

## **NeoCon World's Trade Fair HTML Ad Sponsorship Details**

### **Ad Sponsorship in the NeoCon Attendee HTML Email Blasts**

In addition to the web ad sponsorship, NeoCon is offering participating exhibitors and manufacturers the opportunity to sponsor an Ad in one of our upcoming NeoCon Attendee HTML email blasts that reach over 120,000 industry professionals.

By sponsoring an Ad in a NeoCon Attendee HTML, your company's brand, products and website information will be at the fingertips of your most important clients and potential clients as they open their inbox and see emails from NeoCon with your company's information.

Our NeoCon Attendee HTML email blasts are the most important marketing vehicle we use to inform potential attendees about the show. We send 8 HTML Attendee email blasts in the months leading up to NeoCon and they are all targeting contacts that are interested in NeoCon and looking to source products at the Show. Get ahead of the competition and make a first impression before NeoCon event starts! Sign up now to sponsor one of these hot HTMLs:

<b>Piece</b>	<b>Deployment Date</b>
Attendee #1 HTML	2/16
Attendee #2 HTML	3/16
Attendee #3 HTML	3/30
Attendee #4 HTML	4/13
Attendee #5 HTML	4/27
Attendee #6 HTML	5/11
Attendee #7 HTML	5/25
Attendee #8 HTML	6/8

#### **One Ad Available per HTML:**

119 x 400 – Tower - \$8,000 per HTML

119 x 200 – Tall Button - \$5,000

\*\*See Appendix 1 for Spec Sheet

- Your Ad will not rotate. In other words, you have the exclusive rights for the HTML Ad depending on which size you sign up to sponsor.
- This means your company will have prominent ad placement on the HTML that is sent to over 120,000 potential attendees.
- HTML Ads will be prominently posted on the right hand column of the Attendee HTML template located under the "Request a Brochure" Link.
- HTML ads can HOTLINK directly to your company website or the webpage of your choice.
- HTML ads *cannot* have an interactive/FLASH component.
- An HTML ad must be received by our marketing communications dept. *a minimum two weeks prior* to the Deployment Date of the HTML that you are sponsoring. (See above grid for specific Deployment Dates.

## Appendix 1

### **Merchandise Mart Properties, Inc. Standard Display Ad Guidelines [1207]**

All submitted ads must follow the specs outlined below. Materials due two weeks prior to scheduled Post Date.

#### **File Formats:**

GIF, JPEG, FLASH, HTML

#### **Resolution:**

72 dpi

#### **Email Ad Sizes:**

<u>Ad Type</u>	<u>Specs</u>	<u>Size</u>
Tower	119 x 400	40K
Tall Button	119 x 200	30K

#### **Link URL:**

Must be included via email when creative is submitted

#### **Specifications:**

Ads should not be designed to blend in with the site, do not mimic editorial fonts or colors. Ads should not include fake form elements of other graphic symbols that mimic functionality that does not exist. Ads should not use "strobing" effects or excessive graphic motion.

#### **Flash usage general guidelines:**

1. A backup .jpg or .gif must be supplied for browsers unable to detect flash
2. Any ad or portion of ad that covers content must include a close button
3. Creative must not auto download or ask the user to download plug-ins
4. Ads with audio must have an on/off button and must be user-initiated
5. All Flash creative is evaluated on a case-by-case basis (Flash is not permitted for HTMLs)

\*\*\* NOTE: In order for the clickTAG function to work properly, Flash designers must select version "Flash Player 6" in their publish settings prior to .swf export\*\*\*

#### **Please send to:**

Kathy Piechnik, 312.527.7619  
kpiechnik@mmart.com

# HTML Ad



M / T / W  
**JUNE 15-17** THE MERCHANDISE MART CHICAGO [NEOCON.COM](http://NEOCON.COM)

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