Design Specs and Deadlines for
Printed and Digital Sponsored Items

All artwork should be in PDF or ai/esp formats (packaged) unless otherwise noted and should include a standard PDF or PNG version for AHS Review

All Items should be uploaded to the task list in the Exhibitor Portal.

Printed Items

Lanyards
Specs
Imprint Area: 32"w x 5/8"h (Step and repeat)
Files must be vector art (ai or eps file) with all text saved as outlines

Deadline
Artwork due to AHS by October 20

Key Card Sleeves
Specs
Inside/Outside Art Area: 2.5"w x 3.6"h
Design Template: https://www.dropbox.com/scl/fi/06uk6t39ksqaouj90jd0n/FedEx-Key-Card-Holder_Template.pdf?rlkey=2su21z00vquhabazzmkbvulc0&st=ruuf5wzl&dl=0

Deadline
Artwork due to AHS by October 20

Hydration Station
Item Specs
Water Bottle: imprint area is 5"h x 4"w - 1-color logo
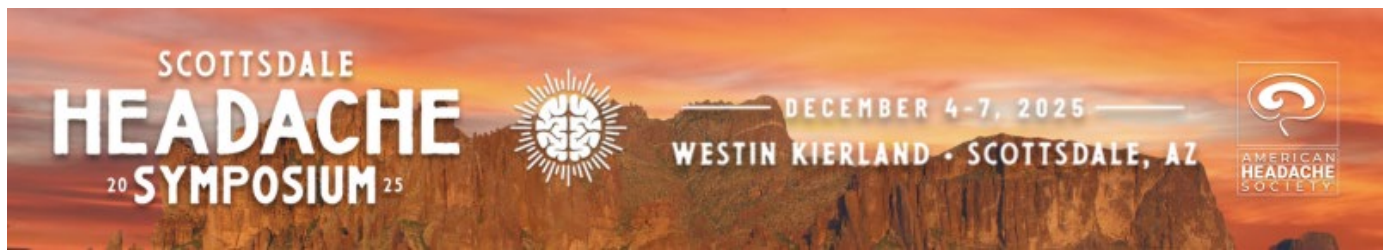*Files must be vector art (ai or eps file) with all text saved as outlines*

Signage Specs
Meter Board
Live Area: 38" w x 78" h
File Size: 38.5" w x 84.5" h
Meter Board template: https://www.dropbox.com/scl/fi/k7hb0wsu60bdczqfgvd5j/AEI-

MeterboardTemplate-2.pdf?rlkey=r87djigeqp8gc2nnjlja06vqs&st=gvmzl60y&dl=0

All submitted artwork requires a ¼" bleed. Export with maximum resolution of 100dpi at 100% full scale. Embed all images. Fonts should be converted to outlines or paths. Accepted file types are PDF (preferred), TIFF (with LXW compression), Illustrator, CorelDraw, or EPS.

AHS will produce a shelving unit with company logo. If no artwork is received by October 1, AHS will produce a simple sponsored by sign with company logo only.

Deadline
Artwork due to AHS by October 1

Coffee Breaks

Item Specs
Coffee Cup Sleeve: imprint area is 1.75"h x 3"w – 4 color logo
Cocktail napkins: imprint area is 3" x 3" – 4 color logo
Files must be vector art (ai or eps file) with all text saved as outlines

AHS will produce the easel signage with company logo.

Deadline
Artwork due to AHS by October 1

Floor Clings

Specs
Cling Size 24" × 24"
*All submitted artwork **requires a ¼" bleed,** do not include crop marks.*

