



# SPONSORSHIP SPECIFICATION GUIDE



# Digital Marketing

## Wi-Fi Access



### Specifications & Details

- Banner ad image specs: 1200px wide x 300px tall (.JPG or .PNG)
- URL for banner link
- Customized password must be a minimum of 8 characters in length

### Timeline

- July 1: Submit to **dsidenstricker@aanem.org**
- Aug. 15: Submit final materials to **dsidenstricker@aanem.org**

## Mobile Meeting App



### Specifications & Details

- Bottom ad artwork: 600px wide x 110px tall (JPG or PNG)
- URL for banner link

### Timeline

- Aug. 1: Submit to **dsidenstricker@aanem.org**
- Sept. 9: Submit final materials to **dsidenstricker@aanem.org**

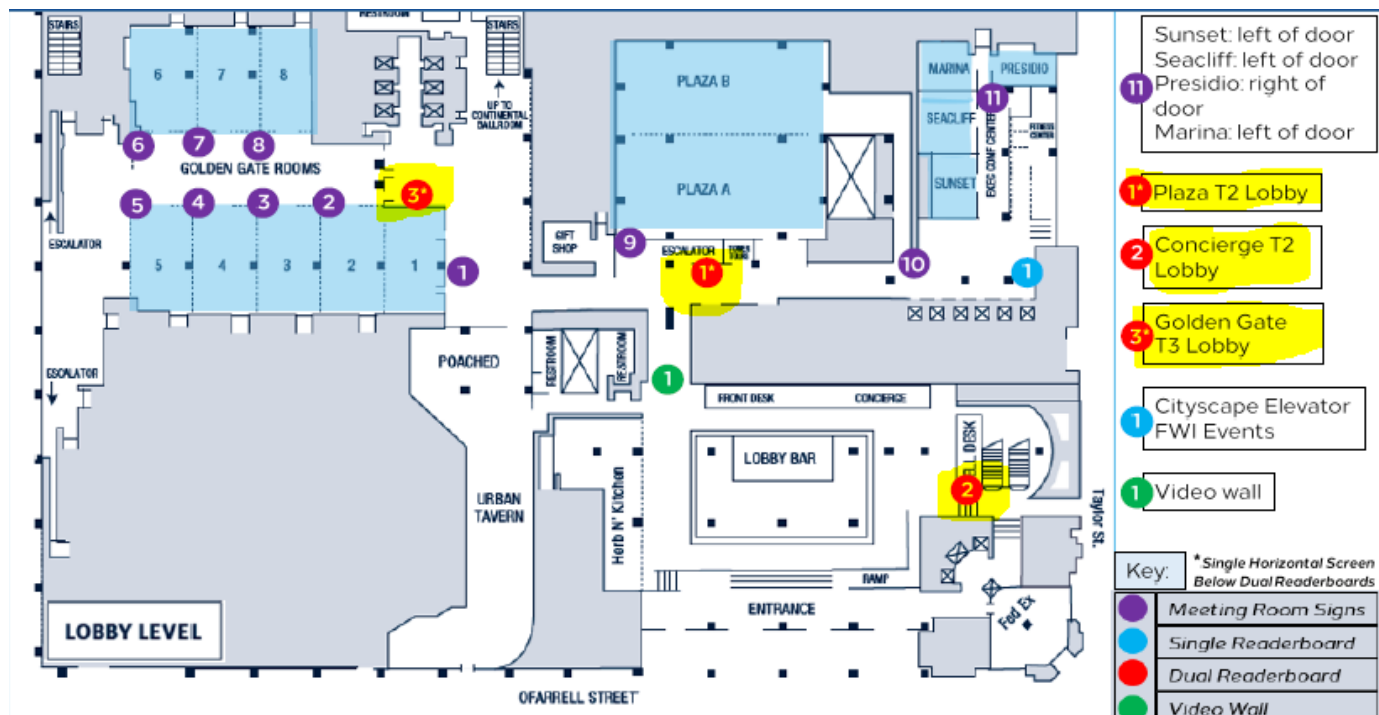
## Digital Reader Board Locations | 5 Reader Boards - 9 Screens



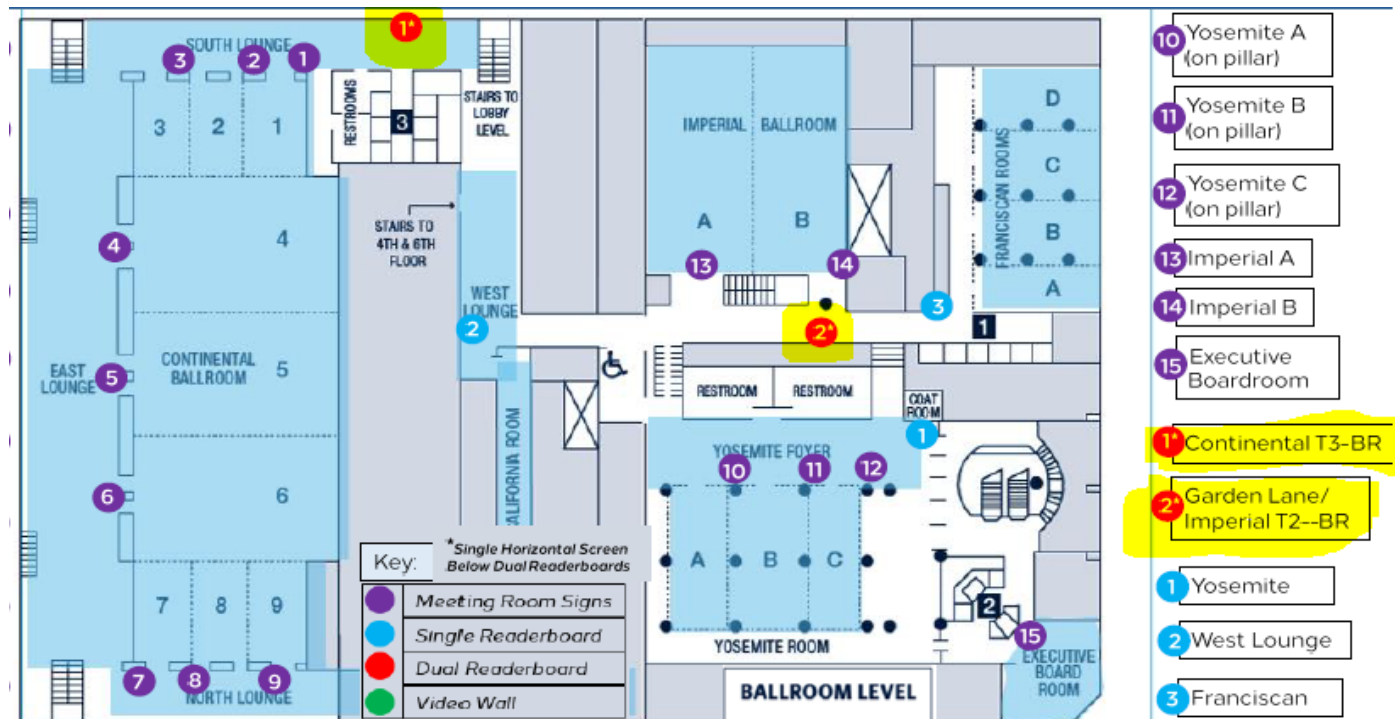
### Locations

Red 2	Lobby Level	Dual Readerboard Ad (under map on right screen) - Concierge T2 Lobby
Red 1	Lobby Level	Dual Readerboard Ad (under map on right screen) - Plaza T2 Lobby
Red 3	Lobby Level	Dual Readerboard Ad (under map on right screen) - Golden Gate T3 Lobby
Red 1	Ballroom Level	Dual Readerboard Ad (under map on right screen) - Continental T3-BR
Red 2	Ballroom Level	Dual Readerboard Ad (under map on right screen) - Garden Lane/Imperial T2-BR
Red 1	Lobby Level	Dual Readerboard Ad - Single Horizontal Readerboards - Plaza T2 Lobby
Red 3	Lobby Level	Dual Readerboard Ad - Single Horizontal Readerboards - Golden Gate T3 Lobby
Red 1	Ballroom Level	Dual Readerboard Ad - Single Horizontal Readerboards - Continental T3-BR
Red 2	Ballroom Level	Dual Readerboard Ad - Single Horizontal Readerboards - Garden Lane/Imperial T2-BR

## Lobby Level



## Ballroom Level



## Level 1 - Lobby Level (three locations - 5 signs)

Red 2      Lobby Level      Dual Readerboard Ad (under map on right screen) - Concierge T2 Lobby



Located in Lobby near front desk, escalators and concierge desk.

