



**AD IN GUIDE** (Subject to availability)

(Platinum Sponsors)

Full-page, 4-color, Sponsor-provided ad in the Program Guide

**AD SPECIFICATIONS/ACCEPTABLE FILE FORMATS:**

- Trim size: 5" Wide x 7" High
- Full page, live area: 4" Wide x 6" High
- Full page, bleed: 5 ¼" Wide x 7 ¼" High

**ELECTRONIC AD FILE SUBMISSION:**

- Software: QuarkXPress (up to Version 9), InDesign (up to Version CC).
- Illustrator (up to Version CC), Photoshop (up to Version CC).
- High resolution print-ready PDFs (no smaller than 300 dpi, CMYK) with fonts embedded, .125" bleeds and crop marks to show finished size are also acceptable.
- Please include all images, fonts and miscellaneous linked files. Acceptable electronic file formats are TIFF, JPEG, or EPS.

**DEADLINES AND SUBMISSION INSTRUCTIONS:**

Submit your low resolution PDF to the link below by **January 8, 2016**.

<https://www-950.ibm.com/events/wwe/interconnect/ic16expo.nsf/exspcode>

Once IBM approval has been received, submit your high-resolution file to the link below by **January 15, 2016**.

<https://www-950.ibm.com/events/wwe/interconnect/ic16expo.nsf/exspcode>

The IBM logo is displayed in white on a dark blue background. It consists of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through the letters.

# InterConnect 2016

February 21 - 25  
MGM Grand & Mandalay Bay | Las Vegas, Nevada

#ibminterconnect

## FOR MORE INFORMATION:

Once your sponsorship is secured, if you have any questions, contact Bob Melton ([bmelton@us.ibm.com](mailto:bmelton@us.ibm.com), 770-804-1162) or Anthony Ramon ([aramon@us.ibm.com](mailto:aramon@us.ibm.com), 510-769-5606)