File Creation
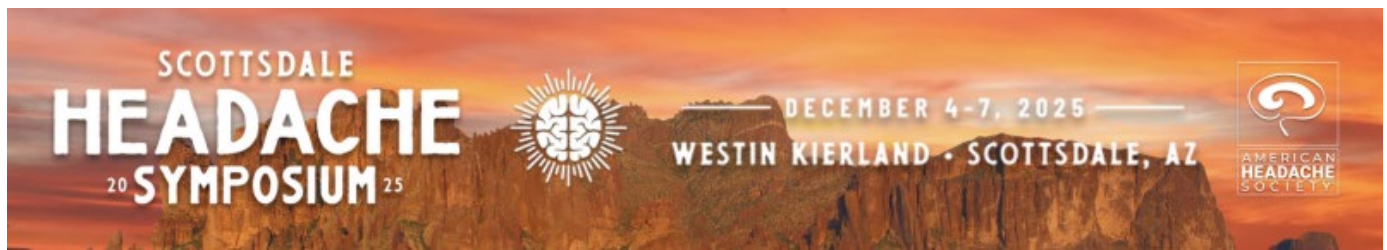Export with maximum resolution of 100dpi at 100% full scale.
Embed all images.
Fonts should be converted to outlines or paths.
Accepted file types are PDF (preferred), TIFF (with LXW compression), Illustrator, CorelDraw, or EPS.

Deadline
Artwork due to AHS by October 31

Hall of State Column Clings

Specs

Front Cling size: 34.75" w x 155" h
Name the file(s) for this space as follows: 1060_ML_HOS_ColumnFront

Back Cling size: 34.75" w x 155" h
Name the file(s) for this space as follows: 1060_ML_HOS_ColumnBack

Left Side Cling size: 35.25" w x 155" h
Name the file(s) for this space as follows: 1060_ML_HOS_ColumnLeft

Right Side Cling size: 35.25" w x 155" h
Name the file(s) for this space as follows: 1060_ML_HOS_ColumnRight

File Creation

FedEx Office prefers all files to be created to exact dimensions without adding bleeds and crop marks, in a flattened, PDF, print ready file. If a file with bleeds is submitted, the TrimBox must follow these standards or additional fees may apply and may delay your project:
- TrimBox must be created to the exact dimensions of the final size.
- The file outside of the TrimBox should not exceed .5 inches on all four (4) sides of the file.
All print ready files should be delivered in PDF format and high-res greater than 200 DPI. Please include native file and all links including, but not limited to font files.

Deadline

Artwork due to AHS by October 31

Trailblazers Column Clings

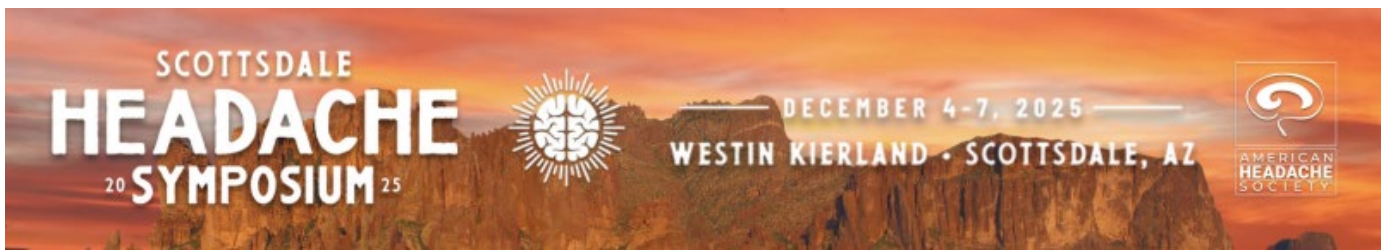### *Specs*

Front Cling size: 24" w x 142.5" h
Name the file(s) for this space as follows: 1060_ML_TB_TBColumn1Front

Back Cling size: 24.25.75" w x 142.5" h
Name the file(s) for this space as follows: 1060_ML_TB_TBColumn1Back

Left Side Cling size: 24" w x 142.5" h
Name the file(s) for this space as follows: 1060_ML_TB_TBColumn1Left

Right Side Cling size: 24.5" w x 142.5" h
Name the file(s) for this space as follows: 1060_ML_TB_TBColumn1Right

File Creation

FedEx Office prefers all files to be created to exact dimensions without adding bleeds and crop marks, in a flattened, PDF, print ready file. If a file with bleeds is submitted, the TrimBox must follow these standards or additional fees may apply and may delay your project:
- TrimBox must be created to the exact dimensions of the final size.
- The file outside of the TrimBox should not exceed .5 inches on all four (4) sides of the file.
All print ready files should be delivered in PDF format and high-res greater than 200 DPI.
Please include native file and all links including, but not limited to font files.