Red 1      Lobby Level      Dual Readerboard Ad (under map on right screen) - Plaza T2 Lobby

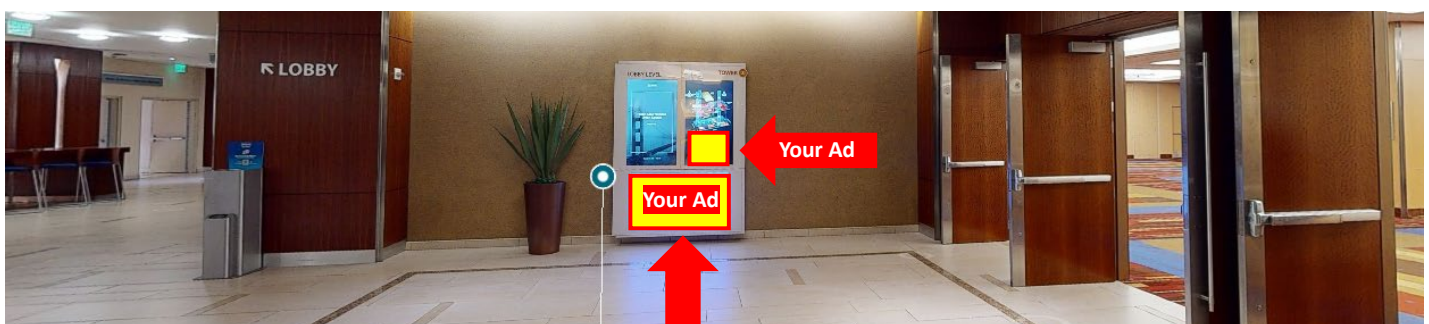
Red 1      Lobby Level      Dual Readerboard Ad - Single Horizontal Readerboards - Plaza T2 Lobby



Located on Lobby Level by Plaza A ballroom where we will have abstracts.

Red 3      Lobby Level      Dual Readerboard Ad (under map on right screen) - Golden Gate T3 Lobby

Red 3      Lobby Level      Dual Readerboard Ad - Single Horizontal Readerboards - Golden Gate T3 Lobby



Located on Lobby Level by the Golden Gate ballrooms where we will have abstracts.



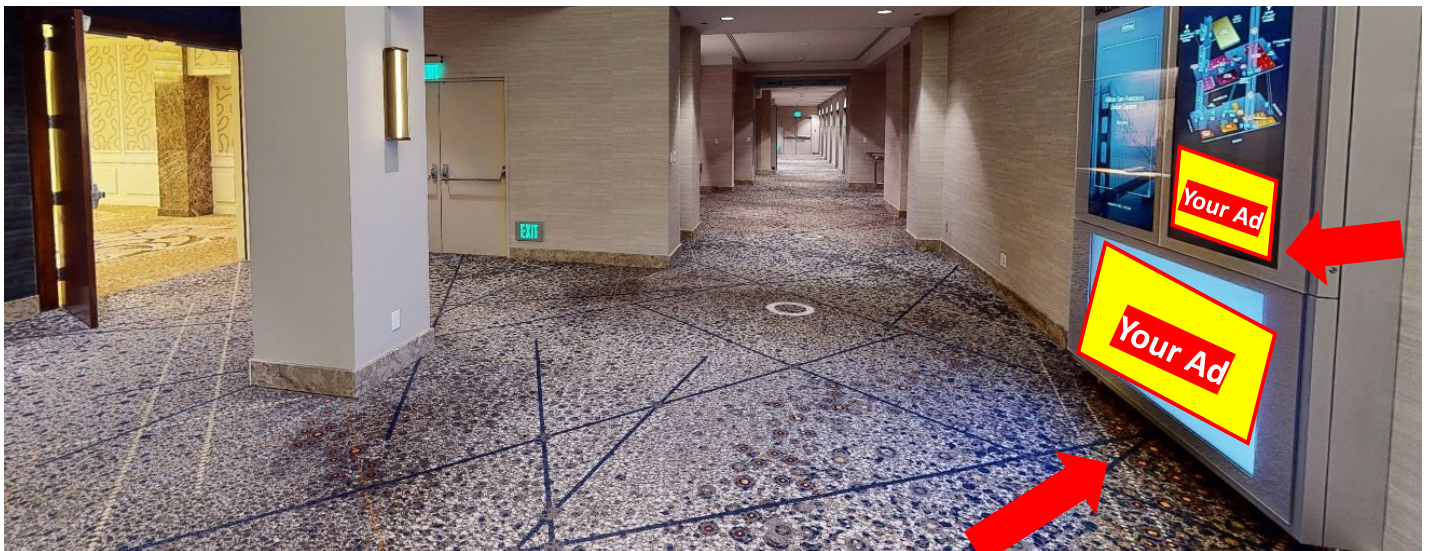
## Level 1 - Ballroom Level (two locations - 4 signs)

- |       |                |  |
|-------|----------------|--|
| Red 1 | Ballroom Level | Dual Readerboard Ad - Single Horizontal Readerboards - Continental T3-BR |
| Red 1 | Ballroom Level | Dual Readerboard Ad (under map on right screen) - Continental T3-BR      |



Located on Ballroom Level by T3 Elevators and Continental 1, 2, 3 where we will have plenary and sessions.

- |       |                |   |
|-------|----------------|---|
| Red 2 | Ballroom Level | Dual Readerboard Ad (under map on right screen) - Garden Lane/Imperial T2-BR      |
| Red 2 | Ballroom Level | Dual Readerboard Ad - Single Horizontal Readerboards - Garden Lane/Imperial T2-BR |



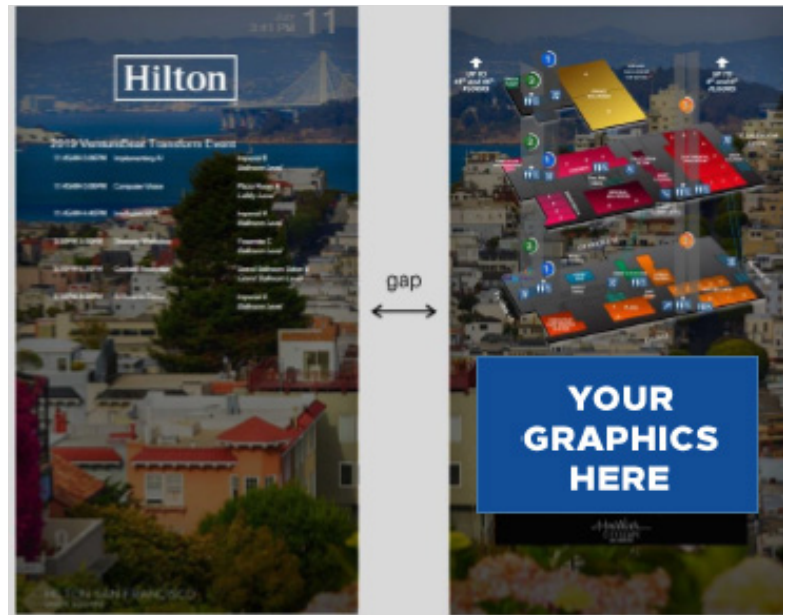
Located on Ballroom Level next to Imperial Ballroom where we will have Industry Forums and EMG Talk.

## Digital Reader Board Specifications & Details

Your content in the brandable space at the bottom of the right screen.

Files must be sent at the following specs:

- 1047 wide by 578 px high created at 96 DPI
- Saved in .jng or .png format



Branding as a rotation with Hotel directional information

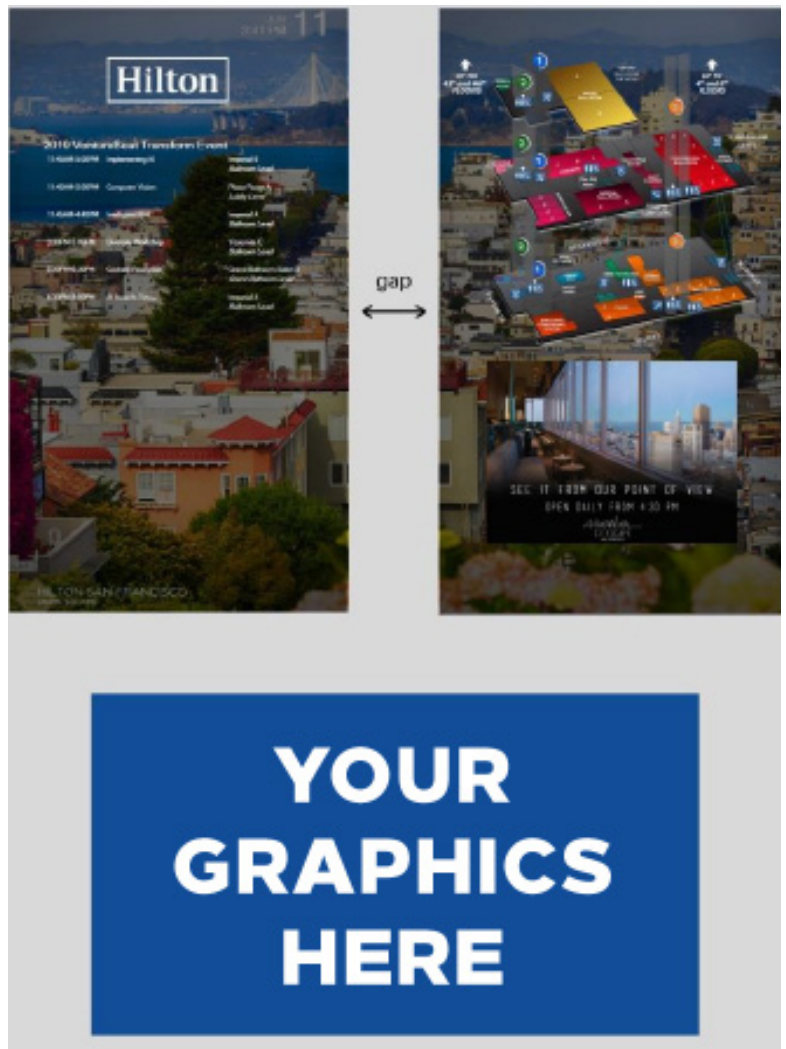
A series of images/videos may be displayed. If this is desired, each file must be clearly labeled with the order and duration of play.

