

## 2021 APP – UPGRADE BUNDLE SPECIFICATIONS

**DEADLINE: FRIDAY, SEPTEMBER 17**

All submitted online advertising should be in digital format.

### IMAGE REQUIREMENTS

- All graphics must be 72dpi
- All graphics must be RGB
- PNG ONLY
- Static design ONLY no animations

All copy and artwork must be approved by show management. Any sponsor assets implying preference or association with show management will not be allowed.

### ELECTRONIC FILES

Advertising materials may be emailed.

#### Please include:

- Full Page Ad
- Company Logo & Graphic
- Brochure Uploads/Handouts (2)
- Category Banner
- Article

### SEND MATERIAL TO

**Gretchen Nielsen**

Director of Marketing

407-265-3131 x115 or 800-335-7469 x115

[gretchen@premiereshows.com](mailto:gretchen@premiereshows.com)

No more than a 5 MB file should be sent at a time.

Compress larger files with WINZIP or similar program.

Online file sharing such as Hightail, WeTransfer or

Dropbox are acceptable.

### GUIDELINES

**Full Page Ad** - Ads must be produced for both portrait vertical use (iPhone & Android) and landscape horizontal use (iPad), which means two separate files. Some ads have areas that may be cropped on narrow devices. To help safely place content elements, rely on the “safe area” dimensions. PNG file format.

**iPhone & Android:** Safe Area - 1242 px;  
Requirements 1674 x 2208 px; at 72 DPI; max 1MB.

**iPad:** Safe Area - 2048 px;  
Requirements 2048 x 1536 px; at 72 DPI; max 1MB.



**Company Logo & Graphic** - PNG

**Brochure Uploads/Handouts** - PDF or PPT

**Category Banner (Rotating)** - Banner ads must be produced for both portrait vertical (iPhone & Android) use and landscape horizontal (iPad) use, which means two separate files. Some ads have areas that may be cropped on narrow devices. To help safely place content elements, rely on the “safe area” dimensions. PNG file format.

**iPhone & Android:** Safe Area - 1072 px; Requirements 1242 x 213 px; at 72 DPI; max 1MB.

**iPad:** Safe Area 1920 px, Requirements 1920 x 141 px; at 72 DPI; max 1MB.



**Article**

Your article will go to attendee’s inbox with alert on home screen. Message can include text or an image (max width 350px), and will link to your company details page within the app.

**DETAILS/LOCATIONS**

**Full Page Ad**

Will appear as a pop-up when your company name is selected from the exhibitor list below:

All Exhibitors		🔍
Uberliss	📍 5859	☆
Ugly Duckling Nails by Premiere S...	📍 2175	☆
<b>ULTA Beauty</b>	📍 3331	☆
Unicorn Tribe	📍 Education Only	☆
UniqOne	📍 3758	☆
Universal Barber	📍 Education Only	☆

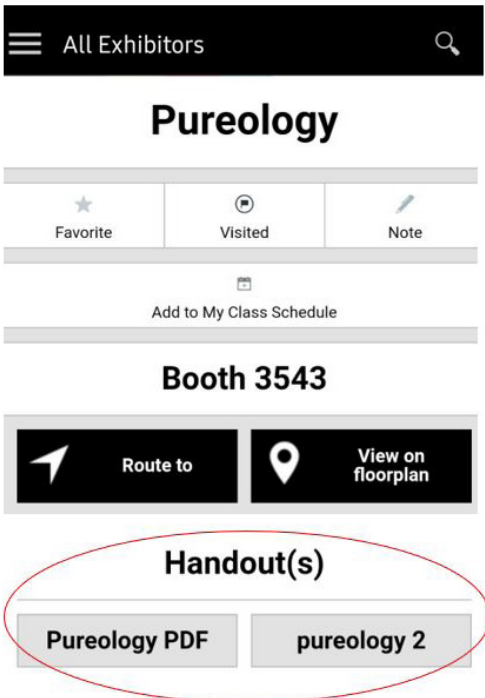
### Company Logo & Graphic

Will appear on your company detail page.



