DEAMcon
by DirectEmployers

As an Underwriter of DirectEmployers Annual Meeting & Conference (DEAMcon) you are an integral part of our conference and success. We have a lot of moving parts and pieces and we need your help to make the process seamless.

Below, you will find instructions on how to prepare your logo, profile, push notification, banner ad, and program ad (as applicable). Please email questions to DEAM@DirectEmployers.org.

File Needs

- ☐ Vector logo (All)
- ☐ Underwriter Profile for app (All)
- ☐ Push Notification for app (Silver and above)
- ☐ Banner ad for app (Gold and above)
- ☐ Printed program ad (Platinum only)

Vector Logo

All underwriter logos will be displayed on the website and mobile app, in the program, on signage, and PPT slides during the conference. Logos will be scaled to accommodate the space.

✓ CHECKLIST

- ☐ Expand all strokes to ensure logo appears correctly at all sizes.
- ☐ Format logo with RGB color and we will convert to CMYK for print.
- ☐ For best results, send 2 files (vector RGB for digital and vector CMYK for print).
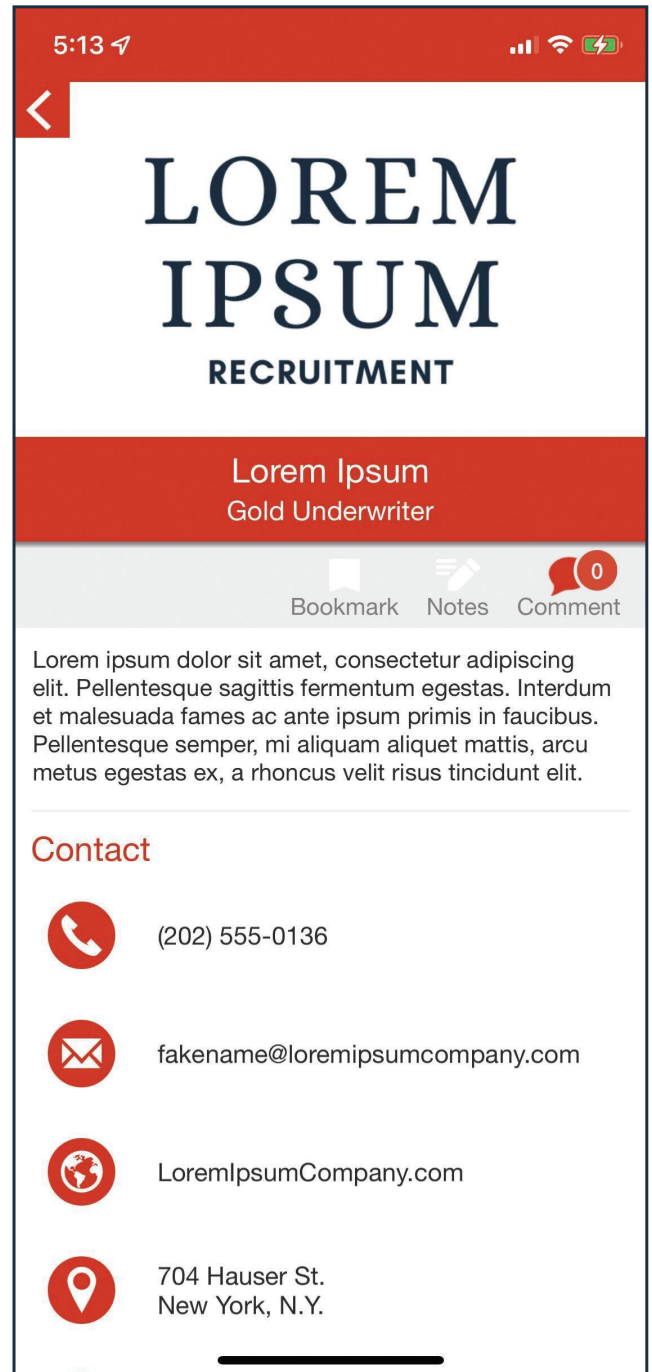
WHO

- ☐ All Underwriters

WHAT

- ☐ Scaleable vector file(s): SGV (RGB only), EPS, or AI

Underwriter Profile

Each in-app underwriter profile includes a profile description and contact information.

What's Included?

