

APPrO 2007

19th Annual Canadian Power Conference - featuring the
Power Networking Centre
(formerly the Canadian Power Trade Show)

Advertising Information and Standards Guide

Exhibitor Power Pack

The Exhibitor Power Pack, a special comprehensive promotional package offered to our Exhibitors, includes: "Enhanced" Power Networking Guide listing, ¼ page black and white advertisement in the Power Networking Guide, Delegate bag insert, and a hot-linked web banner on the APPrO 2007 website. Details for these items are indicated in the details below with an asterisk (*).

Power Networking Guide Advertising*

*Print advertising should be sent to: marketing@appro.org

The official APPrO 2007 Networking Guide will appear as a special supplement in the October/November edition of *IPPSO FACTO*, the official magazine of APPrO.

Reservation deadline – September 28
Material deadline – October 3

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

Advertisement Sizes (width x height)

Full page – trim 8.5" x 11" Bleed: 8.75"x11.25" (0.125" all four sides) Live area: 7-3/4 x 10

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 Networking Centre 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 Power Networking Guide Listings*

*Please send your enhanced listing information to 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: marketing@appro.org

Web banner advertisements will be served ROS (Run of Site) through December 31, 2007. Advertisers who have purchased or qualify for Web banner advertising should submit their banner ad using the following specifications:

Skyscraper (160x600 pixels)
- vertical banner on right hand side of pages

Skyscraper (160x300 pixels)
- vertical banner on left hand side of pages
(limited usage, since it appears under our own navigation menus)

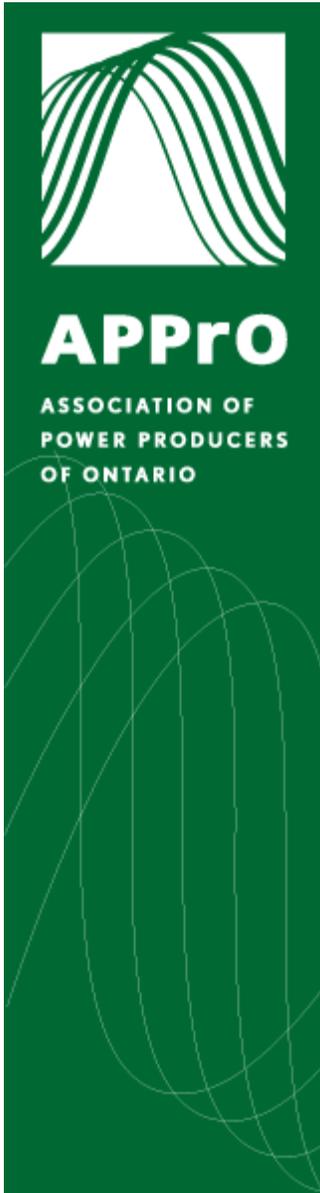
Horizontal banner (728x90 pixels)
- at the bottom of pages
- at the top of pages (not available on front pages)

Buttons, 160x160
- under the right hand vertical skyscraper banner

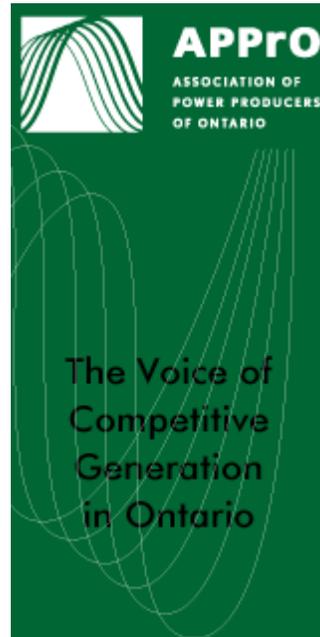
Any standard file format will be accepted (ie. jpg, gif), however, the file must be less than 6MB in size.

There are pages dedicated to sponsor and exhibitor content. If qualified, sponsors and exhibitors will have their logo hotlinked to (1) URL provided at the time of order.

APPrO 2007 Banner Sizes:



Skyscraper – vertical, right side (160x600 pixels)



Skyscraper – vertical, left side (160x300 pixels)



Button – under vertical right, (160x160)

Banner sizes cont'd....

Horizontal Banner – bottom (or top on selected pages only) 728x90 pixels

Terms for Banner Advertising

1. Page selection is on a run-of-site basis, randomly cycled on all pages, with positions on the page set as per the customer's choice (ie top, left, bottom or right)
2. Only one image is available below the menu on the left of each page.
3. Multiple images may appear in the advertising space on the right. Smaller images are placed above larger ones. (In general the images are stacked such that buttons appear on top, skyscrapers are at the bottom, and rectangles are in the middle, with a maximum of three right hand images per page.)
4. Top leaderboards do not appear on the home page of APPrO websites. They are displayed on all other pages of the website which contain advertising.
5. Hotlinks are free as long as information is provided by customer at the time of order.
6. Moving gifs will be free if assembled by customer and provided with order; special charges apply if moving images are assembled by APPrO.
7. Ads are not assured until completed confirmation is returned. Electronic copy is due within 7 days of confirmation or publication may be delayed.
8. Minimum order \$200 or 3 months.
9. All ad copy is subject to review and approval by APPrO and may be rejected or removed at any time.
10. Prices are subject to change without notice. Please check with APPrO's Marketing Manager to confirm current prices and for information on special offers.

Logo's*

***All logos should be sent to: marketing@appro.org**

Sponsor and Exhibitor logos will appear in a variety of electronic and print media surrounding APPrO 2007. 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 2007 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 Bag Insert*

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. You will need to provide 1,000 copies.

Delegate Bag Inserts can be shipped directly to the MTCC to arrive on November 12 (ONLY) as per the following:

**APPPrO 2007, c/o Metro Toronto Convention Centre
222 Bremner Blvd, SOUTH BUILDING, Toronto, ON M4K 2C3
ATT: Carole Kielly, Rm 710
Facility Contact: Ray Culliton 416-585-8127**

Items shipped in advance will not be accepted at the MTCC. If you are unable to ship for arrival on that specific date, please contact the APPPrO office (416-322-6549 ext. 222) for details on how to ship in advance. APPPrO accepts no responsibility for material shipped incorrectly or late.

Delegate Gifts

Official APPPrO 2007 Delegate gifts will be co-branded with the sponsor's logo and the APPPrO 2007 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 no later than January 15th, 2008.**

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.). APPPrO reserves the right to approve content before inclusion.

Physical Signage in Networking Centre

The Metro Toronto Convention Centre has specific guidelines regarding the type, presentation and positioning of physical signage in the Networking Centre area. For more information on MTCC specifications please download the MTCC Exhibitor Package from the APPPrO 2007 web site

Our official conference supplier of physical signage at APPPrO 2007 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.

APPrO 2007 Marketing Contacts:

APPrO 2007 website:

<http://conference.appro.org>

APPrO Main Office Telephone:

416-322-6549

Sponsorship and exhibit sales, print & web advertising:

Carole.Kielly@appro.org

Logos and conference proceedings submissions:

marketing@appro.org