2024 NEI SYNAPSE

April 19 - 21 • Las Vegas, NV & **ONLINE**

Art Specifications & Submission Guidelines

Artwork Rules and Regulations

NEI Synapse Name and Logo Usage:

The NEI Synapse logo or other identifying branding may not be used in signs, advertising, or other promotional material. All advertisement materials must refer to the conference by the correct name: "2024 NEI Synapse"

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

Industry Symposia, Product Theaters, and Receptions 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 these events. 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 event, including but not limited to: the title and ending slides displayed at the beginning and end of the Session, websites, broadcast emails, promotional brochures, invitations, signage:

"The content of this [Industry Session, Disease State, Medical Affairs, etc. event] and the views expressed therein are those of the presenting entity and not of NEI. This Session 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 Session from inside their contracted booth space only. The NEI logo and/or NEI Synapse graphics may not be used on any promotional materials.

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

NEI Review Submission Instructions

- All advertisements must be approved by NEI Synapse 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 at https://nei.global/synuploads

Printed Inserts for Tote Bag

Artwork Guidelines • Dimensions: max size 8.5 x 11. Double sided inserts are acceptable. **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 inserts will be distributed to in-person registrants. **Shipping & Delivery Instructions** Printed inserts for tote bags should be shipped to the address below. **Dynamark, attn: Rob Kohls** 2024 Synapse, "Your Company Name" Tote Insert 1422 Lebanon Pike Nashville, Tennessee 37210 Phone: (615) 921-9399	**NEI review deadline:** Allow 2-3 business days **Deliver by deadline:** March 22, 2024 *This is the drop deadline.*

Simulcast Virtual Digital Inserts

Artwork Guidelines	NEI review deadline:
• Dimensions: max size 8.5 x 11. Double sided inserts are acceptable. • 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.). **Delivery Instructions** Add "insert" at the beginning of your file name and upload your final artwork files at https://nei.global/synuploads.	Allow 2-3 business days **Deliver by deadline:** March 22, 2024

Simulcast Lobby Ad

Virtual Lobby Ad (Non-Animated)	NEI review deadline:
• Dimensions: ○ Lobby image: 360w x 90h pixels • File format: PNG, static image. Images should not be transparent. • Redirect URL for your images **Delivery Instructions:** Upload your final artwork files at https://nei.global/synuploads	Allow 2-3 business days **Deliver by deadline:** April 5, 2024

Simulcast Desktop Push Notification

Artwork Guidelines:	Deliver by deadline:

Create a high-resolution image with your message. We recommend 100 characters or less.
 	
• Dimensions: *TBD*
• File Format: PNG, static image. Images should not be transparent.
• In a word document please submit:
    ○ 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 (Central 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.
 	
Delivery Instructions
 	
Add "virtual" at the beginning of your file name and upload your final artwork files at https://nei.global/synuploads.
	April 5, 2024

Pre or Post Conference Mailer (Snail Mail)

Artwork Guidelines • Dimensions: max size 8.5 x 11. Double sided inserts are acceptable. **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. *NOTE: Due to the ongoing pandemic, standard and priority USPS mail is sometimes delayed. Please discuss mail date options with Dynamark.* **Shipping & Delivery Instructions:** **Dynamark / Rob Kohls** 2024 Synapse, "Your Company Name" Mailer 1422 Lebanon Pike, Nashville, Tennessee 37210 Phone: (615) 921-9399	**NEI review deadline:** Allow 2-3 business days **Deliver by deadline:** March 15, 2024

Synapse Printed Program Guide Advertisements

Artwork Guidelines	NEI review deadline:
• 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)* • PI pages - 8.5" (w) x 11" (h) *Submission with bleed: 8.75" (w) x 11.25" (h)* **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. **Delivery Instructions** Add "program guide" at the beginning of your file name and upload your final artwork files to at https://nei.global/synuploads. A digital proof will be provided, and advertisers will have 5-days total to review, submitted changes, and approve.	Allow 2-3 business days **Deliver by deadline:** February 5, 2024

