



## Advertising Standards Guide

### **Trade Show Guide Advertising**

\*Print advertising should be sent to: [marketing@appro.org](mailto:marketing@appro.org)

The official APPrO 2005 Conference & Trade Show Guide will appear as a special 24 page supplement in the October/November edition of *IPPSO FACTO*, the official magazine of APPrO.

Reservation deadline – October 7

Material deadline – October 15

**Please note that due to time and production constraints, this deadline will not be extended.**

#### **Advertisement Sizes (width x height)**

Full page - 7¾" x 10" (Bleed to 8.5" x 11")

Half page - horizontal 7¾" x 5"

Quarter page - vertical 3¾" x 5"

**Platform:** APPrO uses PC computers only. We cannot read files in Mac format. Our 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:** The entire Trade Show Guide is 4-colour (CMYK). If possible, please make sure any colour ads are in 4-colour form (CMYK). We are able to convert from RGB but we cannot accept responsibility for color variation.

**Ads with graphics** preferred formats are EPS, JPEG, GIF and TIF. 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** Vector art or word-processing files requiring specialized fonts must have the fonts submitted (or embedded) 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 make for a larger file but eliminate 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.

## **Enhanced Trade Show Guide Listings**

\*Please send your enhanced listing information to [marketing@appro.org](mailto:marketing@appro.org).

Your enhanced listing includes the following:

- Logo (follow logo submission guideline below)
- Company name and address
- 75 word paragraph. (Paragraphs longer than 75 words may be edited for length)
- Two (2) company contact names with phone # and e-mail

## **Web Banners**

\*All web advertising submissions should be sent to: [robertsondesign@sympatico.ca](mailto:robertsondesign@sympatico.ca)

Web banner advertisements will be served ROS (Run of Site) through December 31, 2005. Advertisers who have purchased or qualify for Web banner advertising should submit their banner ad using the following specifications:

468w x 60d pixels  
Format - tif, jpg or gif  
Animation - 3 loop gif, 35k max. Flash is not available.

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**

\*All logos should be sent to: [robertsondesign@sympatico.ca](mailto:robertsondesign@sympatico.ca)

Sponsor and Exhibitor logos will appear in a variety of electronic and print media surrounding APPRO 2005. To ensure the highest reproduction quality, please submit your logo in EPS format (CMYK).

Please note that the reproduction quality of various formats across the various media used at APPRO 2005 may not be consistent. We can accept JPEG, GIF, TIF and PDF in lieu of EPS file format but reproduction quality is not guaranteed.

## **Delegate Kit Insert**

\*Advertisers should print and ship five hundred (500) copies of their insert to:

**APPRO 2005 Insert**  
25 Adelaide Street East, Suite 1602,  
Toronto, Ontario M5C 3A1

Print inserts should be one page, two sides and no larger than 8 ½" x 11" when laid flat. One page folds are acceptable. Please ensure you send only a one page insert. Inserts more than 1 page (two sides) will not be accepted or inserted into Delegates' kits.

All material must be received by APPrO no later than Monday, November 14<sup>th</sup>. APPrO accepts no responsibility for material received after that date and may not include late material in the Delegate kit.

### **Delegate Gifts**

Official APPrO 2005 Delegate gifts will be co-branded with the sponsor's logo and the APPrO 2005 logo. Printing is B&W unless otherwise specified. Charges for additional colors must be prepaid and will be borne by the sponsor of the gift.

### **Conference Proceedings CD ROM Sponsor Section**

\* Sponsor submissions for Conference proceedings should be sent to [marketing@appro.org](mailto:marketing@appro.org) no later than January 15<sup>th</sup>, 2005.

There is a 10Mb maximum file size. Files greater than 10Mb will not be included in the CD ROM. 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.). APPrO reserves the right to approve content before inclusion.

### **Physical Signage in Trade Show**

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 please download the MTCC Exhibitor Package from the APPrO 2005 web site

Our official conference supplier of physical signage at APPrO 2005 is Sergio Pingitore, Signs and Graphics. If you require signs for the show and would like a free consultation or quote, please send an e-mail with your requirements to: [sergio.pingitore@sympatico.ca](mailto:sergio.pingitore@sympatico.ca).

### **APPrO 2005 Marketing Contacts:**

APPrO Main Office Telephone :  
416-322-6549

Sponsorship and exhibit sales:  
Andrew Thompson x222  
[andrew.thompson@appro.org](mailto:andrew.thompson@appro.org)

Print advertising and conference proceedings:  
[marketing@appro.org](mailto:marketing@appro.org)

Web advertising & Logo submissions:  
[robertsondesign@sympatico.ca](mailto:robertsondesign@sympatico.ca)

### **APPrO 2005 Official Suppliers**

AVW - TELAV  
Audio Visual Solutions & Simultaneous Interpretation Specialists  
[info@avwtelav.com](mailto:info@avwtelav.com)

**Corporate Nursing Services (CNS)**

First Aid care and ancillary nursing services  
Tel. 416-589-0911

[coordination@mtccc.com](mailto:coordination@mtccc.com)

**GES Canada**

Show decorator & general contracting services  
Tel. 905-283-0500

[mtcc@gesexpo.com](mailto:mtcc@gesexpo.com)

**Mendelssohn Transportation Services**

Customs brokerage and transportation services  
Toll Free: 1-800-665-4628

[brokers@mend.com](mailto:brokers@mend.com)

**MTCC Metro Toronto Convention Centre**

APPrO 2004 Power Convention site host  
255 Front Street West, Toronto ON M5V 2W6

Main Office Tel: 416- 585 - 8199

Hospitality Service 416- 585 - 8144

Catering Office - 416- 585 - 8251

Dock Office - 416- 585 - 8239

Vehicle Marshalling - 416- 585 - 8345

Main Office Fax: 416- 585 - 8224

Exhibitor Services Fax: 416- 585 - 8388

Security Dept Fax: 416- 585 - 8125

[info@mtccc.com](mailto:info@mtccc.com)

**RDS Robertson Design Studio**

Website & graphic design solutions

Tel. 416-554-7731

[robertsondesign@sympatico.ca](mailto:robertsondesign@sympatico.ca)

**ShowTech Power & Lighting**

Electrical/mechanical, production and staging

Tel. Electrical/Mechanical: 416-585-8500

Tel. Production & Staging: 416-585-8109

[sales@showtech.ca](mailto:sales@showtech.ca)

**Signs and Graphics**

Printers for display signage, graphics and banners

Tel. 416-571-6656

[sergio.pingitore@sympatico.ca](mailto:sergio.pingitore@sympatico.ca)

**Target Investigation & Security**

Professional security service provider & surveillance

Tel. 416-585-8200

[info@targetprotection.com](mailto:info@targetprotection.com)