

## 2017 VIVA FRESH EXPO SPONSOR ADVERTISING INFORMATION



As a sponsor of the 2017 Viva Fresh Produce Expo, your company information will potentially be used on a wide array of promotional materials. Please review the following guidelines to ensure that your brand image is represented accurately.

### COMPANY LOGO INFORMATION

As an expo sponsor, your company logo will be featured on Viva Fresh promotional items such as the website and email newsletters, as well as expo materials like posters, signage and other materials. To ensure that your logo is accurately depicted and of high-quality, please adhere to the logo requirements below:

• **File Types Accepted:**

- o High-Resolution PDF
- o High-Resolution JPEG (300 dpi)
- o High-Resolution TIFF
- o Illustrator C6 File (AI)

**If you cannot provide a high-resolution version of your logo, here is what you can do:**

1. Ask your designer or webmaster for a copy of it – they should have a copy of it
2. Send us what you can – we can let you know if what you have will work
  - a. For a small design fee, we can also re-create your logo if you do not have a high-resolution file.

**Please send all logos to Alison Edgar at [Alison@FullTiltMarketing.net](mailto:Alison@FullTiltMarketing.net) (952-221-1031).**

### EXPO PROGRAM ADVERTISEMENT INFORMATION

**Sponsors receive the following free advertisement size in the Viva Fresh Expo Program if they have contributed the following amounts:**

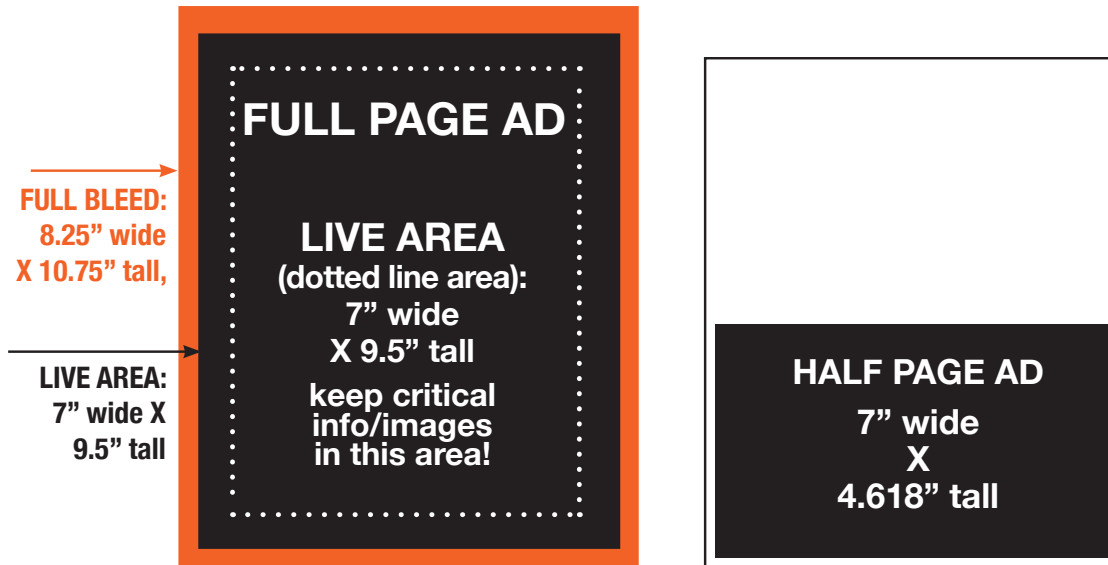
1. \$10,000 and up (Gold and Platinum sponsors): Full Page Advertisement
2. \$5,000 - \$9,999 (Silver sponsors): Half Page Advertisement

## ADVERTISEMENT DIMENSIONS AND REQUIREMENTS

### Full Page Ad Size: 8.25" wide X 10.75" tall

- **Live Area: 7" wide X 9.5" tall** - This area is anything critical such as text and logos. Please make sure all crucial elements are placed within this dimension or else it could be cut off during printing. (See dotted line area on Full Page Ad below).

### Half Page Ad Size: 7" wide X 4.618" tall



## ALL ADVERTISEMENTS

### File Requirements:

- High-resolution CMYK PDF or High-resolution CMYK, 300 dpi JPEG or TIFF.
- Please DO NOT send low-resolution images, advertisements created in Word, PowerPoint or Publisher.
- If you have questions on file types that we accept, please contact Alison Edgar at [Alison@FullTiltMarketing.net](mailto:Alison@FullTiltMarketing.net)

### Expo Program Deadlines and Contact Information:

- DEADLINE FOR ALL ADVERTISEMENTS (NO EXCEPTIONS): Wednesday, March 1, 2017.
- Completed ads must be received by Alison Edgar by the deadline to guarantee placement in the program - please email them to [Alison@FullTiltMarketing.net](mailto:Alison@FullTiltMarketing.net), (952) 221-1031.

### Important To Know:

- If ads are received as the wrong file type or are low-resolution and blurry, we are not responsible for the quality of ad when printed.
- If ads are received after the deadline of March 1, they cannot be guaranteed placement in the program.
- If you need help designing your advertisement, our designer will be able to assist you for a design fee – please contact Alison Edgar if you would like to inquire about this option.
- If you currently have a half-page advertisement and would like to upgrade to a full-page advertisement, there is a \$350 fee to do so (if space is available). Please contact Alison Edgar if you are considering upgrading.