

2022



NEI CONGRESS

November 3-6 • Colorado Springs, CO

Art Specifications & Submission Guidelines

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Artwork Rules and Regulations

NEI Congress Name and Logo Usage:

The NEI Congress name, logo, or other identifying branding may not be used in signs, advertising, or other promotional material without prior written consent from NEI. To receive NEI approval, all advertisement materials must refer to the conference by the correct name: “2022 NEI Congress”.

Disclaimer for Non-CME Sessions (Industry Symposia / Product Theaters):

Industry Symposia are considered promotional activities and must be conducted in accordance with all applicable FDA regulations and other established standards and codes. Continuing education credit may not be offered for Industry Symposia. The following disclaimer statement must appear in Arial font size 11 and immediately following information about date, time, and location on all materials intended to promote your Industry Symposium, including but not limited to: the title and ending slides displayed at the beginning and end of the symposium, websites, broadcast emails, promotional brochures, invitations, signage:

“The content of this [Industry Symposium, Disease State or Medical Affairs event] and the views expressed therein are those of the presenting entity and not of NEI. This symposium is not part of the scientific program and does not provide CME credit.”

All promotional material must be approved by NEI before release and distribution. Because changes may be required, it is strongly recommended that review and approval by NEI occur before printing or production of the materials. Organizations may distribute print material to promote their symposium from inside their contracted booth space only. The NEI logo and/or NEI Congress graphics may not be used on Industry Symposia materials.

Questions? Contact Gabriela Chevalier at gchevalier@neiglobal.com.

NEI Review Submission Instructions

- All advertisements must be approved by NEI Congress show management.
- NEI's review process takes 2-3 business days.
- Please adhere to all deadlines. Materials received after the delivery by/submission deadline dates are not guaranteed to be reviewed or fulfilled.
- Upload your artwork files for NEI review to Zamanda Garcia at <https://nei.global/cnguploads>

Questions? Contact Gabriela Chevalier at gchevalier@neiglobal.com.

Printed Tote Bag, Welcome Box, and Virtual Inserts

<p>Artwork Guidelines</p> <ul style="list-style-type: none">• Dimensions: max size 8.5 x 11. Double sided inserts are acceptable. <p>Shipping & Delivery Instructions</p> <p>Printed inserts for tote bags & welcome boxes should be shipped to the address below. Quantity-to-ship: Before printing and shipping, please contact Gabriela Chevalier at gchevalier@neiglobal.com. Inserts received after the due date will be displayed in the literature area in the Exhibit Hall onsite. Any remaining inserts after the conference will be discarded. Tote bag and welcome box inserts will be distributed to in-person and simulcast registrants.</p> <p>Dynamark / Rob Kohls</p> <p>2022 Congress, "Your Company Name" Tote Insert 1422 Lebanon Pike, Nashville, Tennessee 37210 Phone: (615) 921-9399</p> <p>Virtual (digital) inserts: Provide NEI a PDF version of your insert for posting on our simulcast platform. PDFs should not have ANY printer marks on them (no color checks, no crop marks, etc.). All files should only have a 0.125" (1/8") bleed on each side of the document.</p> <p>Delivery Instructions</p> <p>Add "insert" at the beginning of your file name and upload your final artwork files to Zamanda Garcia at https://nei.global/cnguploads.</p>	<p>NEI review deadline:</p> <p>8/29/22</p> <p>Deliver by deadline:</p> <p>9/19/22</p>
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Simulcast Attendee Welcome Box

<p>Artwork Guidelines</p> <p>Welcome boxes will be mailed to simulcast registrants. Please contact Gabriela Chevalier (gchevalier@neiglobal.com) with any questions.</p> <ul style="list-style-type: none">• Back Dimensions: 12 1/16" (l) x 12 1/8" (w)• Side Dimensions (4 total): - 4 1/6" (l) x 12 1/8" (w) <p>Delivery Instructions</p> <p>Add "welcome box" at the beginning of your file name and upload your final artwork files to Zamanda Garcia at https://nei.global/cnguploads.</p>	<p>Submission deadline:</p> <p>8/15/22</p>
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Pre or Post Conference Mailer (Snail Mail)

