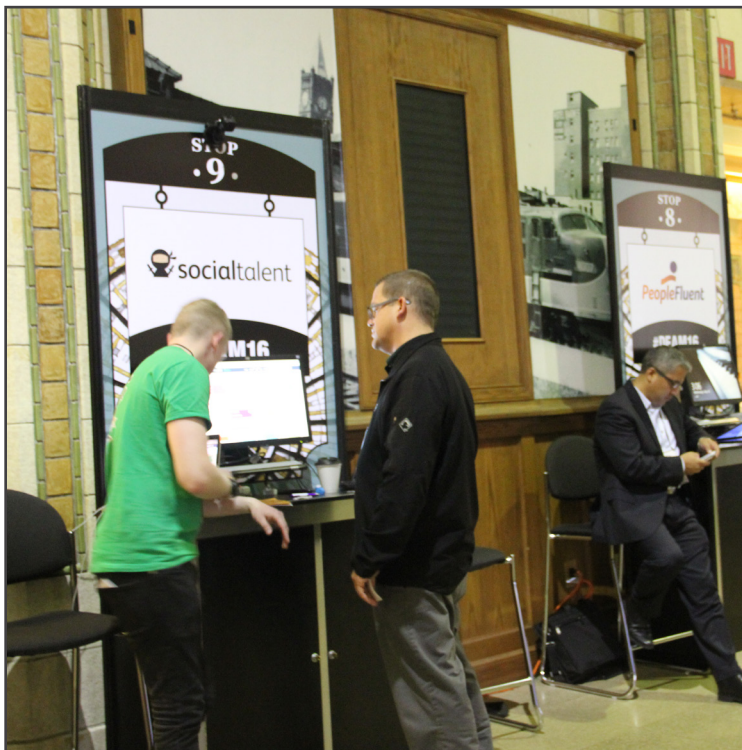


The Year of the 2017 CANDIDATE

Crowne Plaza at Historic Union Station
Indianapolis, IN • May 9–11, 2017

Welcome to the DEAM17 Conference Team! Whether you are an underwriter, presenter, partner or special guest, you are an integral part of our conference and success. We have a lot of moving parts and pieces and we could use your help to make the process seamless. Below, you will find instructions on how to submit headshots, logos and ads. Please email questions to DEAM@DirectEmployers.org.



Files Needed & Delivery

Files Needed

- Underwriters:** logo, program ad, DE Events app and Community banner ads (as applicable)
- Presenters:** logo, headshot
- Partners / Special Guests:** please ask your contact at DirectEmployers about requirements

File Delivery

Please deliver all artwork to DEAM@DirectEmployers.org and include the following subject lines as applicable:

- Logo:** "DEAM17 Logo: [Your Company]"
- Ads:** "DEAM17 Ad: [Your Company]"
- Headshot:** "DEAM17 Headshot: [Your Name]"

Note: Someone will respond via email to confirm the receipt of your file, usually the same day.

File Requirements

Please use the guidelines below as applicable:

HEADSHOT

Due as soon as possible

Presenter headshots will be displayed in mobile app and may be used for conference promotion. If you have submitted a photo to DirectEmployers in the past and are satisfied with the photo, you do not need to provide a new photo. Likewise, if you have utilized the Portrait Studio at a previous DEAM, let us know and we can use that photo.

File Type

JPG file

300 dpi at a minimum of 3"x 3" print size (we will crop/size to accommodate the space)

LOGO

Due with signed contract

Underwriter logos will be displayed in the program, on the website and mobile app as well as on signage during the conference. If you have previously been a DEAM underwriter and it has not changed, you do not need to submit a new logo—just let us know. Presenter logos may be used for conference promotion. All logos will be sized to accommodate the space.

File Type

Vector file (EPS or AI)

PROGRAM AD

Due April 15, 2017

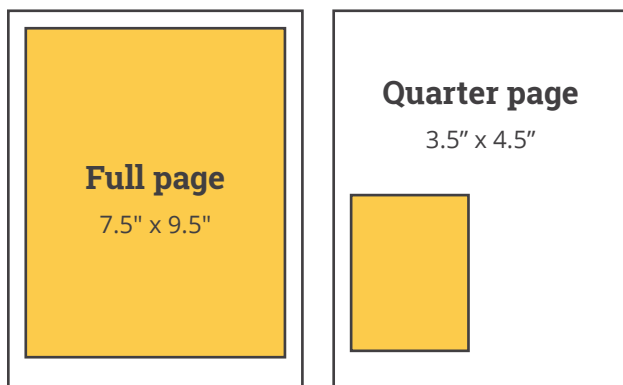
The 8.5" x 11" program will be CMYK color process. Platinum and Gold Underwriters will receive one (1) full-page ad while Silver Underwriters will receive one (1) quarter-page ad.

Bleed

Ads **will not** bleed and will be placed with a 1 point dark border.

Resolution & File Type

Please send only high resolution images (PDF, JPG, or similar), 300 dpi at 100% of the size.



CHECK LIST

- All fonts must be embedded, converted to outlines or supplied for proper output.
- All photos and graphics must be 300 dpi resolution. Enlarging images to have an effective resolution of lower than 300 dpi will result in loss of quality; no web images.
- All colors must be CMYK process. Convert all Pantone spot colors or RGB colors to CMYK.

DEAM17.DirectEmployers.org

For more information email DEAM@DirectEmployers.org.

DE EVENTS BANNER AD

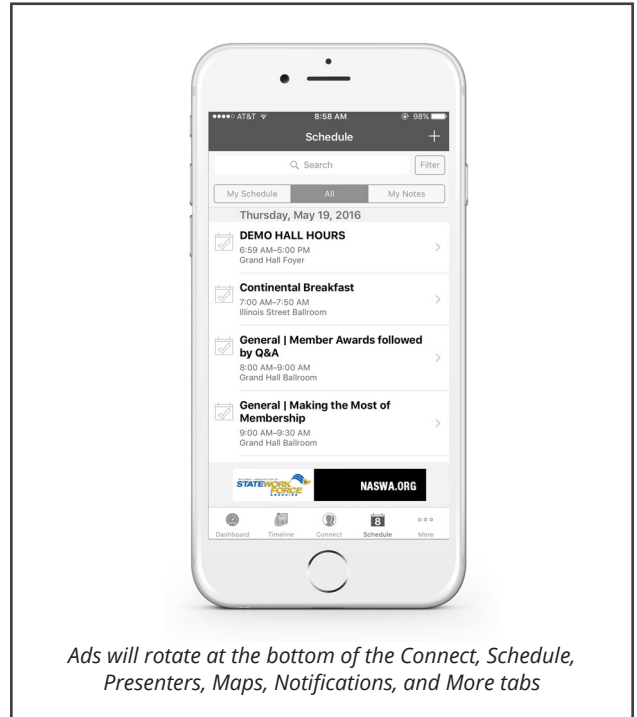
Due April 15, 2017

Platinum Underwriters receive two (2) rotating ads in conference app while Gold and Silver each receive one (1). Our lunch sponsor also receives one (1) rotating ad in conference app.

File Type

PNG, GIF, or JPG file
300 px (w) x 50 px (h)

Please provide a destination URL for the ad link.



MEMBER COMMUNITY BANNER AD

Due TBD

Platinum and Gold Underwriters as well as the following sponsorships each receive one (1) rotating ad in our Member Community:

- Wednesday Event Sponsor
- Opening Night Reception Sponsor
- 30-minute Break Sponsor
- Breakfast Sponsor
- Wi-Fi Sponsor

Please contact us for more information.

DEAM17.DirectEmployers.org

For more information email DEAM@DirectEmployers.org.