



APPRO 2004 Advertising Standards Guide

9.20.04

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IPPSO Facto Trade Show Guide

The official Trade Show Guide will appear as a special 24 page supplement in the October/November edition of *Ippso Facto*, the official magazine of APPRO. The entire Trade Show Guide is 4-colour (CMYK).

Submission deadline – October 15th, 2004.

Due to time and production constraints, this deadline will not be extended.

Advertisement Size Chart

| Size | width x height |
|--|----------------|
| Full page | 7¾" x 10" |
| Half page - horizontal | 7¾" x 5" |
| Half page - vertical | 3¾" x 10" |
| Quarter page - horizontal | 7¾" x 2½" |
| Quarter page - vertical | 3¾" x 5" |
| Bleed to 8.5" x 11" N/C (full page only) | |

Print advertising submissions should be sent to:

✉ marketing@appro.org

Standards for ads submitted in electronic format

Platform: APPRO uses PC computers only. We cannot read files in Mac format. The printer can, but it makes extra work. If you must submit your ad in Mac format, please remember to include a graphic header with the file, since PC computers cannot produce a screen image from the file directly.

Colour: If possible, please make sure any colour ads are in 4-colour form (CMYK). We can convert from RGB, but we cannot accept responsibility for slight deviations in colour when converting RGB to 4-colour.

Ads with graphics: preferred formats are JPEG, GIF, TIF and EPS. PDF is also acceptable.

Ads submitted in Word or WP: We cannot reliably extract the graphics from Word or WP files containing graphics. We need all graphic elements in their original "native" format (jpeg, gif, tif, etc.) as separate files, along with the Word or WP file. Ads consisting of text only may be submitted in Word or Word Perfect, or simpler formats like RTF.

Fonts: *Ippso Facto* is set primarily in Georgia and Arial Narrow. Vector art or word-processing files requiring specialized fonts must have the fonts submitted along with the ad. In the case of EPS files, if outputting material with text as text, you **MUST** include any unusual fonts when you send us the file. Alternatively, you can export the text as curves, which makes for a larger file but eliminates the need to include the fonts.

Other formats: APPRO uses PageMaker and InDesign for page layout. We cannot reliably read material in other native formats like Publisher, Quark, or Adobe Illustrator. We can read files submitted in CorelDraw (up to version 8) and Photoshop (up to 6.0). Printers may be able to read the other formats, but it makes for extra work. Thank you for submitting your material in one of the formats above.

Web Standards

Advertisers may submit two banners, two skyscrapers or one of each.

There are two sizes available for advertisers:

Size Chart

Banner: 468w x 60d pixels

Skyscraper: 120w x 600d pixels

Web advertisements will be served ROS (Run Of Site) through January 30th, 2005.

- Format - tif, jpg or gif
- Animation - 3 loop gif, 35k max. Flash animation is presently unavailable.



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Web site Logo's, URL's and .Pdf Content

There is a page dedicated to sponsor and exhibitor content. If qualified, sponsors and exhibitors may choose either one (1) URL or one PDF. Logo's should follow the file and formatting guidelines indicated on Pg. 1, Standards for ads.

All web advertising submissions should be sent to:

✉ robertsondesign@sympatico.ca

Plasma Screen Advertising

Plasma screens will be placed outside three locations at the conference site:

- Registration desk/Trade Show
- APPrO 2004 Conference Plenary
- Green Power Conference

- ✦ All plasma screen ads will be ROS at all three locations.
- ✦ Format: MS PowerPoint slide (no animations).
- ✦ Advertisers with more than one slide may choose to have their slides run in sequence or ROS – your choice.
- ✦ APPrO may not be able to provide competitive separation in all cases.

Physical Signage

The Metro Toronto Convention Centre has specific guidelines regarding the type, presentation and positioning of physical signage in the trade show area. For more information on MTCC specifications follow this link:

✉ http://www.newenergy.org/conference/MTCC_exhibitor_package.pdf

Our official conference supplier of physical signage at APPrO 2004 is Signs and Graphics.

If you require signs for the show and would like a free consultation or quote, please send an e-mail to:

✉ sergio.pingitore@sympatico.ca with your requirements.

