



SPONSORSHIP SPECIFICATION GUIDE



Digital Marketing

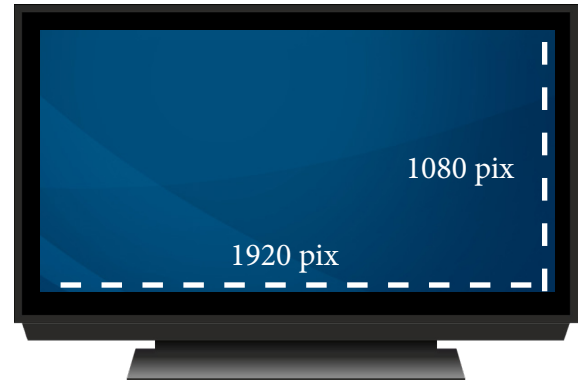
Media Wall

Specifications & Details

- Banner Ad Image Specs: 1920px wide x 1080px tall (JPG or PNG)

Timeline

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



WiFi Access

Specifications & Details

- Banner Ad Image Specs: 600px wide x 110px tall (JPG or .PNG)
- URL for Banner Link

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



Meeting Materials

Reusable Water Bottles

Specifications & Details

- 20 oz. Slender Aluminum Water Bottle
- Imprint Area
 - 2.5"W x 3"H
 - One color imprint on one side of the bottle
- Logo Guidelines
 - Accepted high-resolution files include: AI, EPS, PDF, JPG and PNG
 - Maximum file size is 30MB



Bottle colors:



Imprint Colors:



Timeline

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

Meeting Bags

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



Bag colors:



Imprint Colors:



Timeline

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

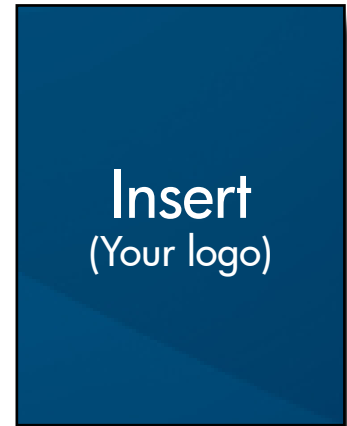
Meeting Bag Insert

Specifications & Details

- Qty: Estimated at 1,500
- Size: Not to exceed 8 ½" x 11"

Timeline

- July 1: Submit to **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.

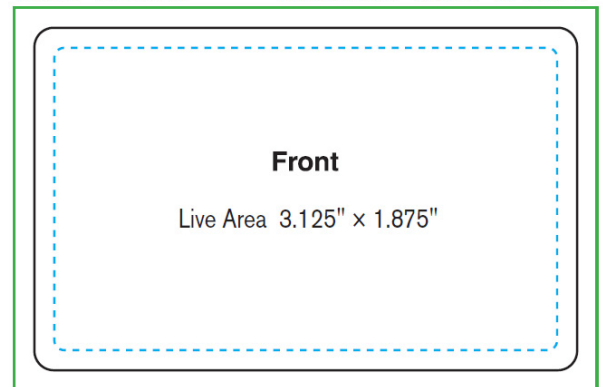
File Info & Formats:

- 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.

RFID

3.375" x 2.125"

Bleed Area 3.625" x 2.375"



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

Timeline

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

Name Badge Lanyards

Specifications & Details

3/4" Economy Polyester Lanyard

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



Lanyard Colors:



Imprint Colors:



Timeline

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

Coffee Cups

Specifications & Details

12 oz. Paper cups with lids

- Imprint Area
 - o 3"W x 3"W
 - o One color imprint on both sides of the cup
- Logo Guidelines
 - o Accepted high-resolution files include: AI, EPS, PDF, JPG and PNG.
 - o Maximum file size is 30MB



Imprint Colors:



Timeline

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

Onsite Promotions

Charging Stations

Specifications & Details

- Corporate Manager to provide details

Timeline

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

Hotel Door Drop

Specifications & Details

- Qty: Estimated at 850 based on AANEM hotel block peak room nights
- Size: Not to exceed 8 1/2" x 11"

Timeline

- July 1: Submit to **dsidenstricker@aanem.org**
- July 1: Submit completed forms to **dsidenstricker@aanem.org**
- July 15: AANEM will connect stakeholder with hotel contacts for payment and delivery instructions

AANEM Challenge

Specifications & Details

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

Timeline

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

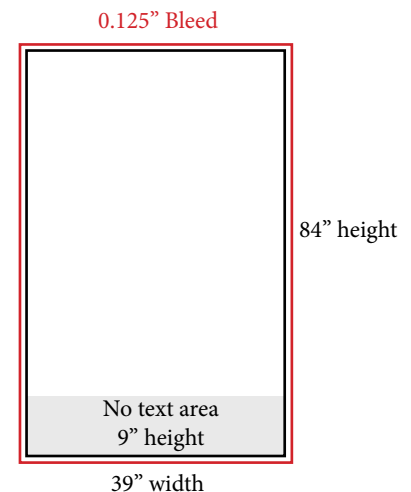
Meter Boards

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**



Floor Clings

Specifications & Details

- One full-color, 3'x3' artwork

Timeline

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

Escalator Clings

Specifications & Details

- Size: 24" x 48"
- 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**

Wrapped Column in Exhibit Hall

Specifications & Details

- 246.25" x 58"
- Print ready PDF
- 1" bleed included on all sides
- CMYK
- All fonts outlined
- Recommend 72-150 dpi for all graphics
- Wrap to start on column 2' off the ground

Timeline

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

Dedicated Shuttle Service

Specifications & Details

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

Timeline

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

Meeting Activities

Reception Napkins

Specifications & Details

Cocktail / Beverage Napkins 5"W x 5"W – Diagonal 3ply

- Imprint Area
 - Diagonal 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



Napkin Colors:



Imprint Colors:



Timeline

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

Resident & Fellow Lunch

Specifications

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

Timeline

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

Educational Sessions Support

Specifications

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

Timeline

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

Program Ad

Specifications & Details

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

Timeline

- July 10: Submit to **dsidenstricker@aanem.org**
- July 19: Submit final artwork to **dsidenstricker@aanem.org**

Contact

Danielle Sidenstricker
Corporate Manager | dsidenstricker@aanem.org