- ☐ Logo
- ☐ Profile description
- ☐ Contact information
  - Phone
  - Email
  - Website (URL)
  - Mailing Address
  - X formerly Twitter (handle)
  - Facebook (URL)
  - LinkedIn (URL)
- ☐ Additional Resources
  - Documents
  - External links
  - Sessions within the app

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LOREM IPSUM
RECRUITMENT

Lorem Ipsum
Gold Underwriter

Bookmark   Notes   Comment   0

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Contact

- 📞 (202) 555-0136
- ✉️ fakename@loremipsumcompany.com
- 🌐 LoremIpsumCompany.com
- 📍 704 Hauser St. New York, N.Y.

WHO

- ☐ All Underwriters

WHAT

- ☐ Profile description, contact information, and additional resources
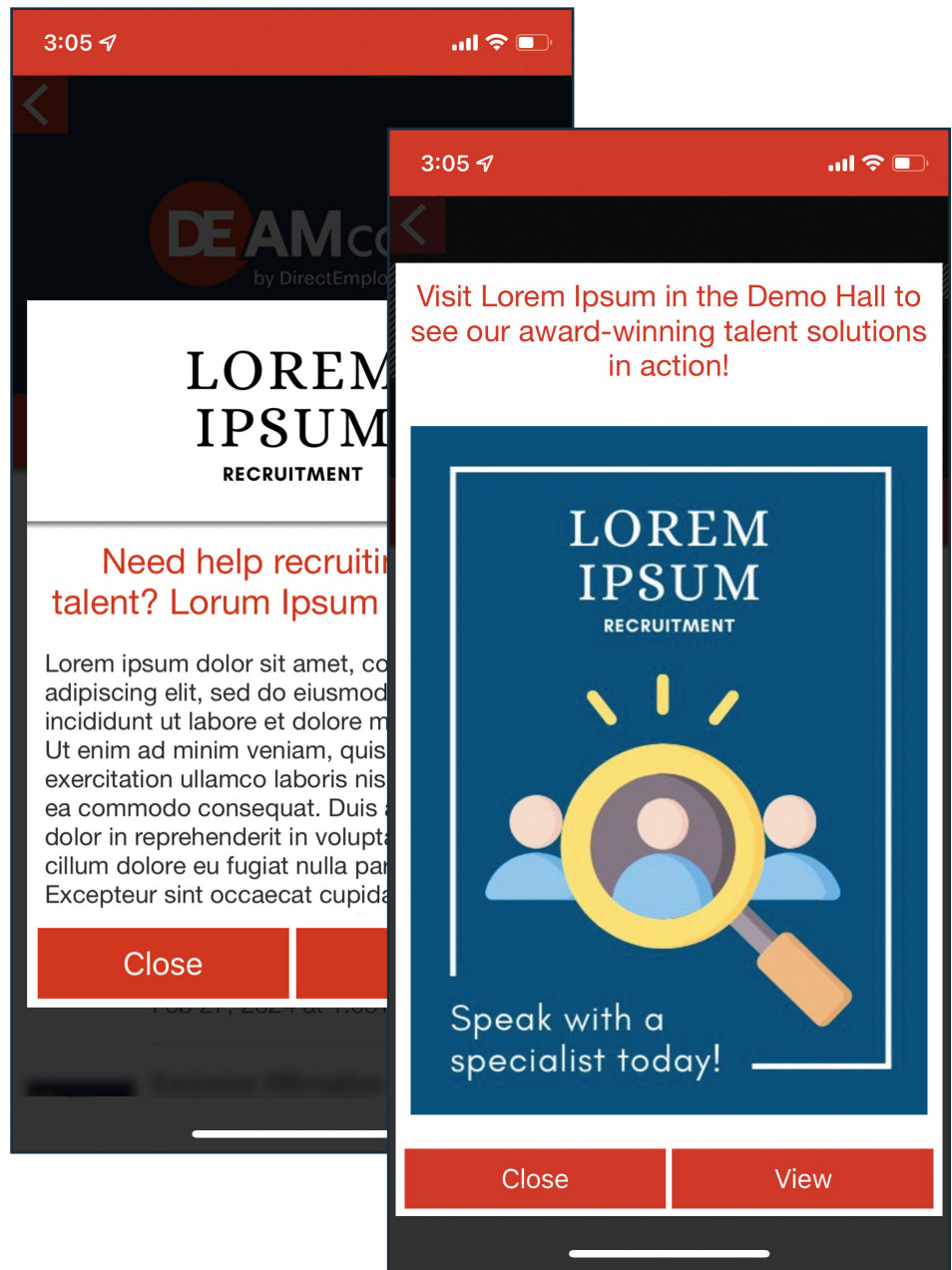
Push Notification

Platinum, Gold, and Silver Underwriters will receive one (1) push notification directing users to view the underwriter's profile in the event mobile app.