Hotel Room Door Drops: Omni Nashville

Artwork Guidelines:	**NEI review deadline:**
• Dimensions: Max size 8.5 x 11	Allow 2-3 business days
Quantity-to-ship:	**Deliver by deadline:**
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.	April 15, 2024
Shipping & Delivery Instructions	
Ship your printed door drop pieces directly to the hotel at the address below.	
ATTENTION: Gaby Chevalier	
2024 NEI Synapse	
Address to be confirmed with sponsor.	

Mobile App Ads/Messages for In-Person Attendees

Mobile App Announcement Card: • Image can be JPEG, JPG, or PNG. Recommended size is 296 x 204 pixels. This should include a text with a maximum of 30 characters. Can be linked to a URL. Please provide a URL that begins with https://. • Provide your desired schedule (date and time) for the announcement card. All announcements be set to Central Time. **Mobile App Announcement Video:** • Provide your video URL link from YouTube, Wistia or Vimeo. URL must begin with https://. The video must be hosted on YouTube, Wistia or Vimeo. • Provide a 30-character text for your video. • Provide a link card image with a recommended size 296 x 204 pixels. Supported file types: JPEG, JPG, or PNG. This image will only serve as a thumbnail within the app. **Mobile App Push Notification:** In a word document please submit: • A title along with a 140-character message. You may include a URL (not included in the character count for the message. • Provide your desired schedule (date and time) for deployment. All push notifications will be set to Central Time. We will notify the sponsor if there is a conflict with the chosen date/time requested for the push notification. **Mobile App Banner:** • Provide an image that will appear next to your banner's text. Supported file types: JPEG, JPG, or PNG formats. Recommended size: 600 x 400 pixels. • Provide a title to your banner (maximum 60 characters) and a text (maximum 120 characters). You may also choose to have text within your image. • Banners will be visible to attendees 1-week prior to the conference **Delivery Instructions** Add "mobile app" at the beginning of your file name and upload your final artwork at https://nei.global/synuploads.	**Deliver by deadline:** April 5, 2024

Exclusive Sponsorship Artwork Guidelines

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

Artwork guidelines will be emailed directly to the sponsor.

	Deliver by deadline:
Attendee Tote Bag	February 1, 2024
Attendee Lanyard	February 1, 2024
Hotel Key Card	March 15, 2024
Exhibit Hall Coffee Stations (Hot Drink Cups/Napkins)	March 15, 2024
Wi-Fi URL Splash page Network - minimum 4 characters maximum of 32 characters (please avoid the + symbol as it sometimes causes issues) Password - minimum 8 characters maximum of 32 characters	March 15, 2024
Exhibit Hall aisle decals	March 15, 2024
Large Units (light towers, cubes, charging lounge, etc.)	March 15, 2024

Pre or Post Email Blast

Artwork Guidelines:	NEI review deadline:

• 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 2024 NEI Synapse."
• 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 Synapse 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 Session or exhibit were not part of the CME portion of NEI Synapse
    ○ The phrase "learned at the Synapse" is not acceptable by itself
    ○ The phrase "Thank you for" should be followed by "attending our Industry Session" or "visiting us at booth"
    ○ When referencing the NEI Synapse the words "while, during, held at the" are acceptable.
        ■ Example: "Thank you for visiting our booth while at the NEI Synapse!"
• NEI will not provide the email list to advertisers.
 	
When designing your email:
• 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.
	NEI review deadline:
	Allow 2-3 business days
	
	Submission deadline:
	March 25, 2024

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 at https://nei.global/synuploads

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 *Day and time the campaign should send*	
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 (full names and emails) *Who should receive the email proof for review?*	
Email Launch List (full names and emails) *Recipients from your organization that should receive the launched email blast.*	