Trade Show Booth

All booths are 10'x10' and include pipe and drape. Power, cable, internet hook-up's, etc. are the responsibility of the exhibitor.

For all Exhibitor information and downloads go to:

✉ <http://www.newenergy.org/conference/Downloads/downloads.html>

to find and download all exhibitor specifications and on-site order forms.

For official APPrO 2004 suppliers go to:

✉ <http://www.newenergy.org/conference/OfficialSuppliers/officialsuppliers.html>

If you require technical assistance for your exhibit, please contact our Conference Manager, Carole Kielly at:

✉ carole.kielly@appro.org.

Conference Bag: Print Inserts

All print inserts should be no larger than 8½" x 11". Inserts greater than 1 page should be stapled or saddle stitched. Multiple loose pages will not be accepted.

All material must be received no later than November 15th, 2004. APPrO accepts no responsibility for material received after that date and may not be included in the conference bag handed out to delegates.

Please send your conference bag insert to: **APPrO**

25 Adelaide Street East, Suite 1602,
Toronto, Ontario M5C 3A1



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Conference Bag: Delegate Gifts Conference bag gift inserts will be co-branded with the sponsor's logo and the APPRO 2004 logo. Printing is B&W unless otherwise specified. Charges for additional colours must be prepaid and will be borne by the sponsor of the gift.

Conference Proceedings CD ROM – Sponsor Section Conference proceeding CD ROM Sponsor Section submissions may be sent to: marketing@appro.org no later than January 15th, 2005. There is a 10Mb maximum unless additional Mb's have been purchased. There are no specific restrictions on content or format, but it is recommended that submissions be in one of the more popular formats (i.e. Word, pdf, etc.) and APPRO reserves the right to control content.

Contacts and APPRO 2004's Official Suppliers

APPRO 2004 Convention Contacts:
Office Tel: 416-322-6549

For sponsorship and exhibit sales:
Andrew Thompson x222
✉ andrew.thompson@appro.org

Conference Operations:
Carole Kielly x223
✉ carole.kielly@appro.org

Print advertising and conference proceedings:
✉ marketing@appro.org

Web advertising:
✉ robertsondesign@sympatico.ca

AVW - TELAV
Audio Visual Solutions and I.S.T.S.
Simultaneous Interpretation Specialists
✉ info@avwtelav.com

Corporate Nursing Services (CNS)
First Aid care and ancillary nursing services.
MTCC Official Supplier Tel. 416-589-0911
✉ coordination@mtccc.com

GES Canada
Show decorator & general contracting services.
Company Info Tel. 905-283-0500
✉ mtcc@gesexpo.com
MTCC Official Supplier Tel. 416-589-0911
✉ coordination@mtccc.com

Mendelssohn Transportation Services
Customs brokerage and transportation services.
Toll Free: 1-800-665-4628
✉ brokers@mend.com

MTCC Metro Toronto Convention Centre
APPRO 2004 Power Convention site host.
255 Front Street West, Toronto ON M5V 2W6

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|---------------------|----------------------|
| Main Office | Tel: 416- 585 - 8199 |
| Hospitality Service | - 8144 |
| Catering Office | - 8251 |
| Dock Office | - 8239 |
| Vehicle Marshalling | - 8345 |
| Main Office | Fax: 416- 585 - 8224 |
| Exhibitor Services | Fax: 416- 585 - 8388 |
| Security Dept | Fax: 416- 585 - 8125 |

✉ info@mtccc.com

RDS Robertson Design Studio
Website & graphic design solutions.
Tel. 416-554-7731
✉ robertsondesign@sympatico.ca

ShowTech Power & Lighting
Electrical/mechanical, production and staging.
MTCC Official Supplier.
Tel. Electrical/Mechanical: 416-585-8500
Tel. Production & Staging: 416-585-8109
✉ sales@showtech.ca

Signs and Graphics
Printers for display signage, graphics and banners.
Tel. 416-571-6656
✉ sergio.pingitore@sympatico.ca

Target Investigation & Security
Professional security service provider & surveillance.
MTCC Official Supplier. Tel. 416-585-8200
✉ info@targetprotection.com