

DEAMCON • CREATIVE SPECS



Welcome to the DEAMcon Team!

As an Underwriter of DirectEmployers Annual Meeting & Conference 2021 (DEAMcon21) 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 submit your logo, sponsored post, push notification and program ad (as applicable).

Please email questions to DEAM@DirectEmployers.org.

File Needs

- Program ad (Platinum only)
- Push notification for app (Gold and above)
- Sponsored post for app (Silver and above)
- Organization's logo (All)

File Delivery

- Deliver all artwork to:
DEAM@DirectEmployers.org
- Include the following subject:
DEAMcon Creative - [Your Organization's Name]

PROGRAM AD

The 8.5" x 11" program will be CMYK color process. The Platinum Underwriter will receive one (1) full-page ad. Please note, the ad will not bleed and will be placed with a 1-point dark border.

WHO

- Platinum Underwriter

WHAT

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

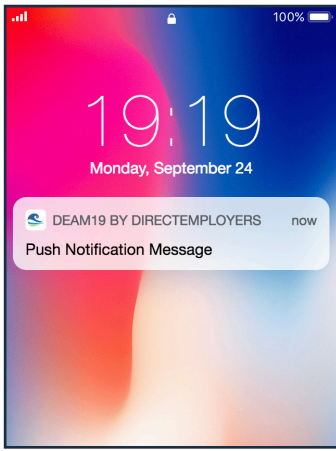
WHEN

- Wednesday, March 24, 2021



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 Pantone spot colors or RGB colors to CMYK.



PUSH NOTIFICATION

Platinum and Gold Underwriters will receive one (1) push notification to users via the event mobile app.

WHO

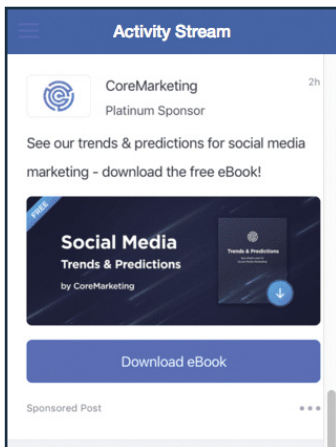
- Platinum and Gold Underwriters

WHAT

- Push notification message (145 characters max)

WHEN

- Wednesday, March 24, 2021



SPONSORED POST

Platinum, Gold, and Silver Underwriters will receive one (1) sponsored post that will appear in the activity stream of the event mobile app.

WHO

- Platinum, Gold, and Silver Underwriters

WHAT

- PNG, GIF, or JPG file 580 px (w) x 256 px (h)
- Image Caption (140 characters max)
- Button Label
- Target URL

WHEN

- Wednesday, March 24, 2021

LOGO

All underwriter logos will be displayed in the program, on the website and mobile app as well as on exhibitor pedestals and signage during the conference. Logos will be sized to accommodate the space.

WHO

- All Underwriters

WHAT

- Vector file (EPS or AI)

WHEN

- With signed contract