Deadline

Artwork due to AHS by October 31

Light Walls

Specs

Cling size: 130" w x 141.25" h
Name the file(s) for this space as follows: 1060_ML_TB_LightWallB and/or
1060_ML_TB_Copy-LightWallE

File Creation

FedEx Office prefers all files to be created to exact dimensions without adding bleeds and crop marks, in a flattened, PDF, print ready file. If a file with bleeds is submitted, the TrimBox must follow these standards or additional fees may apply and may delay your project:
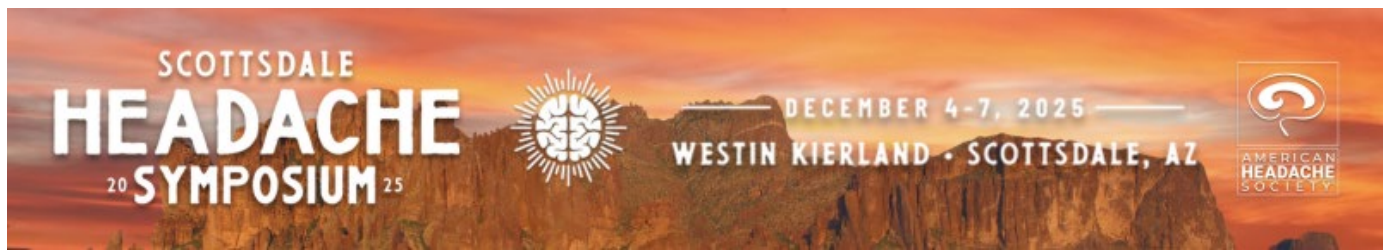- TrimBox must be created to the exact dimensions of the final size.
- The file outside of the TrimBox should not exceed .5 inches on all four (4) sides of the file.
All print ready files should be delivered in PDF format and high-res greater than 200 DPI.
Please include native file and all links including, but not limited to font files.

Deadline

Artwork due to AHS by October 31

Fireplace Clings

Specs

Top Section Cling size: 205.5" w x 96" h
Name the file(s) for this space as follows: 1060_ML_HOS_FireplaceTop

Bottom Section Cling size: 205.5" w x 29.75" h
Name the file(s) for this space as follows: 1060_ML_HOS_FireplaceBottom

File Creation

FedEx Office prefers all files to be created to exact dimensions without adding bleeds and crop marks, in a flattened, PDF, print ready file. If a file with bleeds is submitted, the TrimBox must follow these standards or additional fees may apply and may delay your project:

- TrimBox must be created to the exact dimensions of the final size.
- The file outside of the TrimBox should not exceed .5 inches on all four (4) sides of the file. All print ready files should be delivered in PDF format and high-res greater than 200 DPI. Please include native file and all links including, but not limited to font files.

