

SPONSOR/EXHIBITOR DELIVERABLES

The table below is a guide to the conference required due dates and components.



DESCRIPTION	DUE DATE
Booth Collateral—REQUIRED Content will be turned into marketing@iaitam.org and must contain the following. Title (for internal use only 80 characters max including spaces), Display Name (for external use 80 characters max including spaces), Description (500 characters max including spaces). The following content types are allowed: PDF, Link, Video (MP4, Youtube Embedded Code, Vimeo Embedded Code)	May 1st
Additional Booth Items—REQUIRED Company description (240 characters max including spaces), up to 3 booth representatives (First Name, Last Name, Email Address)	May 1st
Booth Design Items—REQUIRED IAITAM will design your booth on your behalf, the following items are needed: Booth Color (Limit of one color), high resolution logo no larger than 300x300 pixels.	May 1st
Sponsor Booth Image Overlays—REQUIRED IAITAM will place these images on your behalf, these images will overlay your content module spots. Please be sure to name the image accordingly. The following sizes are needed in pixels: 429x132, 114x67, 114x67, 50x51, 50x51, 50x51 You will have one area sized 110x188 which is a banner image only with no collateral or links attached to it.	May 1st
Exhibitor Booth Image Overlays—REQUIRED IAITAM will place these images on your behalf, these images will overlay your collateral spots. Please be sure to name the image accordingly. The following sizes are needed in pixels: 114x67, 114x67	May 1st
Additional Information The following information is required for each piece of content sent to marketing@iaitam.org for your booth. Title Display Name Content Title Description Content Type	
CONFERENCE MATERIALS GO TO PRINT	30 days out

Please keep submission word count within the provided guidelines. IAITAM reserves the right to shorten submitted titles, descriptions and display names to fit the provided parameters. Sponsors/Exhibitors missing deadlines are subject to replacement.