

## SPONSOR BOOTH DESIGN SPECS

To maximize all your branding opportunities at #B2BMX West via the in-person booth in the marketplace, please find a list of design items you can begin working on right away. Please note, these items vary by sponsorship level so **look for your sponsorship level noted in orange** within each section of this document to determine which items pertain to your brand.

If you have any questions, please email us at [designb2bmx@demandgenreport.com](mailto:designb2bmx@demandgenreport.com).

### IN-PERSON/PHYSICAL ITEMS

#### 1. BOOTH BACKDROP & SIGNAGE

##### **Title & Platinum** - *Your 10'x8' Booth Backdrop Artwork*

**Your 16'w x 8'd booth space will include:**

- 10'w x 8'h graphic backdrop (will be assembled for you prior to your arrival)
- One wastebasket
- Lead Retrieval (2)
- Shared Wifi (no charge)
- Furnishings (i.e., tables, chairs/stools, etc.) and exhibitor services (i.e., monitor, electric, internet, etc.) will be available for rental. Ordering form to follow

Please prepare your artwork using the specifications and guidelines below.

**10'x8' pop up backdrop:** [View Specifications](#)

**Formats Accepted:** AI, PDF, INDD, PSD, PSB, TIF

- **Preferred:** Native applications files such as Photoshop, Illustrator or InDesign should include all linked files and fonts used in the layout or text should be outlined.
- **Accepted:** PDF files are also accepted but need to include crop marks and bleed. Please do not flatten the artwork when exporting PDF files.

##### **Gold** - *Your 5'x8' Booth Backdrop Artwork*

**Your 8'w x 8'd booth space will include:**

- 5'w x 8'h graphic backdrop (will be assembled for you prior to your arrival)
- One wastebasket
- Lead Retrieval (2)
- Shared Wifi (no charge)
- Furnishings (i.e., tables, chairs/stools, etc.) and exhibitor services (i.e., monitor, electric, internet, etc.) will be available for rental. Ordering form to follow

Please prepare your artwork using the specifications and guidelines below.

**5'x8' pop up backdrop:** [View Specifications](#)

**Formats Accepted:** AI, PDF, INDD, PSD, PSB, TIF

- **Preferred:** Native applications files such as Photoshop, Illustrator or InDesign should include all linked files and fonts used in the layout or text should be outlined.
- **Accepted:** PDF files are also accepted but need to include crop marks and bleed. Please do not flatten the artwork when exporting PDF files.

## **Silver** - *Your 2.5'x8' Booth Backdrop Artwork*

### **Your 8'w x 8'd booth space will include:**

- 2.5'w x 8'h graphic backdrop (will be assembled for you prior to your arrival)
- One wastebasket
- Lead Retrieval (1)
- Shared Wifi (no charge)
- Furnishings (i.e., tables, chairs/stools, etc.) and exhibitor services (i.e., monitor, electric, internet, etc.) will be available for rental. Ordering form to follow

Please prepare your artwork using the specifications and guidelines below.

### **2.5'x8' pop up backdrop: [View Specifications](#)**

#### **Formats Accepted:** AI, PDF, INDD, PSD, PSB, TIF

- **Preferred:** Native applications files such as Photoshop, Illustrator or InDesign should include all linked files and fonts used in the layout or text should be outlined.
- **Accepted:** PDF files are also accepted but need to include crop marks and bleed. Please do not flatten the artwork when exporting PDF files.

## **Bronze** - *Your 24" Pull Up Banner Stand Artwork*

### **Your 8'w x 8'd booth space will include:**

- 24" Pull Up Banner Stand (will be assembled for you prior to your arrival)
- One wastebasket
- Lead Retrieval (1)
- Shared Wifi (no charge)
- Furnishings (i.e., tables, chairs/stools, etc.) and exhibitor services (i.e., monitor, electric, internet, etc.) will be available for rental. Ordering form to follow

Please submit your artwork using the specifications and guidelines below.

### **24" Pull Up Banner Stand: [View Specifications](#)**

#### **Formats Accepted:** AI, PDF, INDD, PSD, PSB, TIF

- **Preferred:** Native applications files such as Photoshop, Illustrator or InDesign should include all linked files and fonts used in the layout or text should be outlined.
- **Accepted:** PDF files are also accepted but need to include crop marks and bleed. Please do not flatten the artwork when exporting PDF files.