<p>Artwork Guidelines</p> <ul style="list-style-type: none">• Dimensions: max size 8.5 x 11. Double sided inserts are acceptable. <p>Shipping & Delivery Instructions</p> <p>Ship your printed mailers to the address below. Quantity-to-ship: Before printing and shipping, please contact Gabriela Chevalier at gchevalier@neiglobal.com. The advertiser is responsible for 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 in-person or simulcast registrants.</p> <p><i>NOTE: Due to the ongoing pandemic, standard and priority USPS mail is sometimes delayed. Please discuss mail date options with Dynamark.</i></p> <p>Dynamark / Rob Kohls</p> <p>2022 Congress, "Your Company Name" Mailer 1422 Lebanon Pike, Nashville, Tennessee 37210 Phone: (615) 921-9399</p>	<p>NEI review deadline: 9/12/22</p> <p>Deliver by deadline: 10/3/22</p>
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Congress Program Guide Advertisements

<p>Artwork Guidelines</p> <ul style="list-style-type: none"> • Dimensions: <ul style="list-style-type: none"> ○ Centerfold (2-page spread) 17" (w) x 11" (h) <i>Submission with bleed: 17.25" (w) x 11.25" (h)</i> ○ Inside Front Cover (single-page ad) - 8.5" (w) x 11" (h) <i>Submission with bleed: 8.75" (w) x 11.25" (h)</i> ○ Inside Back Cover (single-page ad) - 8.5" (w) x 11" (h) <i>Submission with bleed: 8.75" (w) x 11.25" (h)</i> ○ Run-of-Book (single-page ad) – 8.5" (w) x 11" (h) <i>Submission with bleed: 8.75" (w) x 11.25" (h)</i> ○ Run-of-Book (half-page ad) - 8.5" (w) x 5" (h) <i>Submission with bleed: 8.75" (w) x 5.25" (h)</i> ○ Belly Band Wrap - 5.75" (w) x 18.5" (h) <i>Submission with bleed: 6" (w) x 18.75" (h)</i> ○ PI pages - 8.5" (w) x 11" (h) <i>Submission with bleed: 8.75" (w) x 11.25" (h)</i> • File format: Files should be submitted as print ready PDFs (CMYK color space and 300 DPI). PDFs should not have ANY printer marks on them (no color checks, no crop marks, etc.). All files should only have a 0.125" (1/8") bleed on each side of the document. <p>Delivery Instructions</p> <p>Add "program guide" at the beginning of your file name and upload your final artwork files to Zamanda Garcia at https://nei.global/cnguploads.</p>	<p>NEI review deadline:</p> <p>8/1/22</p> <p>Deliver by deadline:</p> <p>8/22/22</p>
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Hotel Room Door Drops: Broadmoor or Cheyenne

<p>Artwork Guidelines:</p> <ul style="list-style-type: none"> • Dimensions: Max size 8.5 x 11 <p>Shipping & Delivery Instructions</p> <p>Ship your printed door drop pieces directly to the hotel at the address below. Quantity-to-ship will be confirmed closer to the conference. Extra door drops will be placed on a literature table onsite or can be delivered to your booth if requested. Any remaining pieces after the conference will be discarded. Please email your tracking information and coordinate your date of drop with Gabriela Chevalier, gchevalier@neiglobal.com.</p> <p><i>Note: due to COVID-19 door drops may be placed on the outside of the hotel room door, rather than inside the room. This decision will be made onsite and at the hotel's discretion.</i></p>		<p>NEI review deadline: 10/10/22</p> <p>Deliver by deadline: 10/31/22</p>
<p>BROADMOOR HOTEL door drops</p> <p>Attn: Gabriela Chevalier 2022 NEI Congress The Broadmoor 1 Lake Avenue, Colorado Springs, CO 80906</p>	<p>CHEYENNE MOUNTAIN RESORT door drops</p> <p>Attn: TBD-please confirm with Gabriela before mailing. 2022 NEI Congress Cheyenne Mountain Resort 3225 Broadmoor Valley Road, Colorado Springs, CO 80906</p>	

