

DEADLINES & SPECS

NEEDED ASAP

- Signed agreement & media consent
- Booth selection
- Member sign up
- Print-quality logo (.png or .eps)
- Print-quality headshot (.png or .jpeg)
- Speaker worksheet

SEPTEMBER 10

- Conference attendee registration
- Session worksheet for Main Stage & Breakout speakers

SEPTEMBER 24

- Program ad

OCTOBER 15

- Last day to reserve discount hotel rate

OCTOBER 22

- Bag Insert shipped to AAPL offices

FILE SPECIFICATIONS

Advertising materials that do not meet specifications or require additional prep work may be billed for the work performed, sent back for corrections, and/or forfeited (without substitution/make-good).

Graphic and logo design, packaging, promotion plans and execution, website design and copywriting are billed at \$105 per hour, minimum 1 hour.

- Fonts and graphic links must be included
- Colors must be CMYK mode
- EPS files must be converted to outlines
- PDF files at press-ready settings/compression (PDF/X-1a2001)
- Line art should be at least 600 dpi
- Photos should be at least 300 dpi
- DO NOT include trim or registration marks

BLEED & TRIM SIZES

- Program trim size: 5.375" x 8.25"
- Private Lender Magazine trim size: 8.375" x 10.5"
- For full page ad bleeds, include .25" to outside
- DO NOT include trim or registration marks



Private Lender full pg.
8.375"x10.5" +.25" bleed



Private Lender 1/2 pg.
7.375"x4.5"



Program full pg.
5.375"+8.25" +.25" bleed



Program 1/2 pg.
4.5"+3.75"

SHIPPING

For fees and dates, please contact Freeman or Caesars Palace directly. Shipments will be brought to the exhibit hall for setup.

Freeman: (888) 508-5054, www.freeman.com

Exhibiting Company Name / Booth #

AAPL 2020 Annual Conference

C/O FREEMAN

6675 W. Sunset Rd.

Las Vegas, NV 89118

_____ of _____ (ex: 1 of 10)

**Caesars Palace Package Center: (702) 731-7270
(no sooner than 3 business days prior to your arrival)**

First & Last Name (Guest)

Caesars Palace Package Center

3570 Las Vegas Blvd. S.

AAPL 2020 Conference (arrival dates)

Guest Mobile Contact Number

_____ of _____ (ex: 1 of 10)

EXHIBITOR SCHEDULE

Move-In Sun., Nov. 15 1:00p.m. - 5:00p.m.

Exhibit Hours Mon., Nov. 16 8:00a.m. - 5:00p.m.

Tues., Nov. 17 8:00a.m. - 1:00p.m.

Move-Out Tues., Nov. 17 1:00p.m. - 4:00p.m.

