blast.

First Name	Last Name	Email

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Installation Dates: November 3rd and November 4th at the Broadmoor Hotel

Questions? Contact:

Simulcast Platform & Advertisement	**Marlene Kierbow** Simulcast Producer	mkierbow@neiglobal.com
Sponsorships	**Austin Drysch** Manager, Grant Development	adrysch@neiglobal.com
Industry Symposia	**Tracy Phillips**	tphillips@neiglobal.com
Onsite Advertisement	**Sheri Mills**	smills@neiglobal.com

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