

premiereORLANDO

International • Beauty • Event

2021 E-PASS SPONSORSHIP SPECIFICATIONS

All submitted online advertising should be in digital format.

IMAGE REQUIREMENTS

- All graphics must be 300dpi
- All graphics must be CMYK
- JPG or PSD (Rasterized Text)
- 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:

- Ad
- Website Link

TECHNICAL QUESTIONS

Elise Killebrew

Multimedia Designer

407-265-3131 x140 or 800-335-7469 x140

elise@premiereshows.com

SEND MATERIAL TO

Gretchen Nielsen

Director of Marketing

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

gretchen@premiereshows.com

PLEASE NOTE

The launch date will be dependent on when your graphic is received by Premiere. Graphics will be processed within 5-10 business days after receipt. Graphic will then be included on e-passes purchased from that date forward.

GUIDELINES

AD NAME	WIDTH	HEIGHT
E-Pass Sponsorship	3.65"	1.5"

SAMPLE

E-PASS SPONSORSHIP

3.65" x 1.5"

The sample graphic is divided into several sections. On the left, under 'SHOW INFORMATION', it lists the 'SHOW SCHEDULE' for Sunday, October 17, 2021 (Exhibit Floor Open 9:00am - 6:30pm, Education 9:00am - 6:30pm) and Monday, October 18, 2021 (Exhibit Floor Open 9:00am - 5:00pm, Education 9:00am - 5:00pm). Below that is the 'SHOW LOCATION' at the Orlando/Orange County Convention Center - West Complex, 9500 International Drive, Orlando, FL 32819. It also includes social media handles like #PREMIERORLANDO and a QR code. On the right, there's a 'premiere ORLANDO' logo with a woman's image, and a form for 'FIRST NAME' and 'LAST NAME'. At the bottom right, it says 'Order #: 75024-113615 Professional 2-Day Show Pass - Advance 2688'. Below the main content, there are two red boxes labeled 'SPONSOR #1' and 'SPONSOR #2'. To the right of these boxes, there are numbered instructions: '1 FOLD HERE', '2 THIS IS YOUR SHOW E-PASS Fold E-Pass so that your name faces out', and '3 Lanyards to be provided on-site.' with a diagram showing how to fold the pass and attach a lanyard.

This is a smaller sample graphic for 'THE SALON BY InStyle'. It features a woman's face on the left, the brand name 'THE SALON BY InStyle' in a gold and black box, and the text 'VISIT THE SALON BY INSTYLE' and 'jobs.jcp.com' at the bottom.