

ARTWORK GUIDELINES



Artwork Guidelines	Due to NEI for Review (allow 2-3 business days)	Drop Deadlines	Shipping / Delivery Instructions
Tote Insert Each organization is responsible for producing and supplying print ready inserts. Inserts received after the final due date will be displayed in the designated literature area. Any remaining inserts after the conference will be discarded. Design Guidelines: max size 8.5 x 11	-	Must arrive by October 1, 2020	Ship 2,000 copies to: Attn: Rob Kohls/Diane Resse 2020 Max, "Your Company Name" Tote Insert Dynamark 1422 Lebanon Pike, Nashville, Tennessee 37210 Phone: (615) 921-9399
Door Drops (Digital) Each organization is responsible for producing and supplying their digital door drop pieces. Design Guidelines: max size 8.5 x 11	-	11/2/20	Upload files here: http://nei.global/max-uploads
Pre <u>or</u> Post Conference Mailer Each organization is responsible for supplying a print ready mailer to Dynamark, all postage fees, and ensuring the mailer gets distributed on time. Mailers received after the final due date at Dynamark are not guaranteed to arrive on time to pre-registrants. Design Guidelines: max size 8.5 x 11 <i>Please make note of the desired date of mailer with submission.</i>	10/15/20	Organization decides mail date.	Ship mailer to: Attn: Rob Kohls/Diane Resse 2020 Max, "Your Company Name" Tote Insert Dynamark 1422 Lebanon Pike, Nashville, Tennessee 37210 Phone: (615) 921-9399

PLEASE ADHERE TO ALL DEADLINES. All advertisements must be approved by NEI Max show management. NEI's review process takes 2-3 business days. Materials received after final due dates are not guaranteed to be reviewed or fulfilled.

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2020



NEI MAX!

November 5-8, Colorado Springs, CO

Artwork Guidelines	Due to NEI for Review (allow 2-3 business days)	Drop Deadlines	Shipping / Delivery Instructions
<p>Max Program Guide Advertisements received after the submission deadline are not guaranteed to be included.</p> <p>Final Art Sizes without bleed</p> <ul style="list-style-type: none"> Centerfold (2-page spread) - 17" (w) x 11" (h) Inside Front Cover (single-page ad) - 8.5" (w) x 11" (h) Inside Back Cover (single-page ad) - 8.5" (w) x 11" (h) Run-of-Book (single-page ad) - 8.5" (w) x 11" (h) Run-of-Book (half-page ad) - 8.5" (w) x 5" (h) Belly Band Wrap - 5.75" (w) x 18.5" (h) PI pages - 8.5" (w) x 11" (h) <p>Bleed: 0.125" bleed all around is needed Final trim size: 17" (w) x 11" (h) File Format: PDF, EPS, AI / Resolution: 300 DPI / Color Mode: CMYK / Binding: Saddle Stitch</p>	9/25/20	10/1/20	http://nei.global/max-uploads

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Artwork Guidelines	Due to NEI for Review (allow 2-3 business days)	Drop Deadlines	Shipping / Delivery Instructions
Pre <u>or</u> Post Email Blast	10/15/20	10/26/20	http://nei.global/max-uploads

NEI will send you a test email through its email client, Campaigner. Only 3 review rounds will be allotted. Additional rounds of review will cost \$150 per round. Please complete the Email Blast Required Information form on the next page.

When creating your email, please keep in mind:

- The only acceptable file format is HTML.
- All email images **must** be linked to a URL. **NEI will NOT host any images.** Files with embedded images will not be accepted and will be returned for proper formatting.
- The following message **must** be added to the top of your email, before the main content, in order to prevent recipients from unsubscribing: "You are receiving this email because you're registered for the 2020 NEI Max."
- NEI will not assist with any designing or coding of HTML emails. All edits/corrections must be done through your agency's designer.
- NEI will not provide the email list to advertisers.
- The "From" name will be "NEI Max Industry News," and the from email will be customerservice@neiglobal.com
- There is no reply-to option. NEI will forward any inquiries to the main contact. Alternatively, a reply-to email in the body of your email can be added.
- The email subject line and main body text need to clearly identify that the symposium or exhibit were not part of the CME portion of the NEI Max, Pre-Conference Workshop, or Academy.
 - The phrase "learned at the Max" is not acceptable by itself
 - The phrase "Thank you for" should be followed by "attending our Industry Symposium" or "visiting us at booth"
 - When referencing the NEI Max the words "while, during, held at the" are acceptable.
 - Example: "Thank you for visiting our booth while at the NEI Max!"

Use best practice guidelines to design your email and keep in mind that the end user can view your email in different platforms. For example, don't use lots of columns, keep the message formatting simple and allow wrapping, and use bigger graphics with decent touch space in addition to following other best practices for email creation.

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2020



NEI **MAX!**

Email Blast Required Information

Launch Date & Time

Day and time the campaign should be sent.

Email Subject Line

The subject line of the email

Email Pre-header (if any)

The preheader text shows up next to or below the subject line in the inbox. Character max: 50-100

Email Proofing List

Who should receive the email proof for review?

First Name	Last Name	Email

Email Launch List

Recipients from your organization that should receive the launched email blast.

First Name	Last Name	Email

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