

## IWF Advertising Specifications

### Interactive Wayfinder (IWF) - Advertising Specifications:

IWF Platform	Sponsor Level/Type	Number of Spots	File Type	File Size & Other Specs	Details
ON-SITE	1. Main Sponsor	10 (1 per IWF unit)	Logo eps or JPEG to spec (right)	<b>Top right corner</b> - 205px X 120px (jpg) <b>Floating attract</b> - 530px X 300px (jpg)	Main Sponsor logo will appear at the top right corner. This will include a logo spot on the large top screens. These are rotating sponsorships.
	3. Sub-Category Sponsor	1 per Sub-Category	Logo eps or JPEG to spec (right)	320px X 245px	One exclusive spot per sub-category. Sub-Category Sponsors will have their logo and booth information displayed in their exclusive sub-category and a one-touch walking path to the sponsor's booth.
	5. What's New Sponsor	1 per Sub-Category	PDF or JPEG to spec (right)	860px X 590px	One exclusive spot per sub-category. Sponsors will have their logo and booth information displayed in their exclusive sub-category and a one-touch splash page to highlight their offerings. Content cost is not included.
ONLINE	1. Leader Board Ads	1 per map	JPEG (.JPG) or Flash (.swf)	→ 728px X 90px → .swf not larger than 100 kb → .JPG any size file	Leaderboard Sponsor logo will be featured at all times on one map (floor plan maps and session maps). Ad links to Exhibitor profile page and includes usage data. This Ad will display on-screen and in printouts.
	2. Square Ads	6 per map	JPEG	125px X 125px	Six square tiles line up along the bottom of the map. One ad spot will be one square tile. Ad links to Exhibitor profile page and includes usage data. This Ad will display on-screen and in printouts.
MOBILE	1. Mobile Sponsor	1	JPEG	no larger than 158px wide by 80px tall	Sponsors logo will be displayed at the bottom of each page of the Web-based mobile application. Clicking the logo will take the user directly to your Exhibitor details page.

### Exhibitor Services available through Exhibitor Portal:

Services Available	Pricing (paid to Prism)	File Type	File Size & Other Specs	Details
4. eDocs	\$250 per document per exhibitor	PDF	2mb each brochure	GO GREEN! Your eDocs will be matched with all attendee requests for information and the lead is sent to the exhibitor.
7. Enhanced Listings	\$500 per exhibitor	JPEG to spec (right)	no larger than 455px wide by 305px tall for the pictures.  225px X 70px for the logo.	Enhance your Listing on the Exhibitor Details page with Company logo and two product pictures with description. If you have purchased a video spot or eDocs, a link to your content will also be included on your Exhibitor Details Page.