Images files must be sent at the following spec:

- 1920 px wide by 1080 px high created at 96 DPI
- Saved in .jng or .png format

Video files must be sent at the following spec:

- No longer than 20 seconds
- 1920 px wide by 1080 px high
- Video at 30 FPS, save as mp4 file with H.264 encoding,
- 10-12 megabits/second maximum





# Meeting Materials

## Reusable Water Bottles



### Specifications & Details

- 25 oz. aluminum water bottle
- Imprint Area
  - 3"W x 4.5"H
  - One color imprint on each side of the bottle
- Logo Guidelines
  - Accepted high-resolution files include: AI, EPS, PDF, JPG and PNG
  - Maximum file size is 30MB

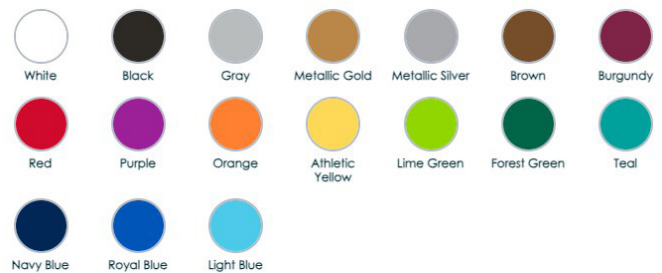
### Timeline

- July 1: Submit to [dsidenstricker@aanem.org](mailto:dsidenstricker@aanem.org)
- July 15: Submit final materials to [dsidenstricker@aanem.org](mailto:dsidenstricker@aanem.org)

### Bottle colors:



### Imprint Colors:



## Meeting Bag



### Specifications & Details

- Cotton Tote - (15"W x 16"W) 12 oz. cotton woven
- Imprint Area
  - 9"W x 11"H
  - One color imprint
- Logo Guidelines
  - Accepted high-resolution files include: AI, EPS, PDF, JPG and PNG.
  - Maximum file size is 30MB

### Timeline

- July 1: Submit to [dsidenstricker@aanem.org](mailto:dsidenstricker@aanem.org)
- July 15: Submit final materials to [dsidenstricker@aanem.org](mailto:dsidenstricker@aanem.org)

### Bag colors:



### Imprint Colors:



## Meeting Bag Insert

(Your Logo)

### Specifications & Details

- Qty: Estimated at 1,500
- Size: Not to exceed 8 1/2" x 11"

### Timeline

- July 1: Submit to [dsidenstricker@aanem.org](mailto:dsidenstricker@aanem.org)
- Aug. 15: Printed inserts due to AANEM Office

AANEM

Attn: Danielle Sidenstricker  
2621 Superior Dr NW  
Rochester, MN 55901

## Hotel Key Cards

### Specifications & Details

- RFID 3.375" x 2.125"
- Live Area 3.125" x 1.875"
- Bleed Area 3.625" x 2.375"
  - o Non-bleed images should not be closer than 1/8" to all card edges

Software Applications: PLI's Prepress Department is Mac-based. We accept artwork created in most industry-standard software applications, including the current versions of Adobe InDesign, Illustrator and Photoshop. Please do not submit Microsoft Word, Excel, Power Point or Publisher files. High resolution PDFs are accepted – please make sure files include bleed. Also include a directional arrow in the design unless the keycard is RFID technology.

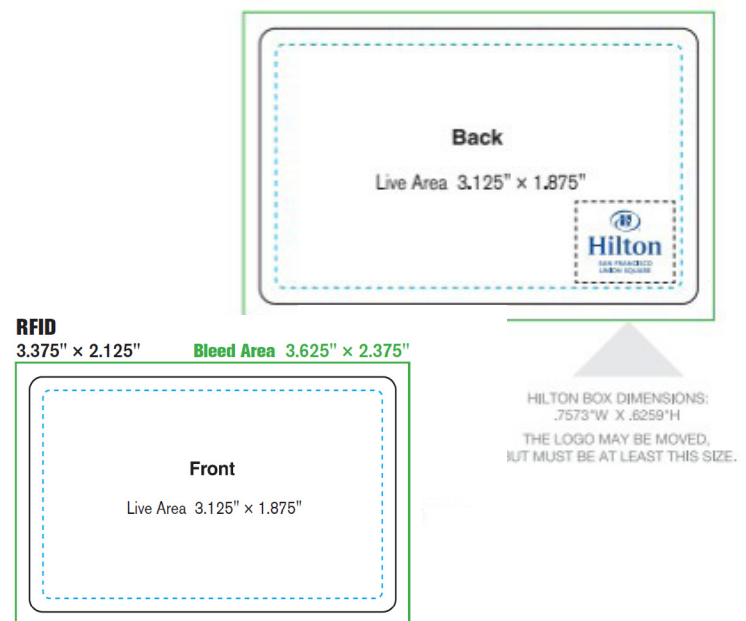
### File Info & Formats:

- If creating artwork in Photoshop, please submit layered, CMYK files.
- Resolution should be 300 at actual size.
- Do not send low resolution images from the internet.
- Supply all necessary fonts and images.
- Package your documents to ensure everything is included.
- All type should be at least 6pt. in size.
- To be legible, reversed type should be at least 8pt.
- Artwork using PMS colors and Photoshop duotone files are accepted.

- Keep all non-bleed elements inside all edges of the keycard.
- Bleed, if applicable, should extend beyond the edges of the card.
- All rules and outlines should be .5pt. or greater.
- Spot colors can be converted to CMYK but cannot be guaranteed to match the specified PMS color when printed as process.

### Timeline

- Aug. 1: Submit to [dsidenstricker@aanem.org](mailto:dsidenstricker@aanem.org)
- Aug. 15: Submit final materials to [dsidenstricker@aanem.org](mailto:dsidenstricker@aanem.org)



Please note that RFID keycards do not require a directional arrow.



# Name Badge Lanyards

YOUR  
LOGO

## Specifications & Details

- 3/4" Economy Polyester Lanyard
- Imprint Area
  - 34-1/2"W x 1/2" H
  - One color imprint
- Logo Guidelines
  - Accepted high-resolution files include: AI, EPS, PDF, JPG and PNG
  - Maximum file size is 30MB

## Timeline

- July 1: Submit to [dsidenstricker@aanem.org](mailto:dsidenstricker@aanem.org)
- July 15: Submit final materials to [dsidenstricker@aanem.org](mailto:dsidenstricker@aanem.org)

## Lanyard & Imprint Colors:



# Coffee Cups

(Your  
Logo)

## Specifications & Details

- 12 oz. Paper cups with lids
- Imprint Area
  - 3.15"W x 2.25"W
  - One color imprint on both sides of the cup
- Logo Guidelines
  - Accepted high-resolution files include: AI, EPS, PDF, JPG and PNG
  - Maximum file size is 30MB

## Timeline

- July 1: Submit to [dsidenstricker@aanem.org](mailto:dsidenstricker@aanem.org)
- July 15: Submit final materials to [dsidenstricker@aanem.org](mailto:dsidenstricker@aanem.org)

Imprint Colors:

**View Colors**

# Onsite Promotions

## Power Zone

### Specifications & Details

- Corporate Manager to provide details

### Timeline

- July 1: Submit to **dsidenstricker@aanem.org**
- July 15: Submit final materials to **dsidenstricker@aanem.org**



## AANEM Discovery Challenge

### Specifications & Details

- Company Logo
  - Accepted high-resolution files include: Vectorized EPS File
- Provide Corporate Manager one short question and answer

### Timeline

- July 1: Submit to **dsidenstricker@aanem.org**
- July 15: Submit final materials to **dsidenstricker@aanem.org**



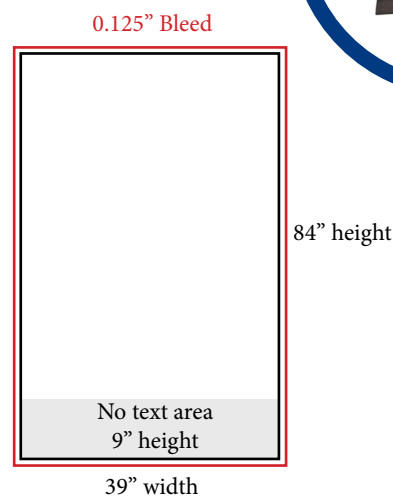
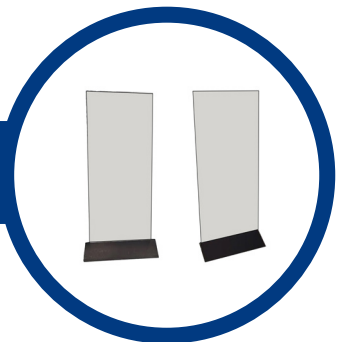
## Meter Boards

### Specifications & Details

- One full-color, one sided meter board
- Heights 84" by width 39" bleed 0.125" bottom
- No text area on bottom 9" section, dedicated for the meter board stand.