Please note, users are able to opt-out of receiving messages on their devices. Therefore we are unable to guarantee all notifications will be delivered.

> **Title is required.**
>
> **You may also include either an image or text up to 2,000 characters.**
>
> **The Push notification will link to the underwriter profile page.**

WHO

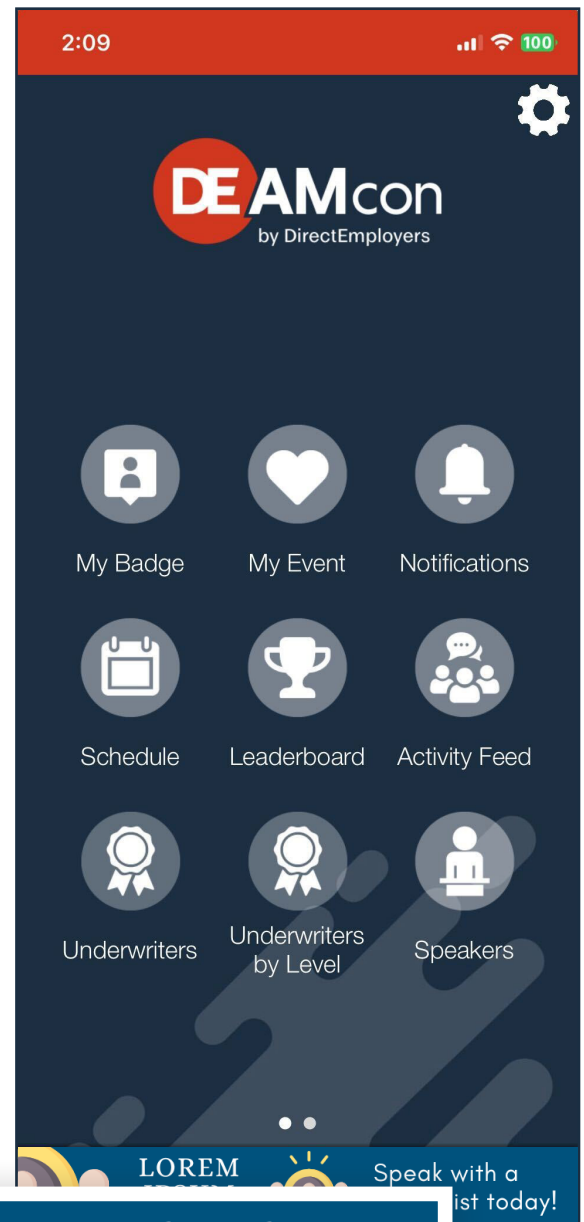☐ Platinum, Gold, and Silver Underwriters

WHAT

☐ **Title (required):** 130 characters max

☐ **Image:** PNG, GIF, or JPG
450 px (w) x 600 px (h)

or

Text: 2,000 characters max

Banner Ad

Platinum and Gold Underwriters will receive one (1) banner ad located in a designated section of the app that links back to the underwriter's profile. Banner location will be chosen first by level, then in order of signed contract.

Please note, banners will display at 100% the width of the screen and will preserve the aspect ratio of the image. Use caution as small text may be hard to read on some devices.

Banner ad will link to the underwriter profile.

WHO

☐ Platinum and Gold Underwriters

WHAT

☐ **Image (required):** PNG, GIF, or JPG 720 px (w) x 100 px (h)

Program Ad

The Platinum Underwriter will receive one (1) full-page ad. The 8.5" x 11" program will be CMYK color process.

Please note, the ad will not bleed and will be placed with a 1-point border.

✓ CHECKLIST

- ☐ All fonts must be embedded, converted to outlines, or supplied.
- ☐ 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 RGB or Pantone spot colors to CMYK.

WHO

- ☐ Platinum Underwriter

WHAT

- ☐ PDF, JPG, or similar file:
  7.5" (w) x 9.5" (h) at 300 dpi