

SPONSOR BOOTH DESIGN SPECS

To maximize all your branding opportunities at #B2BMX East 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.

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.