

# SPONSOR & EXHIBITOR DELIVERABLES

The table below is a guide to the conference required due dates and components.



|   |                              |
|---|------------------------------|
| <p><b>Name of Company &amp; Logo:</b><br/>Please provide full name that you want used in all marketing materials and a high resolution company logo.</p>  | <p><b>UPON SIGNING</b></p>   |
| <p><b>Company Description:</b><br/>Please provide company description to be included in marketing &amp; ACE materials as needed.<br/>100 - 150 words MAX</p>  | <p><b>UPON SIGNING</b></p>   |
| <p><b>Social Handles &amp; Website URL:</b><br/>Please provide social handles and website URL for inclusion in marketing and ACE materials and needed.</p>  | <p><b>UPON SIGNING</b></p>   |
| <p><b>Banner Ad:</b><br/>This can be used on any of IAITAM's websites including but not limited to: ITAK, IAITAM.org, Education Center, Industry Directory, etc.<br/><br/>For a Landscape use 728 pixels by 90 pixels<br/>For a Skyscraper use 160 pixels by 600 pixels</p> | <p><b>ASAP</b></p>           |
| <p><b>Attendee Bag Insert:</b><br/>This is limited to two pieces of marketing collateral and must be received by IAITAM by the deadline in order to be placed in attendee bags.<br/><br/>Mail ALL items to:<br/>IAITAM<br/>4848 Munson St. NW<br/>Canton, OH 44718</p>      | <p><b>March 18, 2024</b></p> |
| <p><b>Event Program Ad:</b><br/>Depending on sponsorship level, abide by specs below and provide a high-res graphic for inclusion in our event program.<br/><br/>Full Page Ad: 7.125 x 9.25 inches<br/>1/2 Page Ad: 7.125 x 4.625 inches</p>                                | <p><b>March 25, 2024</b></p> |
| <p><b>Booth Representatives:</b><br/>These are the names of who will be using your passes for the event. Each level of sponsorship has a set number of passes to use. It is up to the sponsor on how they use the passes.</p>   | <p><b>April 22, 2024</b></p> |
| <p><b>Vendor Raffle:</b><br/>Please provide name of item and person presenting the item for the vendor raffle. This is done on the last day of the exhibit hall during our annual vendor raffle.</p>  | <p><b>April 22, 2024</b></p> |
| <p><b>CONFERENCE MATERIALS GO TO PRINT</b></p>  | <p><b>April 1, 2024</b></p>  |

Please keep submission word count within the provided guidelines. Submission deadlines are strictly adhered to with no exceptions for the benefit of all involved in ACE. IAITAM reserves the right to shorten submitted titles, descriptions and display names to fit the provided parameters. Sponsors/Exhibitors missing deadlines are subject to exclusion from those items.