

# DEADLINES, SPECIFICATIONS, AND SHIPPING

**PLEASE REFER TO YOUR PACKAGE AND/OR AGREEMENT FOR WHAT IS APPLICABLE TO YOUR SPONSORSHIP**

## NEEDED ASAP

- Booth selection
- Member sign up
- Print-quality logo (.png or .eps)
- Speaker Worksheet

## SEPTEMBER 10

- Session Worksheet for main stage and breakout speakers
- Program ad
- Event App Banner Ad (.pdf, .jpeg, .png)
- App Sponsor Profile Worksheet

## OCTOBER 16

- Conference attendee registration
- Bag Insert shipped to conference
- E-Blast Worksheet

## EXHIBITOR SCHEDULE

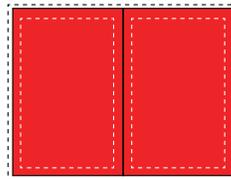
<b>Move-In</b>	Mon., Nov. 09 1PM - 5PM
<b>Exhibit Hours</b>	Tues., Nov. 10 7:30AM - 7PM
<b>Move-Out</b>	Tues., Nov. 10 7PM-9PM Wed., Nov. 11 8AM-10AM

## FILE SPECIFICATIONS

Advertising materials that do not meet specifications may be sent back for corrections, and/or forfeited.

- PNG, JPEG, or PDF files at press-ready settings (PDF/X-1a2001)
- Do not include trim marks or registration marks
- Line art at least 600 dpi; graphics at least 300 dpi
- CMYK color for print; RGB for digital deliverables

### Conference Program Ads



**Two-page spread**  
 10.75" wide  
 8.25" tall  
 .25" bleed  
 min. .25" margins  
 min. .5" center gutter



**Full page**  
 5.375" wide  
 8.25" tall  
 .25" bleed  
 min. .25" margins



**1/2 page**  
 4.5" wide  
 3.75" tall

### Event App Banner Ad



780px wide  
 450px tall

## SHIPPING

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

**Alliance Exposition *\*\*Preferred Option***  
**(888) 528-2011**

**ExhibitorAssistance@alliance-exposition.com**

Exhibiting Company Name/Booth #  
 AAPL's 17th Annual Conference  
 c/o Alliance Exposition  
 7440 Dean Martin Dr  
 Ste 208, Door 10  
 Las Vegas, NV 89139

**Caesars Palace Package Center**  
**(702) 731-7270**

***\*No sooner than 3 business days prior to your arrival***

AAPL's 17th Annual Conference  
 Caesars Palace Package Center  
 Recipient Full Name [Guest - Arrival Date]  
 3570 Las Vegas Blvd South  
 Las Vegas, NV 89109  
 Guest Mobile Contact Number  
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