



IPAC 2017  
BIRMINGHAM, AL  
JULY 16-19, 2017

## ASSESSMENTS OF STEEL

### Sponsorship and Exhibitor Information

#### Program Advertising

The final conference program will be read by hundreds of personnel assessment professionals and decision-makers representing government agencies, private sector companies, and universities. Don't miss this opportunity to advertise your company's products and services.

##### Size and Fees:

Full page (8" x 10 1/2") \$400

Half page (8" x 5 1/8") \$300

Quarter page (3 7/8" x 5 1/8") \$200

Business card (3 1/2" x 2") \$100

##### Ad Specifications & Requirements

Preferred formats are Adobe Illustrator or Adobe InDesign, CS5 or earlier. Please include all images and fonts, or convert all text to outlines. Save all files in PC format. Print-ready pdfs must be in CMYK or grayscale mode at 300 DPI. Maximum size is 8" by 10 1/2". Ads will not bleed off pages. MS Publisher files are not acceptable.

#### Literature Insert

**CAN'T MAKE IT TO THE CONFERENCE?** The literature insert provides you with a cost effective way to showcase your products and services to the conference attendees by including literature in the registration materials provided to attendees. Conference registration is not included.

Literature Insert Fees: \$400

The Literature Table Includes:

- Pre- and Post-Conference Mailing Lists
- Recognition in the Final Conference Program

Maximum amount of literature that can be distributed is 250 copies of one type or 125 copies of two different types. Extra copies of materials will not be returned.

#### Deadlines & Payments

To be a sponsor, program advertiser and/or provide a literature insert please return the completed sponsor agreement, and electronic copy of the ad, logo, and/or literature to Liz Reed at [liz.glean@gmail.com](mailto:liz.glean@gmail.com) by June 15, 2017. Payment must be received by Natasha Riley at the address listed on sponsor agreement on or before July 1, 2017.

You will be responsible for shipping the materials. Shipping location will be provided at a later date.