Deadline

Artwork due to AHS by October 31

Trailblazer Window Clings
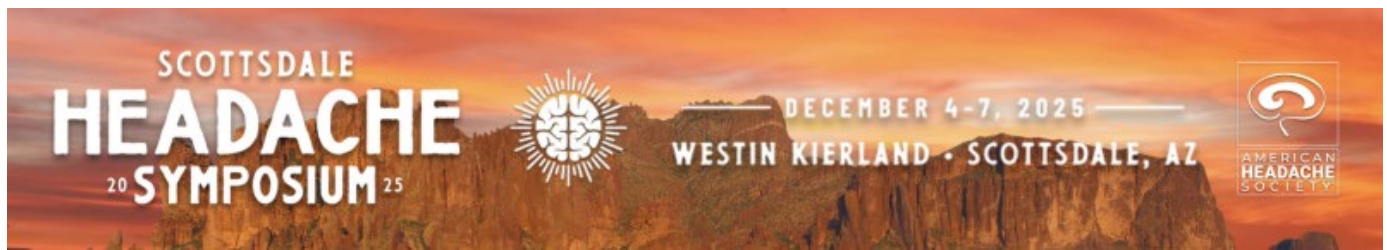
Specs

Cling size: 45.5" w x 95.5" h
Name the file(s) for this space as follows: 1060_ML_TB_TBCInsideWindowsBtm(1), 1060_ML_TB_TBCInsideWindowsBtm(2), 1060_ML_TB_TBCInsideWindowsBtm(3), and/or 1060_ML_TB_TBCInsideWindowsBtm(4)

File Creation

FedEx Office prefers all files to be created to exact dimensions without adding bleeds and crop marks, in a flattened, PDF, print ready file. If a file with bleeds is submitted, the TrimBox must follow these standards or additional fees may apply and may delay your project:

- TrimBox must be created to the exact dimensions of the final size.
- The file outside of the TrimBox should not exceed .5 inches on all four (4) sides of the file. All print ready files should be delivered in PDF format and high-res greater than 200 DPI.

Please include native file and all links including, but not limited to font files.

Deadline
Artwork due to AHS by October 31

Digital Items

App Banner Ad *(Platinum Sponsors Only)*
Specs
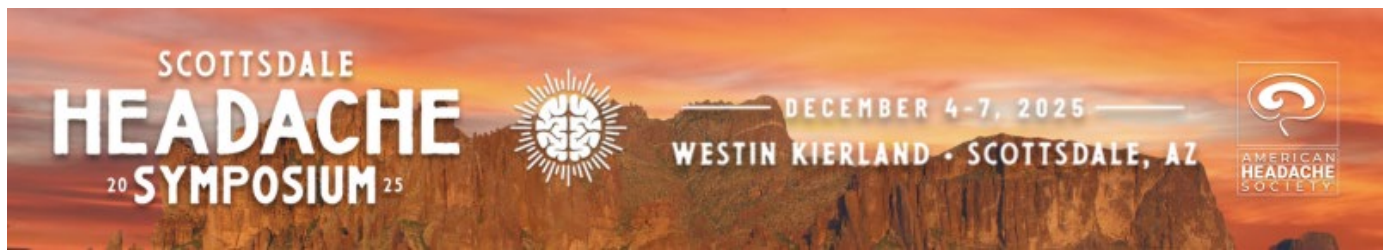There are 2 sizes to be designed; one for phone and one for tablet.

1. 2,048 pixels wide x 350 pixels high
2. 1,536 pixels wide x 250 pixels high

Files can be .png or .jpg

Deadline
Artwork & weblink due to AHS by October 20

Program Book Ads

Specs

ACCEPTABLE FILE FORMATS (HI RESOLUTION - 300 DPI) - JPEG • PDF • TIF • EPS

FULL PAGE SPREAD WITH BLEED SIZE 17.25X11.25 — *SAFE AREA 7.5X10* | *SAFE AREA 7.5X10*

FULL PAGE WITH BLEED SIZE 8.75X11.25 — *SAFE AREA 7.5X10*

HALF PAGE SIZE 7.5 x 4.75

QUARTER PAGE SIZE 3.25 X 4.75

*Please keep ALL copy within SAFE AREA

Deadline

Artwork due to AHS by October 20

Sponsored Emails

Specs

The standard specs for an html email in HubSpot are:

- 600px width for email body
- 600x200 pixels for header images
- **in-line styling only, do not put html styling in <head> or <body> tags**
- **graphics should link to sponsored hosted image**

Email items

- Subject line – 256-character limit
- Preview Text – 256-character limit

Sponsor will design an HTML email and send the html and a PDF preview to AHS. AHS will review and send a proof back to the Sponsor for approval.

Deadline

Date and time choice due in Portal by November 3

HTML and PDF preview due to AHS a minimum of 1 week prior to deployment, **but no later than Monday, November 17.**