Mobile App for In-Person Attendees

<p>Mobile App Banner Advertisement Artwork Guidelines</p> <p><i>Both smart phone and tablet images are required. Banners should not be transparent.</i></p> <ul style="list-style-type: none">• Mobile Phone Banner - 640 px (h) x 150 px (w)• Tablet/Online Banner - 552 px (h) x 150 px (w)• Resolution: 72 DPI Color Mode: RGB File Format: PNG <p>Mobile App Announcement Artwork Guidelines</p> <p>In a word document please submit:</p> <ul style="list-style-type: none">• Text for your announcement (limited to 250 characters or less, word doc format)• Your custom image graphic (1080w x 1150h pixels) in jpg format• Preferred date and time (Mountain Time) during the conference for announcement to go out. We will notify the sponsor if there is a conflict with the chosen date/time requested for the push notification. <p>Mobile App Push Notification Artwork Guidelines</p> <p>In a word document please submit:</p> <ul style="list-style-type: none">• Text for your push notification message (limited to 140 characters or less, no title, word doc format)• If you would like your message to link to a website, please provide the URL• Preferred date and time (Mountain Time) during the conference for message to go out. We will notify the sponsor if there is a conflict with the chosen date/time requested for the push notification. <p>Delivery Instructions</p> <p>Add "mobile app" at the beginning of your file name and upload your final artwork files to Zamanda Garcia at https://nei.global/cnguploads.</p>	<p>Submission deadline:</p> <p>10/3/2022</p>
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Desktop (Virtual Platform) Push Notification

<p>Artwork Guidelines:</p> <p>Create a high-resolution image with your message. We recommend 100 characters or less.</p> <ul style="list-style-type: none">• Dimensions: 700 px (w) x 600 px (h)• File Format: PNG, static image. Images should not be transparent.• In a word document please submit:<ul style="list-style-type: none">○ Push notification header title (50 characters or less)○ If you would like your message to link to a website, please provide the URL○ Preferred date and time (Mountain Time) during the conference for message to go out.We will notify the sponsor if there is a conflict with the chosen date/time requested for the push notification. <p>Delivery Instructions</p> <p>Add "virtual" at the beginning of your file name and upload your final artwork files to Zamanda Garcia at https://nei.global/cnguploads.</p>	<p>Submission deadline:</p> <p>10/3/2021</p>
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Exclusive Sponsorship Artwork Guidelines

Delivery Instructions: Upload your final artwork files to Zamanda Garcia at <https://nei.global/cnguploads>. Please contact Gabriela Chevalier (gchevalier@neiglobal.com) with any questions.

Attendee Tote Bag <ul style="list-style-type: none"> Imprint Size/Dimensions: 6"(w) x 7.5"(h) File Format: EPS, AI Resolution: 300 DPI Imprint color: White 	Submission deadline: 8/15/22
Attendee Lanyard <ul style="list-style-type: none"> Imprint Size/Dimensions: 3.25"(w) x 1.25"(h) File Format: EPS, AI Resolution: 300 DPI Imprint color: White 	Submission deadline: 8/15/22
Hotel Room Key Cards: Broadmoor <ul style="list-style-type: none"> The artwork guidelines will be emailed directly to the sponsor. 	Submission deadline: 9/26/22
Hotel Room Key Cards: Cheyenne Mountain Resort <ul style="list-style-type: none"> The artwork guidelines will be emailed directly to the sponsor. 	Submission deadline: 9/26/22
Exhibit Hall Coffee Stations (Hot Drink Cups/Napkins) <ul style="list-style-type: none"> The artwork guidelines will be emailed directly to the sponsor. 	Submission deadline: 8/31/22
Wi-Fi Splash page <ul style="list-style-type: none"> Please provide the direct URL to your pass-through website. Your desired network name and password (limit of 6 characters) 	Submission deadline: 9/26/22
Exhibit Hall Charging Station <ul style="list-style-type: none"> The artwork guidelines will be emailed directly to the sponsor. 	Submission deadline: 9/26/22
Stacking Cube Towers <i>This 3-cube tower totals 11.5 feet in height. View template here.</i> <ul style="list-style-type: none"> Top Cube panels: 34" Middle Cube panels: 46" Bottom Cube panels: 58" 	Submission deadline: 9/26/22
Branded Exhibit Hall Seating <ul style="list-style-type: none"> The artwork guidelines will be emailed directly to the sponsor. 	Submission deadline: 9/26/22
Lighted Advertisement Tower <ul style="list-style-type: none"> Backlit fabric stretched on a frame: 42" W x 68" H (4 sides with 1 panel/side) 	Submission deadline: 9/26/22