### Timeline

- July 1: Submit to **dsidenstricker@aanem.org**
- July 15: Submit final materials to **dsidenstricker@aanem.org**



## Wrapped Column in Exhibit Hall

### Specifications & Details

- AANEM Corporate Manager to provide details

### Timeline

- July 1: Submit to **dsidenstricker@aanem.org**
- July 15: Submit final materials to **dsidenstricker@aanem.org**



## Escalator Clings

### Specifications & Details

- Sizes vary
- Print ready PDF
- 1" bleed included on all sides
- CMYK
- All fonts outlined
- Recommend 72-150 dpi for all graphics

### Timeline

- July 1: Submit to **dsidenstricker@aanem.org**
- July 15: Submit final materials to **dsidenstricker@aanem.org**



Main Lobby Escalators - Lobby Level 1 to Landing 1 (1-4)

Escalators - Landing 1 to Ballroom Level/Yosemite (5-8)

Escalators - Ballroom Level/Yosemite to Landing 2 (9-12)

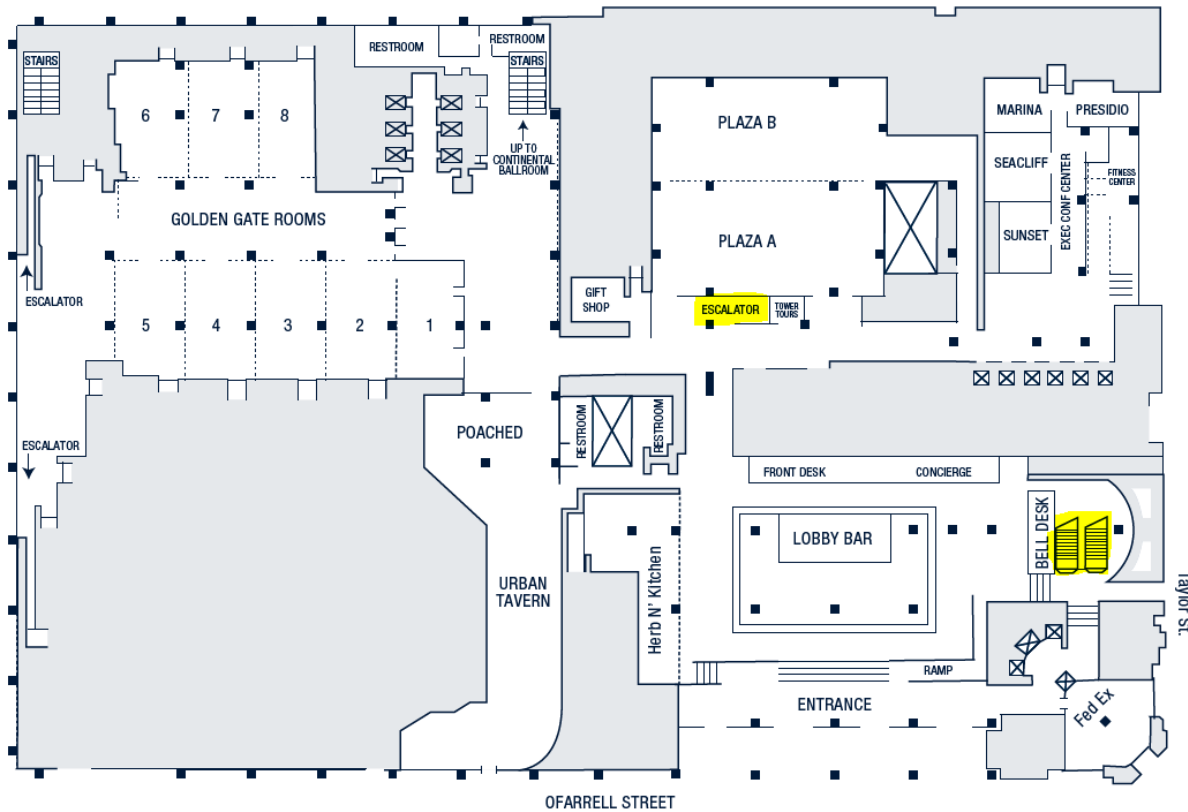
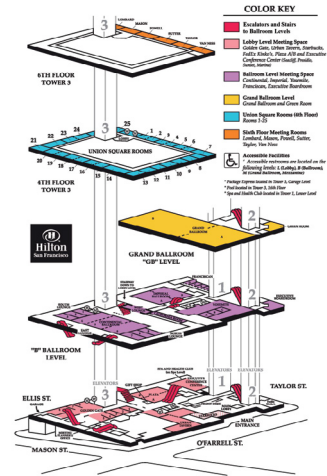
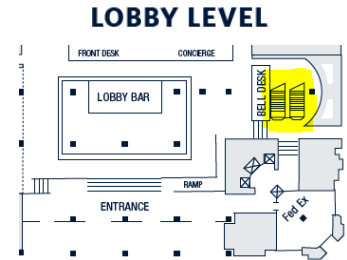
Escalators - Landing 2 to Grand Ballroom Level (13-16)



## Hilton Main Lobby Escalators - Lobby Level 1 to Landing 1

Phototex Single Sided - Straight Run - 3 panels x 2 escalators x 2 sides

STRAIGHT RUN  
(ADD 1" BLEED TO THIS  
LAYOUT - TRIM ONSITE)  
GLASS - 153" x 24.25"



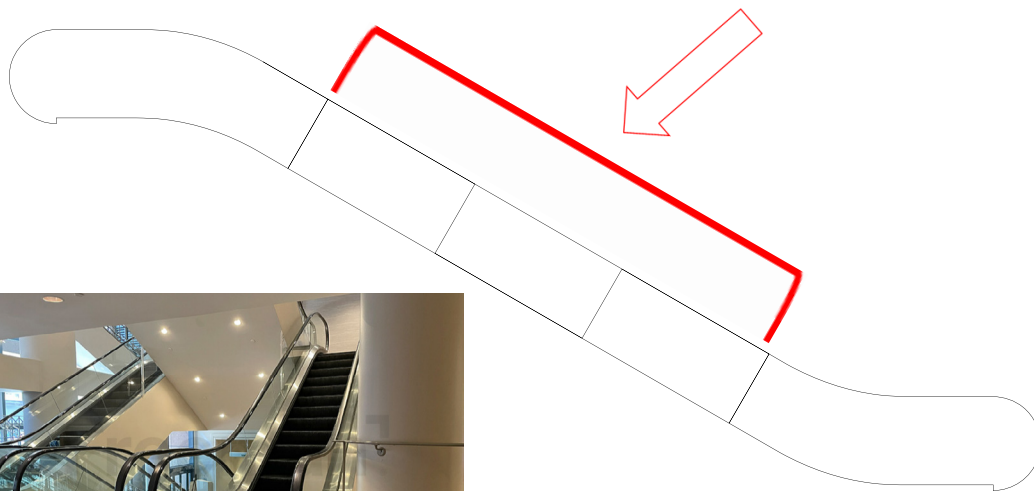
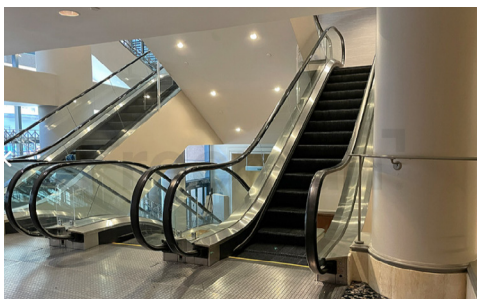
**LOBBY LEVEL**



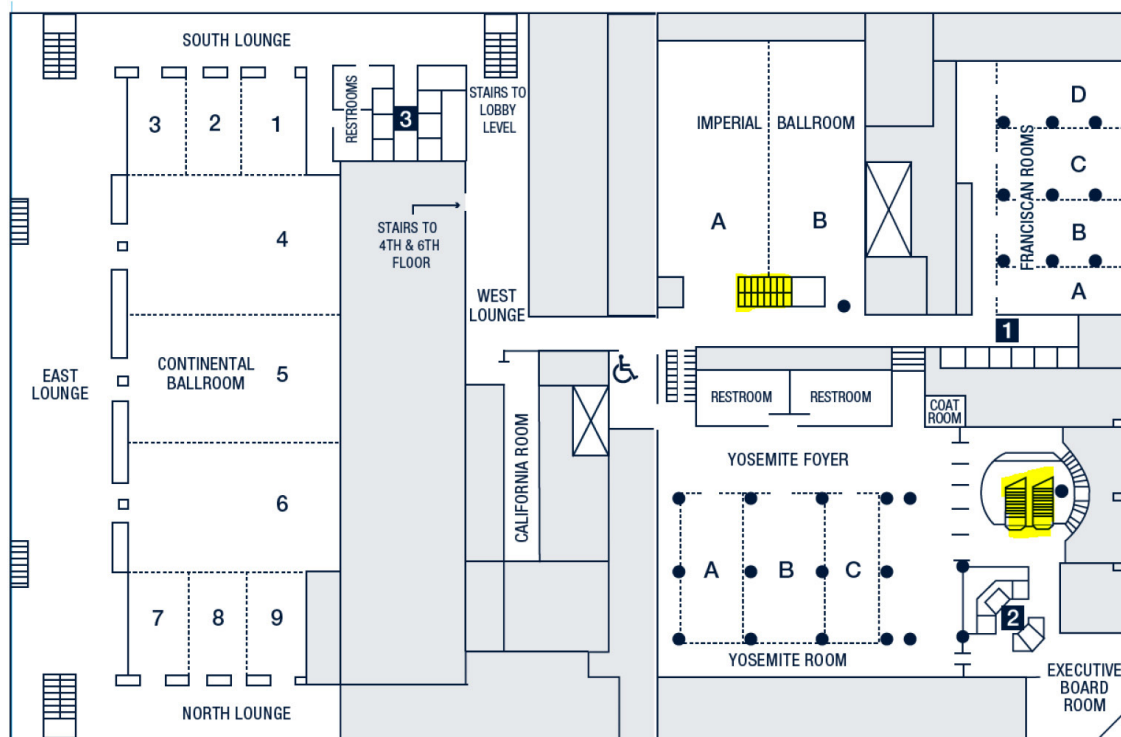
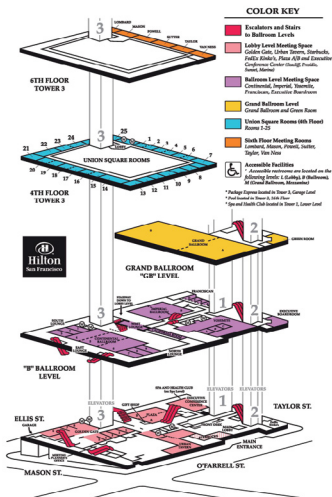
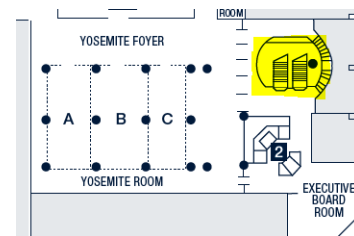
# Hilton Escalators - Landing 1 to Ballroom Level/Yosemite