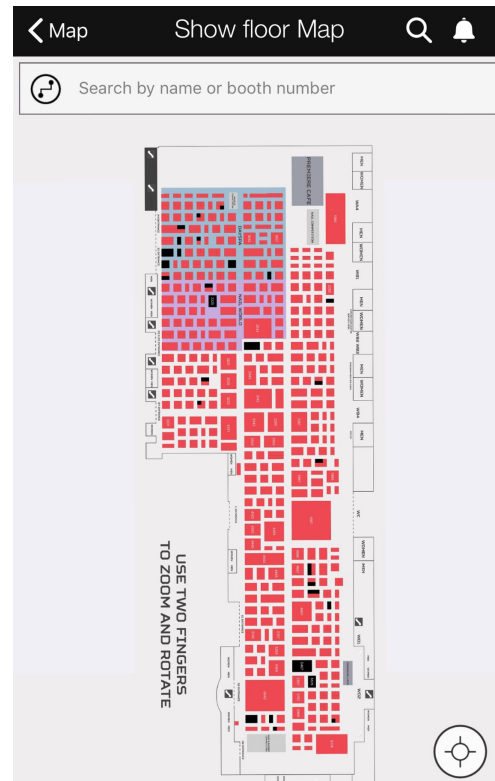
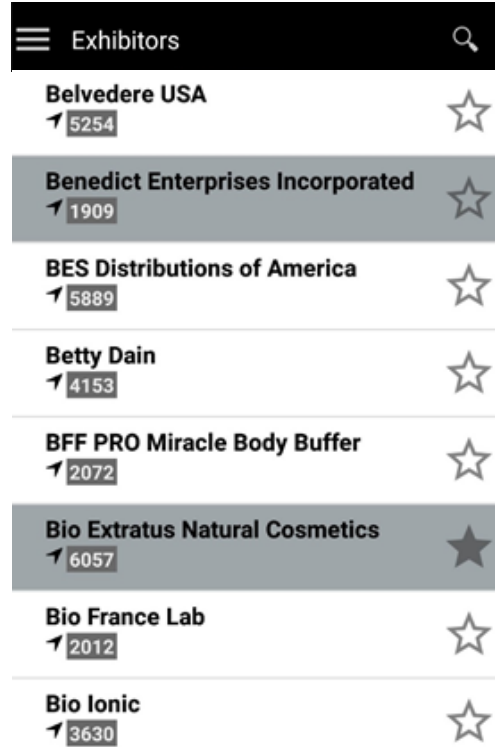
### Brochure Uploads/Handouts

Will appear on your company detail page.



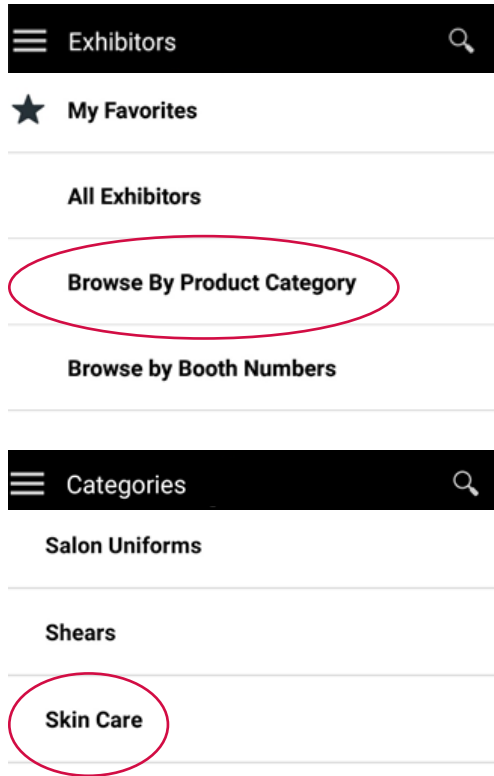
### Company Highlighted

In the exhibitor list and floorplan:

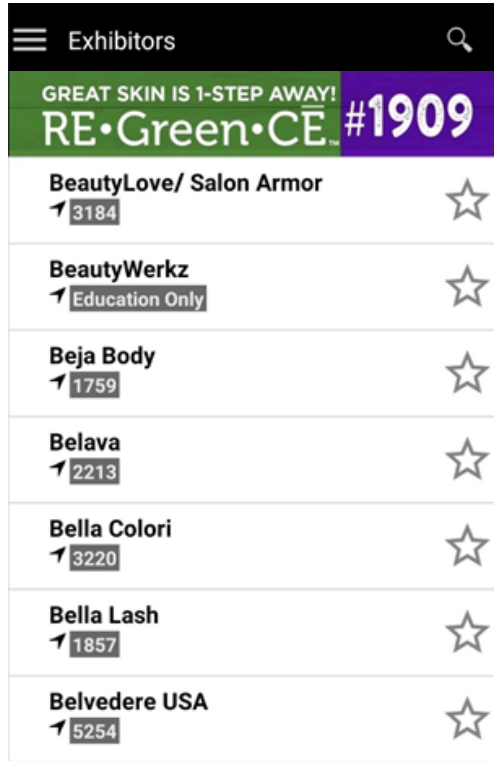


### Category Banner

When Product Category is selected:



Your Banner will appear here:



### Article

Goes to attendee's inbox:

