IDWeek exhibitors are invited to advertise in print and digitally. The meeting will attract nearly 8,800 healthcare professionals in infectious diseases and healthcare epidemiology and prevention, including researchers, clinicians, quality and patient safety practitioners, epidemiologists, and public health officials, including those who see HIV and pediatric patients. Space is limited and granted on a first-come, first-served basis. All advertisers and their advertisements are subject to final approval by IDWeek.

Secure your sponsorship beginning on Friday, January 31, 2020 at 1 p.m. ET online in the exhibitor dashboard by visiting https://idweek2020.exh.mapyourshow.com

Third party companies may use the form on page 17. Return the form to:
Dana Johnston
Sr. Manager, Convention Operations and Meetings
IDSA
1300 Wilson Blvd.
Suite 300
Arlington, VA 22209

Questions? Contact Dana Johnston at (703) 740-4789 or djohnston@idsociety.org

www.idweek.org
Advertising Policies

All advertisers agree to the following policies by advertising with IDWeek.

RESERVATION POLICY. No applications will be accepted before Friday, January 31, 2020 at 1 p.m. ET. Any forms received before the official launch will be deleted.

PAYMENT POLICY. Payment in full is due 60 days after the reservation is made. Unpaid reservations will be canceled after 60 days. Orders placed late in the year will have payments due no later than October 2, 2020.

ADVERTISEMENTS BEYOND THOSE OFFERED HERE. The display of advertisements or promotional materials beyond those offered in this guide and targeted to attendees of IDWeek (including, but not limited to, advertising in/on buses, taxis, Segways, boats, pedicabs, planes, street cars, building facades, hotels, or restaurants, etc.) is prohibited within five miles of the Pennsylvania Convention Center during the period beginning three days before and continuing until three days after the meeting (October 21-25, 2020). The use of any name, logo, or trademark of IDWeek and the partner societies in any exhibitor advertising is strictly prohibited without IDWeek’s advance written consent.

USE OF IDWeek NAME AND LOGO. The use of the IDWeek logo is prohibited. You may reference IDWeek in name only. Be sure the ID in IDWeek is **boldface** and that IDWeek is one word, no space between the ID and Week. Be sure to use the superscript TM for trademark after the name. IDWeek™ or IDWeek™ 2020 are both acceptable uses. All uses of the IDWeek name must be approved in advance.

FIRST RIGHT OF REFUSAL. Advertisements are secured on a first-come first-served basis. Some placements may offer first right of refusal to the advertiser from 2019. All first right of refusal decisions must be made by May 29, 2020, or the opportunity becomes available to other exhibitors. Waitlists are currently being accepted.

CANCELLATION POLICY. Advertisements cancelled by May 29, 2020 will be refunded in full if the advertisement has not been placed. All placed ads are nonrefundable. Cancellation requests made May 30, 2020 and later are subject to refund (or balance due forgiveness) at the discretion of IDWeek and will be based on the ability to resell the space.
## DIGITAL OPPORTUNITIES

### Registration Website Banner Ad

Submit 200 x 200 pixels JPG file. Ad can be placed at any time. Submit files by January 31 to be live when the site launches on March 24. Provide click-through URL.

![Registration Website Banner Ad](image)

<table>
<thead>
<tr>
<th>Registration Website Banner Ad</th>
<th>$35,000</th>
</tr>
</thead>
</table>

### Registration Confirmation Email Banner Ad

Submit 600 W x 150 H pixels JPG file. Ad can be placed at any time. Submit files by January 31 to be live when the site launches on March 24. Provide click-through URL.

![Registration Confirmation Email Banner Ad](image)

<table>
<thead>
<tr>
<th>Registration Confirmation Email Banner Ad</th>
<th>$25,000</th>
</tr>
</thead>
</table>
IDWeek Website

Be one of only FIVE ADVERTISERS on www.idweek.org! The estimated number of impressions per advertiser is 50,000. Your campaign will begin when your advertisement is placed and run until the 2021 IDWeek website goes live November 2020. Ads may be placed at any time. Advertisers are encouraged to place their ads early in the calendar year for the most visibility.

Advertisers will be given three ads, right rail, bottom, and mobile.

<table>
<thead>
<tr>
<th>Type</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Right rail</td>
<td>300 x 250 pixels</td>
</tr>
<tr>
<td>Bottom</td>
<td>728 x 90 pixels</td>
</tr>
<tr>
<td>Mobile</td>
<td>312 x 60 pixels</td>
</tr>
</tbody>
</table>

Advertisers may supply ad code. Files may be .jpg, .jpeg, .gif, .png, .swf and .flv (max file size 2 MB). Must supply click-through URL.

Ads may be placed immediately. There will be a $500 ad change fee to change ads during the year. No content may open or animate outside of the designated ad space.
App Opportunities - Coming Soon
Twitter Wall

The IDWeek Twitter Wall is a 20 feet wide, 100 square foot LED video wall that offers incredible opportunity for you to share your story about the value of your product, service, or organization offers. The Twitter Wall will be set up in a high traffic area and display a constant Twitter feed to one side and a repeating rotation of sponsor content to the other throughout the conference. Please note: the file specifications have changed due to this new layout of the media/Twitter wall.

**Video File Specifications:** 648 pixels wide by 324 pixels tall H. 264 MOV or MP4 file.

### File Approval by: October 5, 2020

### Insertion Ready file by: October 7, 2020

Media content can be created by NeoPromo Media for $250 for 30 seconds and $350 for 60 seconds.
CONVENTION CENTER DIGITAL SIGNS

Broad Street Atrium Video Board $7,000
A 20’ W x 5.5’ H video wall with no audio located directly above the main registration area in the Broad Street Lobby of the Pennsylvania Convention Center. This screen can show a maximum of 5-15 second spots in rotation with the IDWeek logo and welcome sign. Videos will be displayed Tuesday, October 20 beginning at 7 a.m. and run continuously through Sunday, October 25 at 11 a.m.

File Specifications: MP4 – no audio, 4:3 Full Screen 2400 x 675 pixels
File Approval: September 14, 2020
Final File Delivery: September 18, 2020

Nanoflex screen on Level 200 $6,000
A 103” W x 53” H video screen with audio located on the 200 level in “the bridge” area. This screen can show a maximum of 5-TBD second spots in rotation. Videos will be displayed Tuesday, October 20 beginning at 7 a.m. and run continuously through Sunday, October 25 at 11 a.m.

File Specifications: MWV file with or without audio
File Approval: September 14, 2020
Final File Delivery: September 18, 2020
Pocket Guide  
First Right of Refusal  
$22,000

The small planner is easy to carry and refer to during the meeting. It includes a daily guide with room numbers. Meeting delegates receive a pocket program with their registration materials. The supporter’s message and booth number may be displayed on the programs.

Ad approval by:    September 14, 2020  
Insertion ready PDF:    September 16, 2020

Ads will only be accepted in press pdf format: PDF files must be press-ready and have all fonts and images embedded. Images must be at 300 dpi minimum, CMYK color mode. All full page ads must include crop marks. Full page ads with bleed must include 1 pica excess image past crop marks. Do not allow crop marks to intrude into bleed area.

Bag Inserts  
$18,000

Insert your unique message into the attendee bag. IDWeek limits the number of bag inserts to 12 pieces. Secure one of them for your message! Artwork must be approved before the insert is produced. Production and shipping costs are not included and must be paid by the advertiser.

Items will need to arrive in Philadelphia, PA in early October. The production quantity will be approximately 8,800 pieces. The exact arrival date and shipping labels will be provided in July. Your insert may be any size or shape, not to exceed 8.5”x11”. The weight should be something the attendees can easily carry in their meeting bag. We will accept hand sanitizer and individual water bottles, think creatively. Please refer to the use of IDWeek in your advertisement on the second page of this brochure.
## Final Program

### Available Ads and Rates

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Cover Tip-On</td>
<td>$30,000</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$30,000</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$26,000</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$24,000</td>
</tr>
</tbody>
</table>

Ad approval by: September 14, 2020

Insertion ready file and URL: September 16, 2020

### Digital Final Program

Cover ads will be displayed in the digital version of the final program at no additional cost. You may provide a click through URL for the digital program should attendees click on your ad. Tip-On will not appear in the digital version.

**Front Cover Tip-On Specifications**: 6” W x 3” H Double sided advertisement will be adhered to the front cover of the Final Program.

**Full page**

Page size: 8.125” x 10.875”
Live area: 7.625” x 10.375”
If ad bleeds on all 4 sides, include 0.125” bleed for a final file size of 8.375” x 11.125”

*Ad specifications subject to change*

**File format requirements**

All photos must be print resolution of 300 dpi / line art 1200 dpi.

We accept the following file format: PDF

### Color

All ads submitted must be in CMYK or grayscale color space. NO RGB. If you are using Pantone colors they must be converted to 4-color process.

### Other requirements

- If corner marks are use, they must be offset 18 pts from the trim of the ad.
- Rules: 0.5 point or larger.
- Reverse type: 8 pt or larger (avoid serif typeface for small point sizes)
- Screen percentages should be between 10%-85%
Exhibit & Affiliated Event Guide

Available Ads and Rates

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belly Band Guide Wrap</td>
<td>$20,000</td>
</tr>
<tr>
<td>Inside Cover 2 Preferred position</td>
<td>$10,000</td>
</tr>
<tr>
<td>First Right of Refusal</td>
<td></td>
</tr>
<tr>
<td>Inside Cover 3 Preferred position</td>
<td>$10,000</td>
</tr>
<tr>
<td>First Right of Refusal</td>
<td></td>
</tr>
<tr>
<td>2-page Spread 17” x 11” facing full pages</td>
<td>$14,000</td>
</tr>
<tr>
<td>Full Page 8.5” x 11”</td>
<td>$7,200</td>
</tr>
<tr>
<td>½ Page Vertical 3.625” x 10”</td>
<td>$5,000</td>
</tr>
<tr>
<td>½ Page Horizontal 7.5” x 4.75”</td>
<td>$5,000</td>
</tr>
<tr>
<td>¼ Page 3.625” x 4.75”</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

Ad approval by: September 14, 2020
Insertion ready PDF: September 16, 2020

Ad Specifications

Ads will only be accepted in Press pdf format. PDF files must be press-ready and have all fonts and images embedded. Images must be at 300 dpi minimum, CMYK color mode. All full page ads must include crop marks. Full page ads with bleed must include 1 pica excess image past crop marks. Do not allow crop marks to intrude into bleed area.

Conference Map

$15,000

The conference map will go from a 4”x4” pocket size that can fit in the attendees badge to a foldout 8”x12” showing a large map of the convention center. There will be a large advertising section, 11.5” x 3.5”. The map will show the advertising as it is unfolded. The map will be placed in each attendees’ meeting bag. Distribution will be approx. 8,800. We will produce the map and insert your advertisement.

Ad approval by: September 14, 2020
Insertion ready PDF by: September 16, 2020

Ads will only be accepted in Press pdf format: PDF files must be press-ready and have all fonts and images embedded. Images must be at 300 dpi minimum, CMYK color mode. All full page ads must include crop marks. Full page ads with bleed must include 1 pica excess image past crop marks. Do not allow crop marks to intrude into bleed area.
Aisle Signs

The aisle signs are $6,000 each and there will likely be 11 of them. The entire hall may be purchased for $50,000 and additional quantity discounts may be available. The sign may be 3 feet high by 4 feet wide. Files must be approved before they are finalized for production.

Ad approval by: September 14, 2020
Print ready file: September 16, 2020

Print ready file formats that we accept are:

.jpg
- exported from Illustrator with all fonts converted to outlines and images embedded.
- saved from PhotoShop, with file flattened before saving as .jpg

.pdf
- saved from Illustrator or InDesign, with all fonts converted to outlines and images embedded.
- saved from PhotoShop, with file flattened before saving as .pdf

Please submit your artwork following the guidelines below:

• **COLOR MODE - CYMK** If files are submitted in any other color mode i.e. RGB, we will not be responsible for the final printed color, or the cost to reprint.

• **ARTWORK SIZE** - 100dpi at 100% scale with NO BLEEDS AND NO CROP MARKS.

• **IMAGES** - All rasterized images must be embedded into the artwork. (If the image doesn’t look clear at 100% scale on your screen, it will not look clear when printed.)

• **COLOR** - We can attempt to match PMS colors upon request, please include those in instructions. Keep in mind that digital printing cannot always match PMS spot colors exactly. *(When a PMS match is required, please make sure to send your files as an Illustrator .pdf (see above) as we will be unable to alter flattened Photoshop files.)*

To recap, please be sure that all files are print ready.

FILES MUST BE CMYK • 100dpi • 100% scale • Fonts Converted to Outlines Images Embedded • No Bleeds • No Crop Marks.
Coffee Breaks

Exhibit Hall
Sponsored coffee breaks in the exhibit hall on Thursday, Friday, and Saturday are $15,000 each (a 3-day bundle for $35,000).

Morning Coffee Break
Sponsored coffee breaks near the scientific sessions on Thursday, Friday, and Saturday are $10,000 each (a 3-day bundle for $25,000).

Image not printed on individual coffee cups.

Your product, drug, corporate message or logo will be 32” wide by 14.5” high.

Ad approval by: September 14, 2020
Print ready file: September 16, 2020

Print ready file formats that we accept are:

- .jpg
  • exported from Illustrator with all fonts converted to outlines and images embedded.
  • saved from PhotoShop, with file flattened before saving as .jpg

- .pdf
  • saved from Illustrator or InDesign, with all fonts converted to outlines and images embedded.
  • saved from PhotoShop, with file flattened before saving as .pdf

Please submit your artwork following the guidelines below:

- COLOR MODE - CYMK If files are submitted in any other color mode i.e. RGB, we will not be responsible for the final printed color, or the cost to reprint.

To recap, please be sure that all files are print ready.

FILES MUST BE CMYK • 100dpi • 100% scale • Fonts Converted to Outlines Images Embedded • No Bleeds • No Crop Marks.

Locking Charging Stations

Provide secure recharging opportunities in the ID365 Medical Student, Resident, and Fellow Lounge, in your booth, or at one of several IDWeek overflow session lounges (exact locations TBD). Design template will be provided to the advertiser.

Artwork due: September 30, 2020

www.idweek.org
Wall Street Journal Door Drop  First Right of Refusal  $100,000+

The Wall Street Journal will be wrapped with your message and left outside attendee hotel rooms on Thursday and Friday morning. Hotels included in the program are Philadelphia Marriott Downtown, The Notary Hotel, Lowes, Philadelphia 201 Hotel, and Sonesta. Total number of hotel rooms covered is approximately 2,500 each night. Design specifications will be sent to the advertiser and production ready files will be due September 1.

Thursday morning only - $100,000
Friday morning only - $100,000
2-night package includes both Thursday and Friday - $150,000

Hotel Keycards  $80,000

Hotels included in the program are Philadelphia Marriott Downtown, The Notary Hotel, Lowes, Philadelphia 201 Hotel, and Sonesta. Total number of hotel rooms covered is approximately 2,500. Two sided design specifications will be sent to the advertiser and production ready files will be due September 1.
## Pennsylvania Convention Center

### Level 100 - Scientific Session Rooms and Main Registration

### Level 200 - Halls D and E Exhibit Hall; Halls B and C Poster Halls; main thoroughfare to Headquarters Hotel, Marriott Philadelphia Downtown

Floor plans and photos for all items can be found sorted by item #: [https://idsocietyorg.box.com/s/76cy7db9tf3npewoaahw87wcb1p8dgiz](https://idsocietyorg.box.com/s/76cy7db9tf3npewoaahw87wcb1p8dgiz)

### Item List

<table>
<thead>
<tr>
<th>Item No.</th>
<th>Item</th>
<th>QTY</th>
<th>Size</th>
<th>Material</th>
<th>Single or Double Sided</th>
<th>Building Location</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>BS1-SG1</td>
<td>Stair Risers Graphics</td>
<td>1</td>
<td>63'' W x 6.625'' H</td>
<td>Phototex</td>
<td>Single</td>
<td>Broad Street</td>
<td>$30,000</td>
</tr>
<tr>
<td>BS1-SG1 Landings</td>
<td>Stair Landing Graphics</td>
<td>3</td>
<td>83'' W X 84'' H</td>
<td>Phototex</td>
<td>Single</td>
<td>Broad Street</td>
<td>$15,000</td>
</tr>
<tr>
<td>BS1-EG1</td>
<td>Escalator Graphics</td>
<td>4</td>
<td>Railing A Size: (5) 118''W x 23.5''H / (1) 30.5''W x 24.25''H</td>
<td>Glass Cling</td>
<td>Single</td>
<td>Broad Street</td>
<td>$25,000</td>
</tr>
<tr>
<td>BS1-ER1</td>
<td>Escalator runner</td>
<td>1</td>
<td>16'' W x 778.5'' H</td>
<td>Banner Vinyl</td>
<td>Single</td>
<td>Broad Street</td>
<td>$10,000</td>
</tr>
<tr>
<td>BS1-SG2</td>
<td>Stair Risers Graphics</td>
<td>1</td>
<td>63'' W x 6.625'' H</td>
<td>Phototex</td>
<td>Single</td>
<td>Broad Street</td>
<td>$30,000</td>
</tr>
<tr>
<td>BS1-SG2 Landings</td>
<td>Stair Landing Graphics</td>
<td>3</td>
<td>83'' W X 84'' H</td>
<td>Phototex</td>
<td>Single</td>
<td>Broad Street</td>
<td>$15,000</td>
</tr>
<tr>
<td>BS1-SG2</td>
<td>Stair Risers Graphics</td>
<td>51</td>
<td>(3 Sections of 17)</td>
<td>Phototex</td>
<td>Single</td>
<td>Broad Street</td>
<td>$10,000</td>
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<tr>
<td>BS1-ER2</td>
<td>Escalator runners</td>
<td>1</td>
<td>16'' W X 778.5'' H</td>
<td>Banner Vinyl</td>
<td>Single</td>
<td>Broad Street</td>
<td>$10,000</td>
</tr>
<tr>
<td>BS1_EL1</td>
<td>Elevator Door Graphics</td>
<td>3 Elevators - 4 doors each</td>
<td>14.75'' W x 96'' H Each door</td>
<td>Phototex</td>
<td>Single</td>
<td>Broad Street</td>
<td>$9,500</td>
</tr>
<tr>
<td>A51_EG1</td>
<td>Escalator Graphics</td>
<td>4</td>
<td>Railing A Size: (5) 118''W x 23.5''H / (1) 30.5''W x 24.25''H</td>
<td>Glass Cling</td>
<td>(2) Single, (2) Double</td>
<td>Arch Street</td>
<td>$35,000</td>
</tr>
<tr>
<td>A51_EG2</td>
<td>Escalator Graphics</td>
<td>4</td>
<td>578'' W x 23.75'' H</td>
<td>Phototex</td>
<td>(2) Single, (2) Double</td>
<td>Arch Street</td>
<td>$35,000</td>
</tr>
<tr>
<td>A51_EL3</td>
<td>Escalator Runner</td>
<td>1</td>
<td>16'' W X 749.5'' H</td>
<td>Vinyl</td>
<td>Single</td>
<td>Arch Street</td>
<td>$10,000</td>
</tr>
<tr>
<td>A51_EL3</td>
<td>Escalator Graphics</td>
<td>4</td>
<td>578'' W x 23.75'' H</td>
<td>Phototex</td>
<td>Single</td>
<td>Arch Street</td>
<td>$30,000</td>
</tr>
</tbody>
</table>

### Exhibit Level 200

<table>
<thead>
<tr>
<th>Item No.</th>
<th>Item</th>
<th>QTY</th>
<th>Size</th>
<th>Material</th>
<th>Single or Double Sided</th>
<th>Building Location</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>E2L_EL1</td>
<td>Elevator Door Graphics</td>
<td>3 Elevators - 4 doors each</td>
<td>14.75'' W X 96'' H</td>
<td>Phototex</td>
<td>Single</td>
<td>Hall D Level 2 Foyer</td>
<td>$9,500</td>
</tr>
<tr>
<td>E2L_EXPO_CB</td>
<td>Banner</td>
<td>4</td>
<td>20''H X 44'' W</td>
<td>Vinyl</td>
<td>Single</td>
<td>Hall E (4 front columns)</td>
<td>$45,000</td>
</tr>
<tr>
<td>B2L_CW1</td>
<td>Column Surround</td>
<td>1</td>
<td>2M X 2M X 96'' H</td>
<td>NXT</td>
<td>Single</td>
<td>Hall B Level 2 Foyer</td>
<td>$10,000</td>
</tr>
<tr>
<td>B2L_CW2</td>
<td>Column Surround</td>
<td>1</td>
<td>2M X 2M X 96'' H</td>
<td>NXT</td>
<td>Single</td>
<td>Hall B Level 2 Foyer</td>
<td>$10,000</td>
</tr>
<tr>
<td>B2L_B2</td>
<td>Banner</td>
<td>1</td>
<td>6''W X 10'' H</td>
<td>Vinyl</td>
<td>Double</td>
<td>Hall B Level 2 Foyer</td>
<td>$8,000</td>
</tr>
<tr>
<td>B2L_B3</td>
<td>Banner</td>
<td>1</td>
<td>6''W X 10'' H</td>
<td>Vinyl</td>
<td>Double</td>
<td>Hall B Level 2 Foyer</td>
<td>$8,000</td>
</tr>
<tr>
<td>B2L_B4</td>
<td>Banner</td>
<td>1</td>
<td>6''W X 10'' H</td>
<td>Vinyl</td>
<td>Double</td>
<td>Hall B Level 2 Foyer</td>
<td>$8,000</td>
</tr>
<tr>
<td>B2L_B6</td>
<td>Banner</td>
<td>1</td>
<td>6''W X 10'' H</td>
<td>Vinyl</td>
<td>Double</td>
<td>Hall B Level 2 Foyer</td>
<td>$8,000</td>
</tr>
<tr>
<td>C2L_CW1</td>
<td>Column Surround</td>
<td>1</td>
<td>2M X 2M X 96'' H</td>
<td>NXT</td>
<td>Single</td>
<td>Hall C Level 2 Foyer</td>
<td>$10,000</td>
</tr>
<tr>
<td>C2L_B2</td>
<td>Banner</td>
<td>1</td>
<td>6'' W x 10'' H</td>
<td>Vinyl</td>
<td>Double</td>
<td>Hall C Level 2 Foyer</td>
<td>$8,000</td>
</tr>
<tr>
<td>C2L_B3</td>
<td>Banner</td>
<td>1</td>
<td>6'' W X 10'' H</td>
<td>Vinyl</td>
<td>Double</td>
<td>Hall C Level 2 Foyer</td>
<td>$8,000</td>
</tr>
<tr>
<td>C2L_B4</td>
<td>Banner</td>
<td>1</td>
<td>6'' W X 10'' H</td>
<td>Vinyl</td>
<td>Double</td>
<td>Hall C Level 2 Foyer</td>
<td>$8,000</td>
</tr>
<tr>
<td>C2L_CW1</td>
<td>Column Surround</td>
<td>1</td>
<td>2M X 2M X 96'' H</td>
<td>NXT</td>
<td>Single</td>
<td>Hall D Level 2 Foyer</td>
<td>$10,000</td>
</tr>
<tr>
<td>E2L_B7</td>
<td>Banner</td>
<td>1</td>
<td>108'' W x 102'' H</td>
<td>Banner</td>
<td>Single</td>
<td>Hall E Level 2 Foyer</td>
<td>$8,000</td>
</tr>
<tr>
<td>E2L_B8</td>
<td>Banner</td>
<td>1</td>
<td>108'' W x 102'' H</td>
<td>Banner</td>
<td>Single</td>
<td>Hall E Level 2 Foyer</td>
<td>$8,000</td>
</tr>
<tr>
<td>E2L_ER2</td>
<td>Escalator Runner</td>
<td>1</td>
<td>13'' W X 1344'' H</td>
<td>Vinyl</td>
<td>Single</td>
<td>Hall E Level 2 Foyer</td>
<td>$10,000</td>
</tr>
<tr>
<td>E2L_EG2</td>
<td>Escalator Graphics</td>
<td>4</td>
<td>1191.5'' W X 24.25'' H</td>
<td>Glass Cling</td>
<td>Single</td>
<td>Hall E Level 2 Foyer</td>
<td>$40,000</td>
</tr>
<tr>
<td>E2L_ER1</td>
<td>Escalator Runner</td>
<td>1</td>
<td>13'' W X 1344'' H</td>
<td>Vinyl</td>
<td>Single</td>
<td>Hall E Level 2 Foyer</td>
<td>$10,000</td>
</tr>
<tr>
<td>E2L_EG1</td>
<td>Escalator Graphics</td>
<td>4</td>
<td>1191.5'' W X 24.25'' H</td>
<td>Glass Cling</td>
<td>Single</td>
<td>Hall E Level 2 Foyer</td>
<td>$40,000</td>
</tr>
</tbody>
</table>
PRINT OPPORTUNITIES (continued)