Simulcast (Virtual) Platform Advertisement Artwork Guidelines

Delivery Instructions: Upload your final artwork files to Zamanda Garcia at <https://nei.global/cnguploads>

Virtual Lobby Ad (Non-Animated) <ul style="list-style-type: none">• Dimensions:<ul style="list-style-type: none">○ Lobby image: 360w x 90h pixels○ Pop-up image: 600w x 500h pixels• File format: PNG, static image. Images should not be transparent.• Redirect URL for your images	Submission deadline: 10/3/22
Virtual Exhibit Hall Logo <ul style="list-style-type: none">• Dimensions: <i>TBD</i>• File format: jpg or png• Redirect URL for your logo	Submission deadline: 10/3/22

Pre or Post Email Blast

<p>Artwork Guidelines:</p> <ul style="list-style-type: none">• The only acceptable file format is HTML.• All email images <u>must</u> be linked to a URL. <u>NEI will not host any images.</u> Files with embedded images will not be accepted and will be returned for proper formatting.• The following message <u>must</u> 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 2022 NEI Congress.”• NEI will not assist with any designing or coding of HTML emails. All edits/corrections must be done through your agency’s designer.• The “From” name will be “NEI Congress 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 Congress, Pre-Conference Workshop, or Academies.<ul style="list-style-type: none">○ The phrase “learned at the Congress” 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 Congress the words “while, during, held at the” are acceptable.<ul style="list-style-type: none">▪ Example: “Thank you for visiting our booth while at the NEI Congress!”• NEI will not provide the email list to advertisers. <p>When designing your email:</p> <ul style="list-style-type: none">• Use best practice guidelines to Artwork 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.	<p>NEI review deadline:</p> <p>9/12/22</p> <p>Submission deadline:</p> <p>9/26/22</p>
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Please complete the Email Blast Required Information form on the next page.

Pre or Post Email Blast Submission Form

Delivery Instructions: Upload your final artwork files with this form to Zamanda Garcia at <https://nei.global/cnguploads>

Email Blast Required Information

NEI will send you a test email through its email client, Campaigner. Only 3 review rounds will be allotted.

Launch Date & Time <i>Day and time the campaign should send</i>	
Email Subject Line The subject line of the email	
Email Pre-header (if any) <i>The preheader text shows up next to or below the subject line in the inbox.</i> <i>Character max: 50-100</i>	
Email Proofing List (full names and emails) <i>Who should receive the email proof for review?</i>	
Email Launch List (full names and emails) <i>Recipients from your organization that should receive the launched email blast.</i>	

Artwork Guidelines for Large Scale Hotel Advertising: Broadmoor

- **Delivery Instructions:** Upload your final artwork files with this form to Zamanda Garcia at <https://nei.global/cnguploads>
- **Submission deadline:** All large-scale hotel advertisement is due on **9/26/22**.
- **Accepted vector filetypes:** Adobe Illustrator Files (.ai), Encapsulated Post Script (.eps), Scalable Vector Graphic (.svg). Set all Vector files to CMYK Color Profile 300 dpi
- **Accepted raster file types:** Adobe Photoshop (.psd), Adobe Photoshop Large Document format (.psb), JPG (.jpg) High resolution (300 ppi or larger) min dimension 1024px wide. All Raster images will need to be reviewed before printing (for image quality).
- **Other requirements:** Please convert ALL fonts to outlines. Embed images or provide high resolution copies of all links. Scale to finished size or to scale (1/2, 1/4, and 1/10 for larger files).

Bartolin Hall Entry Walls (Exhibit Hall Atrium) <ul style="list-style-type: none"> • Dimensions: <ul style="list-style-type: none"> ○ Panel #1 - 193.5/8" w x 63.1/8" H (with two vents) ○ Panel #2 – 168.75" w x 62.5" H (with one vent) ○ Panel #3 – 230. 1/16" w x 41.5 H (triangle) ○ Panel #4 – 192.75" w x 62.5" H ○ Panel #5 – 229.125" w x 41.5" H ○ Panel #6 – 167.1/8" w x 62.5" H (with two vents) ○ Panel #7 – 196.1/8 w x 62.5" H (with two vents) ○ Panel #8 – 241.1/8" w x 62.5" H (with two vents) 	Submission deadline: 9/26/22
International Center Windows <ul style="list-style-type: none"> • Dimensions: <ul style="list-style-type: none"> ○ (6) 1-2, 6-8, 12-13 – 66.5" W x 143.5" H ○ (6) 3-5, 9-11 – 70.5" W x 143.5" H ○ (9) 14-22 – 66.5" W x 129.5" H 	Submission deadline: 9/26/22