Phototex Single Sided - Straight Run - 3 panels x 2 escalators x 2 sides

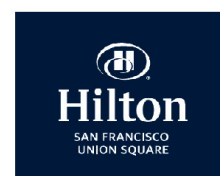
STRAIGHT RUN  
(ADD 1" BLEED TO THIS  
LAYOUT - TRIM ONSITE)  
GLASS - 169" x 24"



## BALLROOM LEVEL



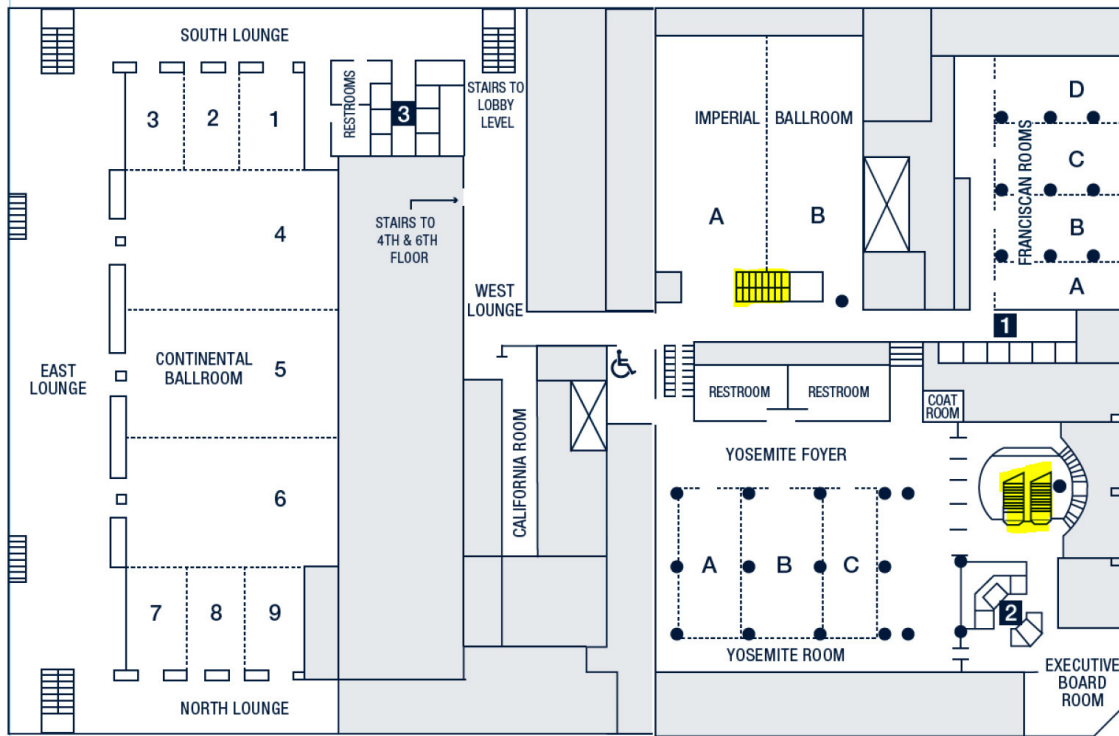
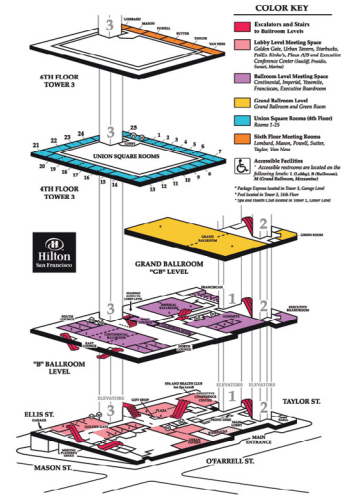
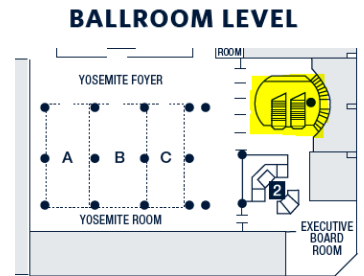
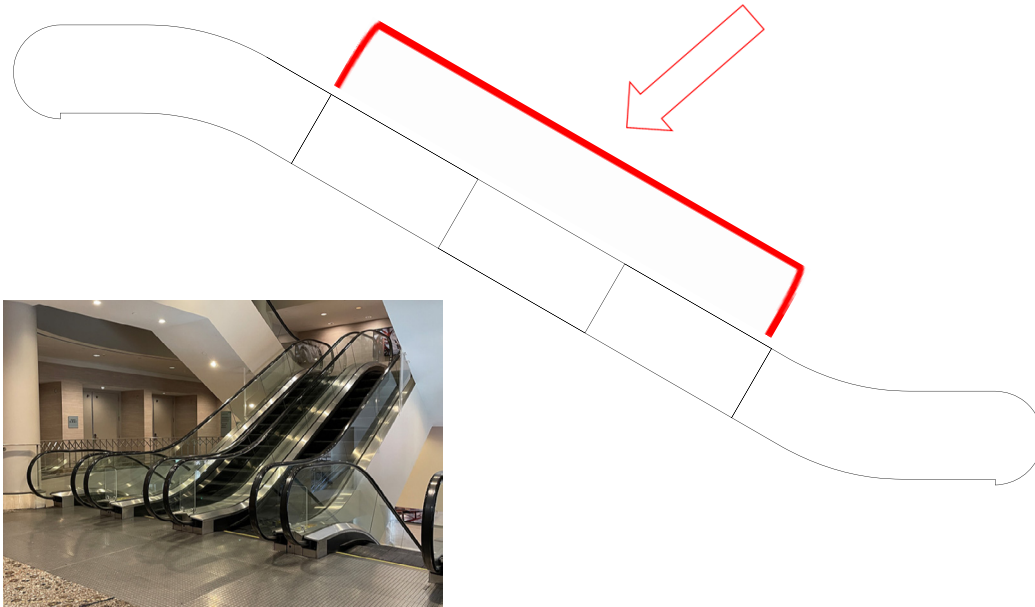
## BALLROOM LEVEL



# Hilton Escalators - Ballroom Level/Yosemite to Landing 2

Phototex Single Sided - Straight Run - 3 panels x 2 escalators x 2 sides

STRAIGHT RUN  
(ADD 1" BLEED TO THIS  
LAYOUT - TRIM ONSITE)  
GLASS - 145" x 24"



