

Synapse - April 22-24, 2022

Artwork Guidelines	Due to NEI for Review <small>(allow 2-3 business days)</small>	Final Files Due	Delivery
<p>50-word Exhibiting Company Description If received after the due date, we cannot guarantee inclusion in any NEI Synapse materials.</p>	-	February 21, 2022	Upload files here: https://nei.global/synuploads
<p>Tote Bag Inserts Tangible Tote Bag Insert (Onsite in Tote Bag) 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.</p> <p>Virtual Tote Bag Insert (NEI Online platform) Virtual tote bag ads are contained in a drop-down file for attendees who registered to participate in the simulcast. Provided they registered in time to receive the NEI Attendee Box, they will receive the printed insert as well.</p> <p>Design Guidelines: max size 8.5 x 11 and double sided</p>	March 1, 2022	Must arrive by March 20, 2022	<p>Ship 900 copies to: Dynamark / Rob Kohls 2022 Synapse, "Your Company Name" Tote Insert 1422 Lebanon Pike, Nashville, Tennessee 37210 Phone: (615) 921-9399</p>
<p>Door Drops Each organization is responsible for producing and supplying printed pieces. Extra door drops will be placed on a literature table onsite. Any remaining pieces after the conference will be discarded. Please email tracking information to alemmen@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 closer to the actual date.</i></p> <p>Design Guidelines: max size 8.5 x 11 <i>Please make note of the desired date of door drop with submission.</i></p>	April 1, 2022	Must arrive by April 18, 2022	<p>Ship 900 copies to: Attn: Andrew Lemmen, arrives 4/20 2022 NEI Synapse 101 Red River Street Austin, TX 78701</p>
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<p>Mobile App Banner Advertisement</p> <p>Design Guidelines:</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 • Banners should not be transparent <p><i>Both smart phone and tablet images are required.</i></p>	-	April 1, 2022	<p>Upload files here: https://nei.global/synuploads</p>
<p>Mobile App Announcement</p> <p>Design Guidelines:</p> <ul style="list-style-type: none"> • Each message includes a custom message (250-character limit) and a customized image graphic (square: 1080w x 1150h pixel). The announcements will be seen on the Activity Feed. 	-	April 1, 2022	<p>Upload files here: https://nei.global/synuploads</p>
<p>Mobile App Push Notification</p> <p>Design Guidelines: 140-character limit custom text message. You can link to a URL.</p>	-	April 1, 2022	<p>Upload files here: https://nei.global/synuploads</p>
<p>Desktop (Virtual Platform) Push Notification</p> <p>700px W x 600px H static image that can link out to a web address</p>	-	April 1, 2022	<p>Upload files here: https://nei.global/synuploads</p>
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<p>Pre or Post Conference Mailer (Snail Mail) 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.</p> <p>Design Guidelines: max size 8.5 x 11</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>March 18, 2022</p>	<p>April 1, 2022</p>	<p>Ship mailer to: Dynamark / Rob Kohls 2022 Synapse, "Your Company Name" mailer 1422 Lebanon Pike, Nashville, Tennessee 37210 Phone: (615) 921-9399</p>
<p>Attendee Tote Bag - Sponsor Logo</p> <p>Design Guidelines:</p> <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 	<p>-</p>	<p>February 1, 2022</p>	<p>Upload files here: https://nei.global/synuploads</p>
<p>Attendee Lanyard - Sponsor Logo</p> <p>Design Guidelines:</p> <ul style="list-style-type: none"> • Imprint Size/Dimensions: 3.25" (w) x 1.25" (h) <p>File Format: EPS, AI / Resolution: 300 DPI / Imprint color: White</p>	<p>-</p>	<p>February 1, 2022</p>	<p>Upload files here: https://nei.global/synuploads</p>
<p>Artwork Guidelines</p>	<p>Due to NEI for Review <small>(allow 2-3 business days)</small></p>	<p>Final Files Due</p>	<p>Delivery</p>

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<p>Synapse Program Guide Advertisements received after the submission deadline are not guaranteed to be included.</p> <p>All files submitted must have a 0.125" (1/8") bleed on each side of the document.</p> <p>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.). Just the 1/8" bleed all around.</p> <p><u>Advertisement Sizes:</u></p> <ul style="list-style-type: none"> • Centerfold (2-page spread) 17" (w) x 11" (h) Submission with bleed: 17.25" (w) x 11.25" (h) • Inside Front Cover (single-page ad) - 8.5" (w) x 11" (h) Submission with bleed: 8.75" (w) x 11.25" (h) • Inside Back Cover (single-page ad) - 8.5" (w) x 11" (h) Submission with bleed: 8.75" (w) x 11.25" (h) • Run-of-Book (single-page ad) – 8.5" (w) x 11" (h) Submission with bleed: 8.75" (w) x 11.25" (h) • Run-of-Book (half-page ad) - 8.5" (w) x 5" (h) Submission with bleed: 8.75" (w) x 5.25" (h) • Belly Band Wrap - 5.75" (w) x 18.5" (h) Submission with bleed: 6" (w) x 18.75" (h) • Pl pages - 8.5" (w) x 11" (h) Submission with bleed: 8.75" (w) x 11.25" (h) 	-	February 21, 2022	Upload files here: https://nei.global/synuploads
<p>Virtual Lobby Advertisement</p> <p>Design Guidelines:</p> <ul style="list-style-type: none"> • Initial graphic (preferably logo): 360px W x 90px H (jpg or png) • Pop-up graphic <i>after</i> user click: 500px W x 600px H (jpg or png) 	-	March 1, 2022	Upload files here: https://nei.global/synuploads
<p>Virtual Exhibit Booth</p> <p>Design Guidelines:</p>	-	April 1, 2022	Upload files here: https://nei.global/synuploads

