

15 YEARS *in the* **MAKING**

CELEBRATING HISTORY

**Crowne Plaza at Historic Union Station
Indianapolis, IN • May 18 – 20, 2016**

DEAM16 SPECS

Welcome to the DEAM16 Conference Team! Whether you are an underwriter, presenter, partner or special guest, you are an integral part of our conference and success. We have a lot of moving parts and pieces and we could use your help to make the process seamless. Below, you will find instructions on how to submit headshots, logos and ads. Please email questions to DEAM@DirectEmployers.org.

Files Needed

- Underwriters: logo, program ad
- Presenters: logo, headshot
- Partners / Special Guests: please ask your contact at DirectEmployers about requirements

File Delivery

Please deliver all artwork to:

DEAM@DirectEmployers.org

Please include the following subject lines as applicable:

- Portraits: "DEAM16 Portrait: [Your Name]"
- Logos: "DEAM16 Logo: [Your Company]"
- Ads: "DEAM16 Ad: [Your Company]"

Someone will respond via email to confirm the receipt of your file, usually the same day. If email delivery is unsuccessful, please call 317.874.9004 to arrange an alternate method for delivery.



File Specifications

Please use the guidelines below as applicable:

HEADSHOT REQUIREMENTS

Due as soon as possible

Presenter headshots will be displayed in the program and on the website. If you have submitted a photo to DirectEmployers in the past and are satisfied with the photo, you do not need to provide a new photo. Likewise, if you have utilized the Portrait Studio at a previous DEAM, let us know and we can use that photo.

File Type

JPG file
300 dpi at a minimum of 3"x 3" print size (we will crop/size to accommodate the space)

LOGO REQUIREMENTS

Due with signed contract

Underwriter logos will be displayed in the program, on the website and mobile app (if applicable) as well as on signage during the conference. If you have previously been a DEAM underwriter and it has not changed, you do not need to submit a new logo—just let us know. Presenter logos may be used for conference promotion. All logos will be sized to accommodate the space.

File Type

Vector file (.eps or .ai)
Adobe Illustrator CS5 or lower

PROGRAM AD REQUIREMENTS

Due April 15, 2016

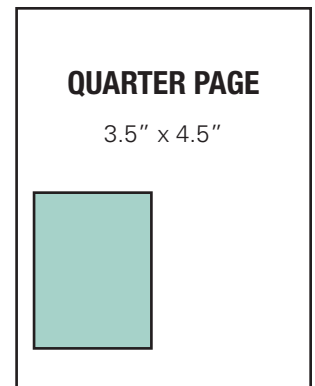
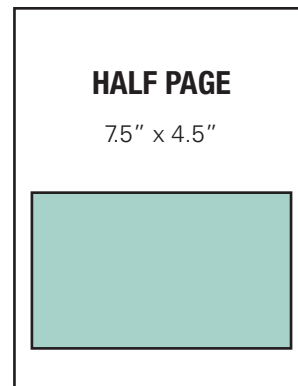
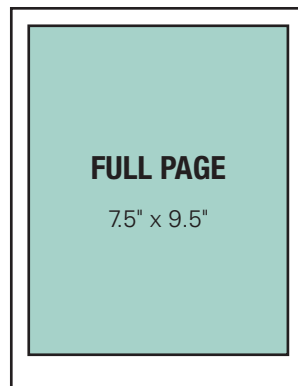
The 8.5" x 11" program will be CMYK color process.

Bleed

Ads **will not** bleed and will be placed with a 1 point black border.

Resolution

Please send only high resolution images (.pdf, .jpg, or similar), 300 dpi at 100% of the size



CHECK LIST

- All fonts must be embedded, converted to outlines or supplied** for proper output.
- All photos and graphics must be 300 dpi resolution.** Enlarging images to have an effective resolution of lower than 300 dpi will result in loss of quality; no web images.
- All colors must be CMYK process.** Convert all Pantone spot colors or RGB colors to CMYK.