**BALLROOM LEVEL**



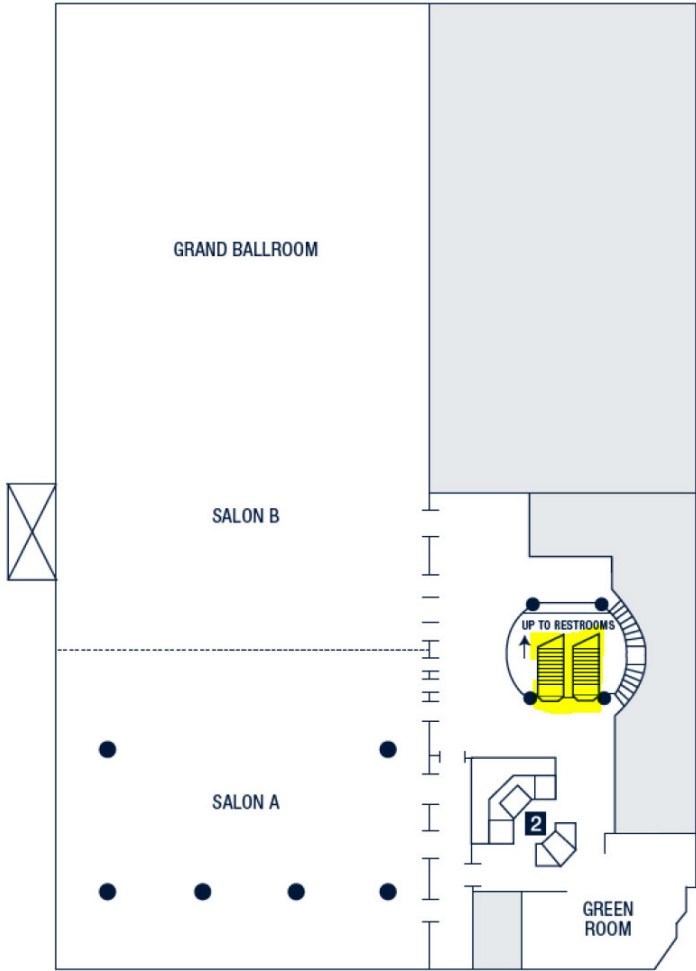
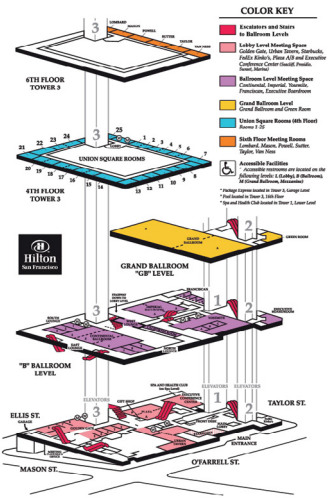
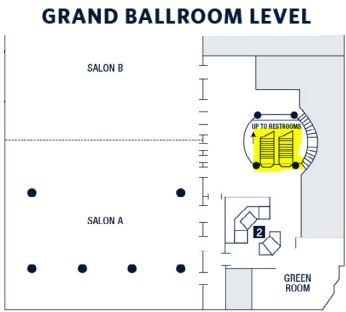
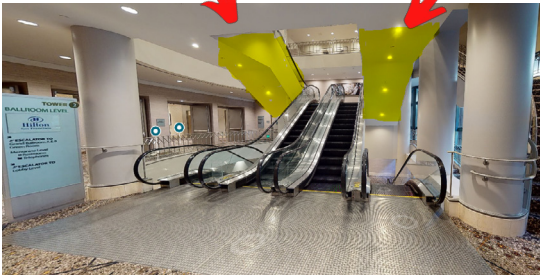
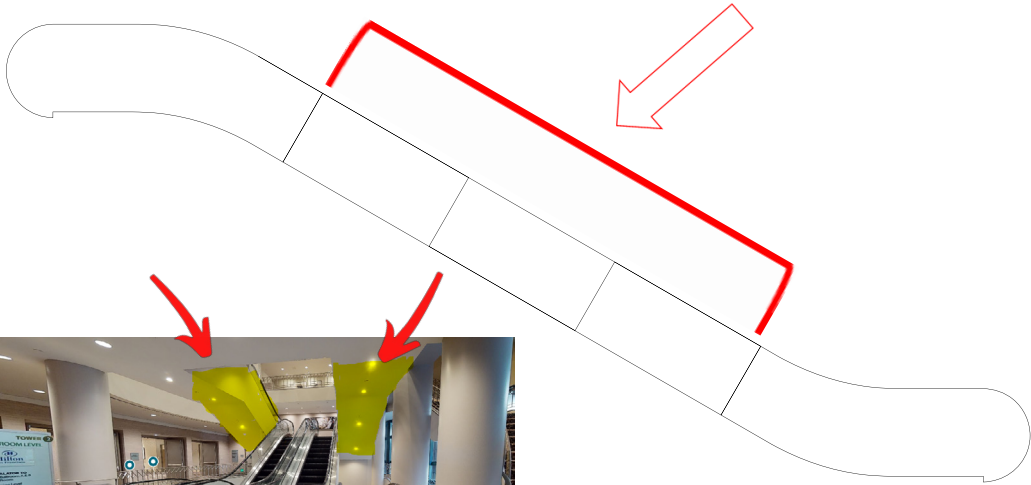


# Hilton Escalators - Landing 2 to Grand Ballroom Level



STRAIGHT RUN  
(ADD 1" BLEED TO THIS  
LAYOUT - TRIM ONSITE)  
GLASS - 145" x 24"

Phototex Single Sided - Straight Run - 3 panels x 2 escalators x 2 sides



GRAND BALLROOM LEVEL



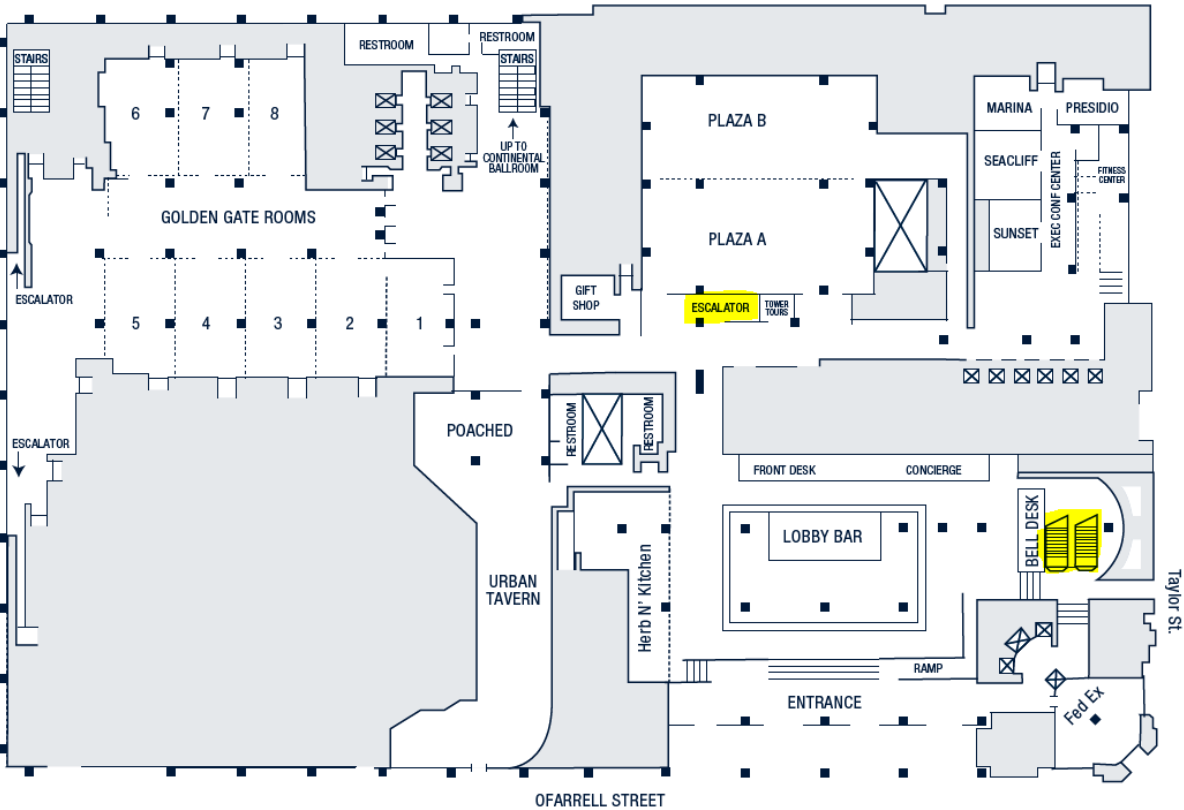
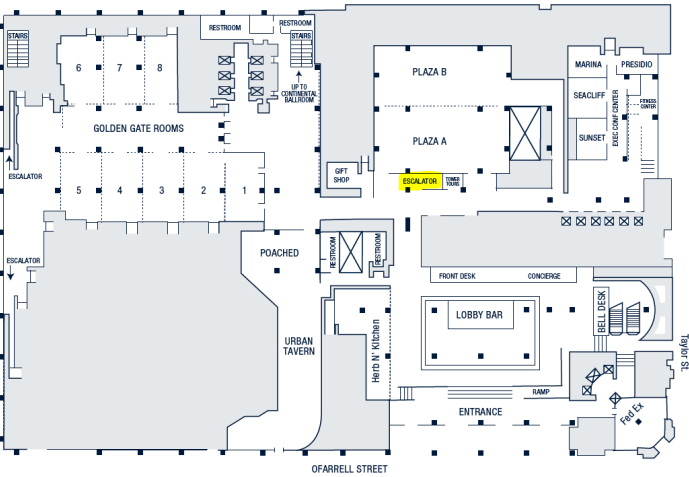
# Escalators - Lobby to Ballroom Level by Imperial



Phototex Single Sided - Straight Run - TBD - panels x 2 escalators x 2 sides

STRAIGHT RUN  
(ADD 1" BLEED TO THIS LAYOUT - TRIM ONSITE)  
GLASS - TBD

## LOBBY LEVEL



## LOBBY LEVEL

# Elevator Clings



## Specifications & Details

- Sizes vary - see below for specifics

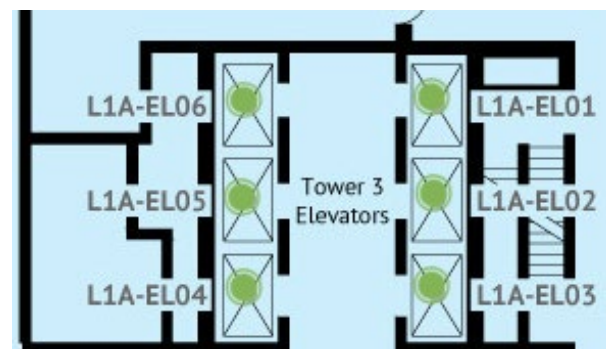
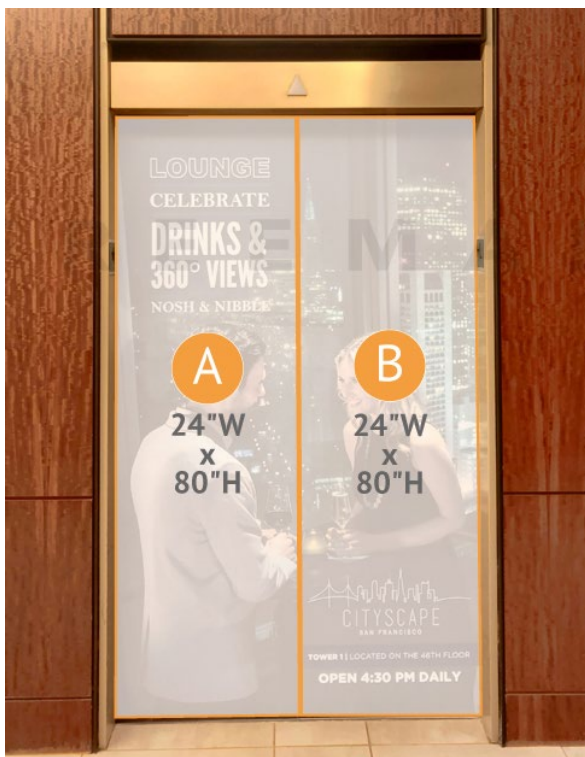
## Timeline

