

## Kentucky EMS Conference and Expo

### Graphic Requirements

Some sponsorship packages allow for your digital artwork to be placed on our conference Internet site, digital conference signage displayed throughout the conference halls, and on Expo Pass. Some sponsorship packages also allow for video advertisement to be included on digital conference signage displayed throughout the conference halls.

You must provide your own digital artwork and video advertisement in a graphic format usable by us and at a resolution that looks professional and does not degrade your digital artwork or video advertisement. Conference staff reserve the right to refuse all digital artwork or video advertisement not submitted at least 10 days prior to the start of the conference. Conference staff reserve the right to refuse digital artwork or video advertisement for content or compatibility.

**For logos appearing on our Internet site, digital conference signage and on expo pass:**

**All digital artwork is subject to resizing as deemed necessary by conference staff to appropriately be displayed. Digital artwork placed on digital conference signage will run on a continuous loop with all other sponsors. Digital artwork will not be displayed for longer than 6 seconds on each loop. Following the below recommendations will result in better quality images.**

Recommendation: We strongly recommend that you submit your digital artwork as an attachment to an email in JPEG or PNG format. Image resolution 1080 x 1080 px. "EPS" files are also useful.

1. Maximum of 2 rows of text per logo.
2. Maximum of 3 hashtags in the text.
3. Maximum of 1 QR code per submission.
4. No animated GIFs for logos.

**For video advertisements to be included on digital conference signage displayed throughout the conference halls:**

**All video advertising is subject to resizing as deemed necessary by conference staff to appropriately be displayed. Video advertising placed on digital conference signage will run on a continuous loop with all other qualifying sponsors. Following the below recommendations will result in better quality videos.**

Recommendation: We strongly recommend that you submit your video advertisements in MP4 format.

1. Maximum video length of 60 seconds or 30 seconds depending on the sponsorship package.
2. Maximum video size of 4 GB.