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<ul style="list-style-type: none"> 390px W x 130px H (.ai or .eps) 			
Virtual Exhibit Hall Banner Advertisement Design Guidelines: <ul style="list-style-type: none"> 1200px W x 125px H (jpg or png) 			
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Escalator Wrap Design Guidelines: TBD	-	April 1, 2022	Upload files here: https://nei.global/synuploads
Charging Lounge Design Guidelines: TBD	-	April 1, 2022	Upload files here: https://nei.global/synuploads
Lighted Advertisement Tower Design Guidelines: <ul style="list-style-type: none"> 4 Panels – 42" (w) x 68" (h) 	-	April 1, 2022	Upload files here: https://nei.global/synuploads
NEI Attendee Box Design Guidelines: <ul style="list-style-type: none"> Front/Back - 12 1/16" (l) x 12 1/8" (w) Sides (4 total) - 4 1/6" (l) x 12 1/8" (w) 	-	February 15, 2021	Upload files here: https://nei.global/synuploads
Stacking Cube Towers A tower of three cubes totaling 11.5 feet in height. Will be placed by NEI for maximum viewing. Design Guidelines: Lowest Cube: 58" ³ Middle Cube: 46" ³ Highest Cube: 34" ³	March 18, 2022	April 1, 2022	Upload files here: https://nei.global/synuploads
Exhibit Hall Floor Decals Design Guidelines: A circle with a 52" diameter with ability to adhere to the floor of the exhibit hall.	-	April 1, 2022	Upload files here: https://nei.global/synuploads
Exhibit Hall Benches	-	April 1, 2022	Upload files here: https://nei.global/synuploads

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<p>These panels will go beside the benches to increase visibility and will be double sided.</p> <p>Design Guidelines: Each panel will be 35" (w) x 69.375" (h)</p>			
<p>Hotel Room Key Cards Design Guidelines: 3.375" (l) x 2.125" (w)</p>	-	March 18, 2022	Upload files here: https://nei.global/synuploads
<p>Artwork Guidelines</p>	<p>Due to NEI for Review <small>(allow 2-3 business days)</small></p>	Final Files Due	Delivery
<p>Exhibit Hall Coffee Stations</p> <p>Design Guidelines:</p> <ul style="list-style-type: none"> Cup imprint area: OWL: 2.38"W x 2.00"H -1 Color Wrap: 7.19"D - 1 Color 1.75"W x 2.00"H x 1.50"D - 4 Max Color Napkin imprint area: 3.25w" x 3.13 h" 	-	March 18, 2022	Upload files here: https://nei.global/synuploads
<p>Wi-Fi Splash page The sponsoring company is responsible for designing a pass-through page. Use best practice guidelines to design your webpage and keep in mind that the end user can view your page 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> <p>Please provide:</p> <ul style="list-style-type: none"> URL link to your pass-through page Your desired network name and password (limit of 10 characters) 	March 18, 2022	April 1, 2022	Upload files here: https://nei.global/synuploads

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<p>Pre or Post Email Blast</p> <p>NEI will send you a test email through its email client, Campaigner. You must complete the Email Blast Required Information form on the next page. 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.</p> <p>When creating your email, please keep in mind:</p> <ul style="list-style-type: none">• 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.• "View in browser" link: If your team has opted-in to add this, the link will be centered at the top of your email. It will be shown before the below "You are receiving this email because..." message. The default text is "Can't see images? Click here". This text cannot be changed. The browser link is automatically generated by our server and cannot be changed.• 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 Industry-Sponsored email because you're registered for the 2022 NEI Synapse."• When creating your email copy keep in mind that it will be sent to both audiences—in-person and virtual.• 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 Synapse," 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/CE portion of the NEI Synapse.<ul style="list-style-type: none">○ The phrase "learned at the NEI Synapse" 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 Synapse 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 Synapse"• 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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- You do not need to include unsubscribe links/language to your email campaigns. NEI will apply its own message to the bottom of the email. This will not affect your code. Our standard unsubscribe message is as follows: "You are subscribed to this mailing list as [user email]. Please click here to modify your message preferences or to unsubscribe from any future mailings. We will respect all unsubscribe requests."

Email Blast Submission Form

Submit this form with your final HTML file. Reminder: all images must be linked to a URL hosted on your company's server. NEI will not host any images. Files with embedded images will not be accepted and will be returned for proper formatting.

NEI Review Deadline: 3/28/2022. NEI's review process takes 2-3 business days.

Final HTML File Deadline: 4/8/2022. Expect communication delays for late handoffs.

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

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