- July 1: Submit to [dsidenstricker@aanem.org](mailto:dsidenstricker@aanem.org)
- July 15: Submit final materials to [dsidenstricker@aanem.org](mailto:dsidenstricker@aanem.org)

## Tower 3 Lobby Level

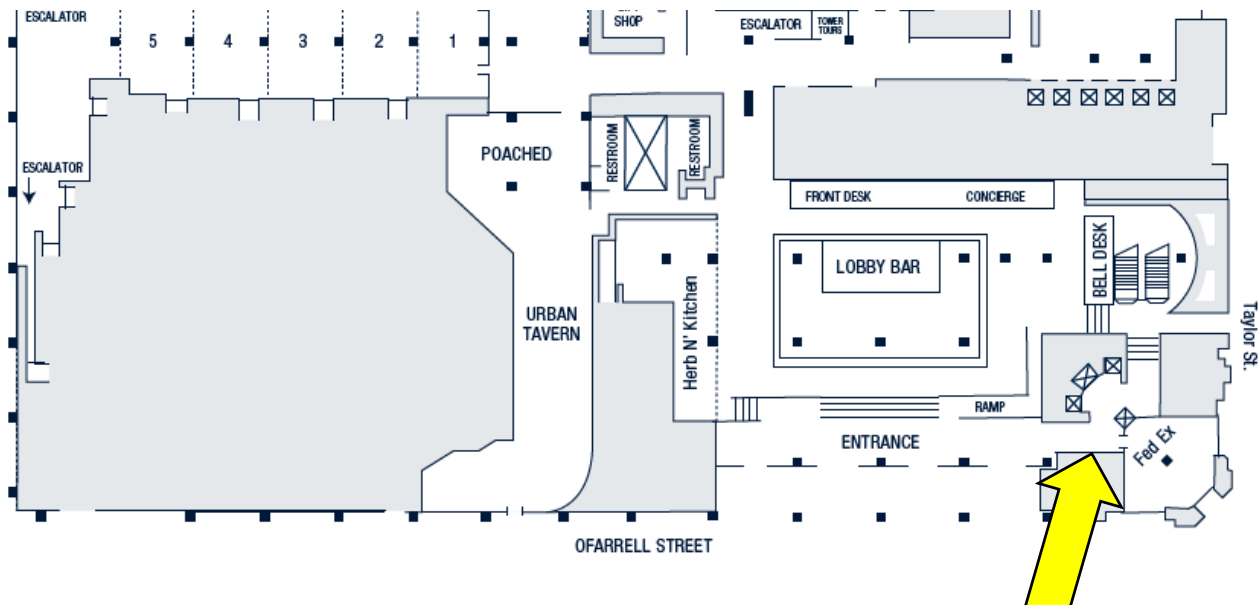


24" W x 80" H - 2 single sided panels | 6 elevators

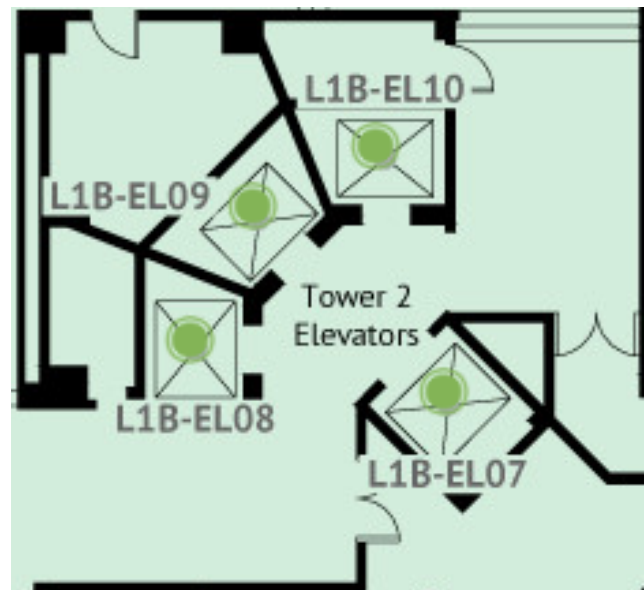
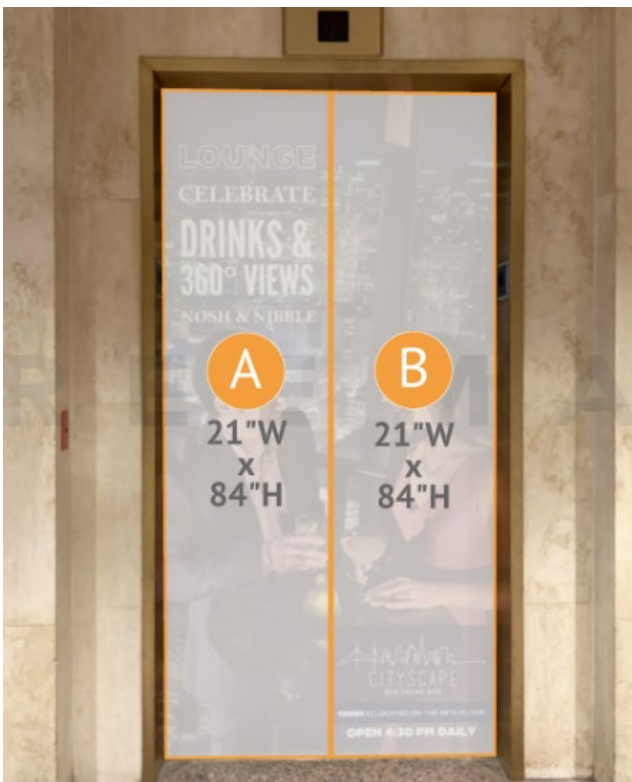




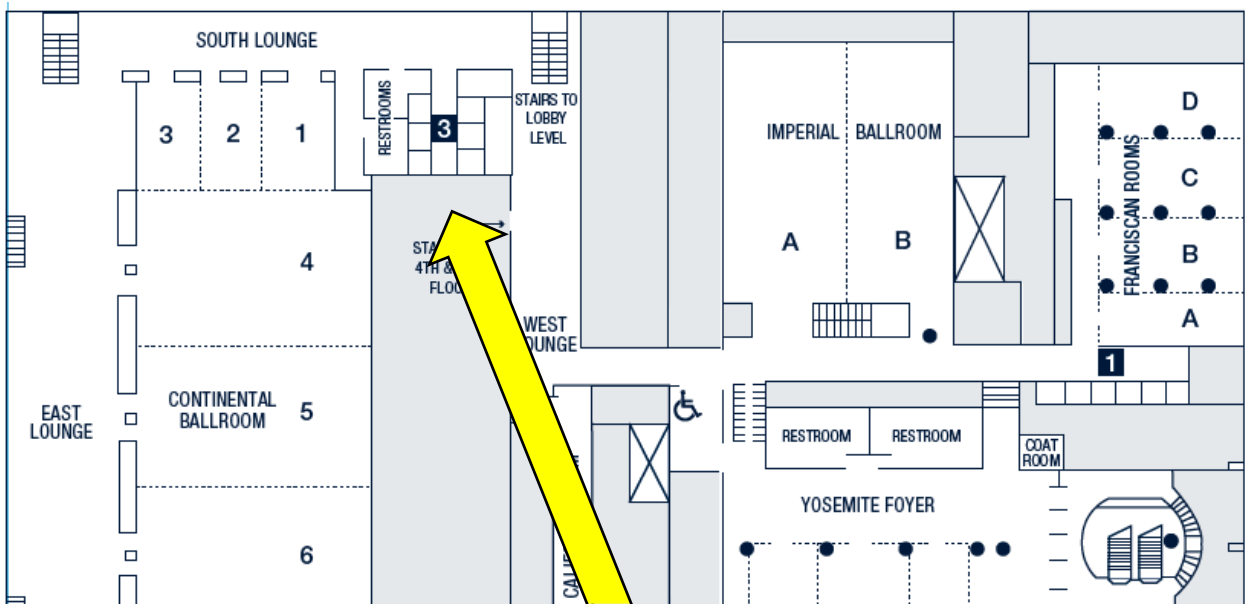
## Tower 2 Lobby Level



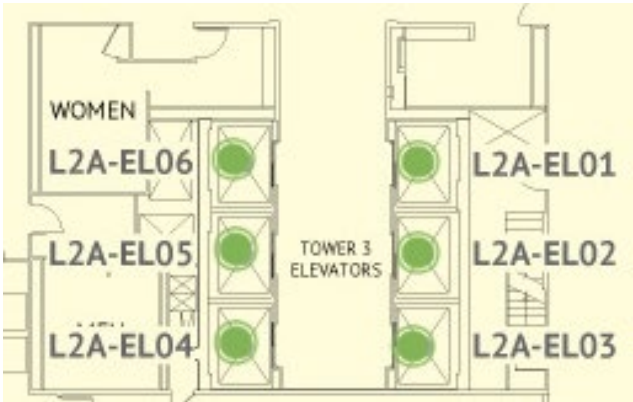
21" W x 84" H - 2 single sided panels | 4 elevators