Design Specs for Pennsylvania Convention Center

Ad approval by: September 14, 2020
Print ready file: September 16, 2020

Print ready file formats that we accept are:

.jpg
• exported from Illustrator with all fonts converted to outlines and images embedded.
• saved from PhotoShop, with file flattened before saving as .jpg)

.pdf
• saved from Illustrator or InDesign, with all fonts converted to outlines and images embedded.
• saved from PhotoShop, with file flattened before saving as .pdf

Please submit your artwork following the guidelines below:

• COLOR MODE - CYMK If files are submitted in any other color mode i.e. RGB, we will not be responsible for the final printed color, or the cost to reprint.

• ARTWORK SIZE - 100dpi at 100% scale with NO BLEEDS AND NO CROP MARKS .

• IMAGES - All rasterized images must be embedded into the artwork. (If the image doesn’t look clear at 100% scale on your screen, it will not look clear when printed .)

• COLOR - We can attempt to match PMS colors upon request, please include those in instructions. Keep in mind that digital printing cannot always match PMS spot colors exactly. (When a PMS match is required, please make sure to send your files as an Illustrator .pdf (see above) as we will be unable to alter flattened Photoshop files.)

To recap, please be sure that all files are print ready.

FILES MUST BE CMYK • 100dpi • 100% scale • Fonts Converted to Outlines Images Embedded • No Bleeds • No Crop Marks.
Philadelphia Marriott Downtown Branding Opportunities

The Philadelphia Marriott Downtown is the headquarter hotel for IDWeek with 1,200 rooms on peak Wednesday and Thursday nights. There is a passageway to the Pennsylvania Convention Center through the hotel. The following spaces inside the hotel can be branded:

<table>
<thead>
<tr>
<th>Qty</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>Die cut circle or square sky bridge decals. Must cross sky bridge to access convention center.</td>
<td>$30,000</td>
</tr>
<tr>
<td>1</td>
<td>Lobby escalator middle runner. 1st floor lobby to 3rd floor convention center connection level</td>
<td>$15,000</td>
</tr>
<tr>
<td>4</td>
<td>Circ Bar column strips in lobby bar</td>
<td>$27,000</td>
</tr>
<tr>
<td>4</td>
<td>Lobby column strips near guest check in desks</td>
<td>$27,000</td>
</tr>
<tr>
<td>5</td>
<td>Select Elevators Doors in 12th and 13th street wings</td>
<td>$30,000</td>
</tr>
<tr>
<td>1</td>
<td>Filbert St. Entrance-double sided</td>
<td>$28,000</td>
</tr>
</tbody>
</table>

File specifications will be sent to the advertiser. **Final production ready files are due no later than September 23, 2020.**
RESERVATION FORM

Exhibiting Company (Required)______________________________________________________________
Contact ________________________________________________________________________________
Address ________________________________________________________________________________
City________________________________________________ State____________________  Zip__________
Phone______________________________________________ Fax______________________________
E-mail __________________________________________________________________________________

BILLING INFORMATION  ☑ Same as information above
Bill to __________________________________________________________________________________
Contact ________________________________________________________________________________
Address ________________________________________________________________________________
City________________________________________________ State____________________  Zip__________
Phone______________________________________________ Fax______________________________
E-mail __________________________________________________________________________________

PRODUCT(S) REQUESTED
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________

TOTAL DUE: __________________________________________________________________________

☐ I agree to the policies listed on page 2, and payment in full will be submitted in 60 days.

Signature ______________________________________________________________  Date______________

NO FORMS WILL BE ACCEPTED BEFORE FRIDAY, JANUARY 31 at 1 P.M. ET

Secure your sponsorship beginning on Friday, January 31, 2020 at 1 p.m. ET online in the exhibitor dashboard by visiting
https://idweek2020.exh.mapyourshow.com/6_0/login.cfm? Only third-party companies without dashboard access may use this form to secure advertising.

Return reservation form and art materials to:
Dana Johnston, Senior Manager,
Convention Operations and Meetings
IDSA • 1300 Wilson Blvd. • Suite 300 • Arlington, VA 22209
djohnston@idsociety.org

www.idweek.org