Exhibit Hall Wrapped Columns <ul style="list-style-type: none"> Columns for Bartolin Hall have varying sizes and NEI recommends having a conference call with our sign vendor to ensure you select the columns of your preferences and get the exact specs at that time. 	Submission deadline: 9/26/22
Exhibit Hall Floor Decals <ul style="list-style-type: none"> Dimensions: 52" diameter circular graphic 	Submission deadline: 9/26/22
Video Wall to Exhibit Hall <ul style="list-style-type: none"> Dimensions: <ul style="list-style-type: none"> Wall: 199" w x 166" h Video canvas size: 5760wx 2160h pixels. Note: It is split into 6 (3x2) panels with no pixel loss. Each panel is 1920x1080 pixels. These also come with adjacent slender panels (for ISI/PI) <ul style="list-style-type: none"> Left Video Wall #1 <ul style="list-style-type: none"> 2-left panels: 14.5" W x 101" H 2-right panels: 14.5" W x 100" H Left Video Wall #2 <ul style="list-style-type: none"> 2-left panels: 14.5" W x 73" H 1-right panel: 14.5" W x 67" H (Fire alarm on panel – confirm placement with printer) Right Video Wall #1 (across hall from left #2) <ul style="list-style-type: none"> 2-left panels: 14.5" W x 67" H 2-right panels: 14.5" W x 73" H 	Submission deadline: 9/26/22
Broadmoor Hall Entrance Graphics (Registration Lobby Area) <ul style="list-style-type: none"> Broadmoor Hall Foyer Canvas: 196W x 64" H (2" Deep) Broadmoor Hall Lobby (Direct print to 3/16" foam core inserted into existing frames) <ul style="list-style-type: none"> A Ballroom Lobby <ul style="list-style-type: none"> 2A: 42.25" W X 46" H 3A: 65" W x 53.25" H 4A: 53" W X 61.875" H 5A: 45"W x 46.75" H 6A: 26.25"x 56" H 7A: 26.25"x 56" H B Ballroom Lobby <ul style="list-style-type: none"> 2B: 40.5" w X 45.75" H 	Submission deadline: 9/26/22

<ul style="list-style-type: none"> ▪ 3B: 23.25" W X 49.75" H ▪ 4B: 65" W X 49.5" H ▪ 5B: 65" W X 49.5" H ▪ 6B: 24.5" W X 49.75" H 	
Broadmoor Bus Wrap <ul style="list-style-type: none"> • Driver Side: 170" L x 18" H • Driver Side Back Panel: 18" W x 45" H • Passenger Side: 164" L x 18" H • Passenger Side Back Panel: 45" W x 50" H • Rear: 72" W x 60" H 	Submission deadline: 9/26/22
Bartolin Exhibit Hall Overlook Graphic <ul style="list-style-type: none"> • The artwork guidelines will be emailed directly to the sponsor. Please contact Gabriela Chevalier (gchevalier@neiglobal.com) with any questions. 	Submission deadline: 9/26/22
Bartolin Exhibit Hall Corner Graphic <ul style="list-style-type: none"> • Walkway Facing Wall: The artwork guidelines will be emailed directly to the sponsor. Please contact Gabriela Chevalier (gchevalier@neiglobal.com) with any questions. • Exhibit Hall Facing Wall: The artwork guidelines will be emailed directly to the sponsor. Please contact Gabriela Chevalier (gchevalier@neiglobal.com) with any questions. 	Submission deadline: 9/26/22
Patio Umbrellas & Tabletops <ul style="list-style-type: none"> • The artwork guidelines will be emailed directly to the sponsor. Please contact Gabriela Chevalier (gchevalier@neiglobal.com) with any questions. 	Submission deadline: 9/26/22
Sidewalk Directional Signs <ul style="list-style-type: none"> • The artwork guidelines will be emailed directly to the sponsor. Please contact Gabriela Chevalier (gchevalier@neiglobal.com) with any questions. 	Submission deadline: 9/26/22