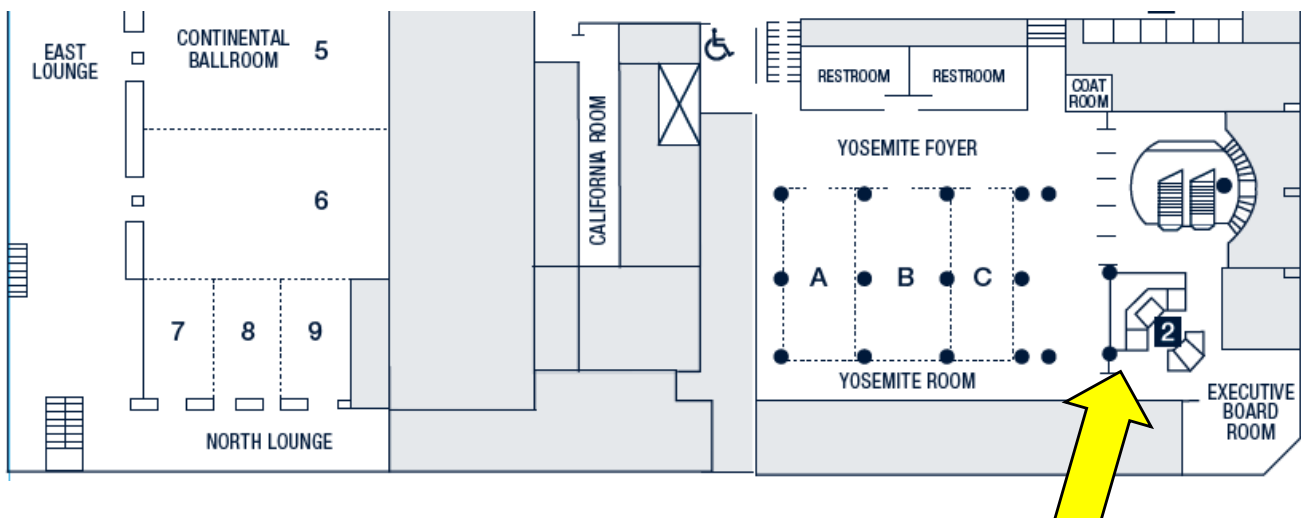
Tower 3 Lobby Level



24" W x 80" H - 2 single sided panels | 6 elevators



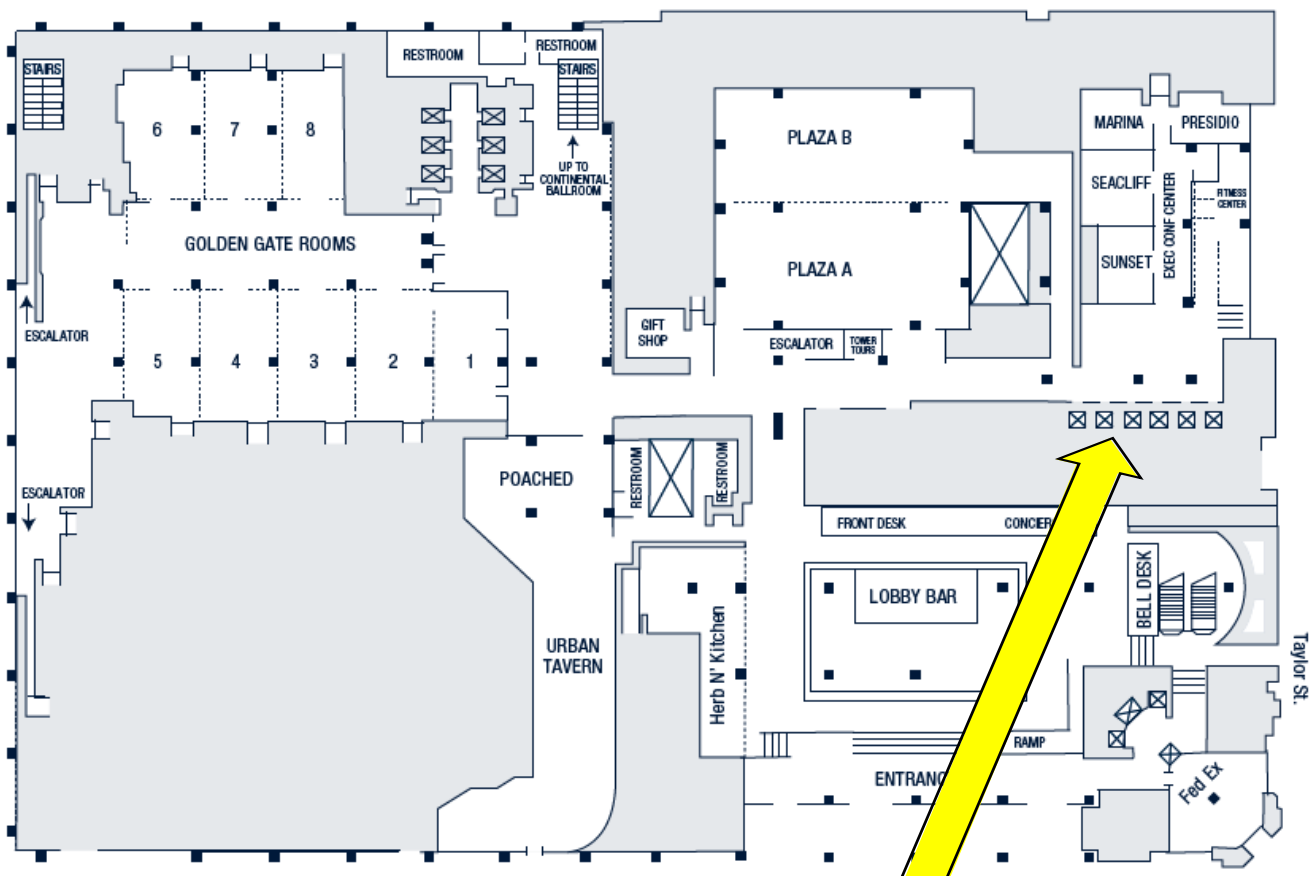
Tower 2 Ballroom Level



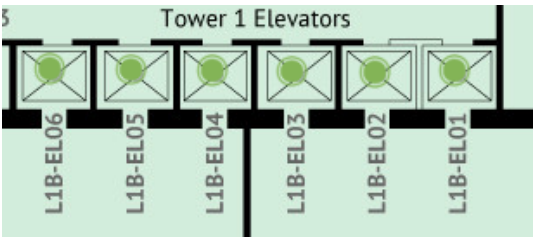
21" W x 84" H - 2 single sided panels | 4 elevators



T1 Lobby Level



22" W x 84" H - 2 single sided panels | 6 elevators





# Meeting Activities

President's Reception | Abstract Awards Reception | EMG Talk

## Meeting Activity Napkins

(Your Logo)

### Specifications & Details

- Napkins 5"W x 5"W – Diagonal or straight 3ply
- Imprint Area
  - One-color imprint
  - Imprint Area: 3"D
- Logo Guidelines
  - Accepted high-resolution files include: AI, EPS, PDF, JPG and PNG
  - Maximum file size is 30 MB

### Timeline

- July 1: Submit to [dsidenstricker@aanem.org](mailto:dsidenstricker@aanem.org)
- July 15: Submit final materials to [dsidenstricker@aanem.org](mailto:dsidenstricker@aanem.org)

### Napkin Colors:



### Imprint Colors:



## Educational Session Support



### Specifications

- Company Logo
  - o Accepted high-resolution files include: Vectorized EPS File

### Timeline

- July 1: Submit to **[dsidenstricker@aanem.org](mailto:dsidenstricker@aanem.org)**
- July 15: Submit final materials to **[dsidenstricker@aanem.org](mailto:dsidenstricker@aanem.org)**

## AANEM Program Ad



### Specifications & Details

- Format: JPEG or PDF
- Bleed:
  - o Full page ads = .125"
  - o Partial page ads = No bleed
- Color: CMYK
- Resolution: High Res (300 ppi)
- Size
  - o Refer to the PROGRAM ADS – Specification and Deadlines – [Advertising Kit](#)

### Timeline

- July 10: Submit to **[dsidenstricker@aanem.org](mailto:dsidenstricker@aanem.org)**
- July 19: Submit final artwork to **[dsidenstricker@aanem.org](mailto:dsidenstricker@aanem.org)**

## Questions?

Danielle Sidenstricker  
Corporate Manager

[dsidenstricker@aanem.org](mailto:dsidenstricker@aanem.org) | 507-288-0100

