



WHEDA

WHEDA CONFERENCE 2016 CONFERENCE PROGRAM SPONSOR BOOKLET

SPONSORSHIP AND ADVERTISING GUIDE

The **WHEDA Conference 2016** will be held at the **Monona Terrace and Convention Center** in Madison on **Monday, November 14, 2016**. This year's conference will provide attendees with the knowledge they need to ensure a successful development whether they are a developer, syndicator or property manager. We're very excited to continue to offer this unique opportunity for Wisconsin affordable housing stakeholders to network and attend sessions covering several topics of interest.

WHEDA is offering new levels of sponsorship for the 2016 conference. This year WHEDA will have **Platinum**, **Gold** and **Exhibitor** levels, plus two specialty sponsorships. Platinum and Gold packages include ad space in our program booklet, which features the conference agenda, conference attendee list, speaker biographies, exhibitor map, as well as multifamily housing and economic development information. The specialty sponsorships are **Platinum Level Plus I** and **Platinum Level Plus II**. Both feature the Platinum level package, plus logo placement in the conference premium mini spiral notebook or a reception sponsorship opportunity.

PLATINUM SPONSORSHIP: \$2,500

- 2 complimentary lunches with registration
- 1 - 8' exhibit table (skirted) in highest traffic area
- 2 chairs, internet connection available, electricity available for \$60 charge
- Name/logo displayed on sponsor/exhibitor sign
- Full-page advertisement in conference booklet

PLATINUM PLUS SPONSORSHIP

PLATINUM LEVEL PLUS I: \$5,000

- Platinum level plus 2 additional attendees
- Sponsor's 4-color logo placed on the first page inside the **mini spiral notebooks** given to conference attendees
- Signage featuring 4-color logo at registration table recognizing sponsorship of the notebook

PLATINUM LEVEL PLUS II: \$7,000

- Platinum level plus 2 additional attendees
- **Reception sponsor**
- Signage featuring sponsor's 4-color logo displayed at the reception
- Acknowledgement in the conference program book and at the reception

GOLD SPONSORSHIP: \$1,500

- 2 complimentary lunches with registration
- 1 - 8' exhibit table (skirted) near high traffic area
- 2 chairs, internet connection available, electricity available for \$60 charge
- Name/logo displayed on sponsor/exhibitor sign
- 1/2-page advertisement in conference booklet

EXHIBITOR:

NONPROFITS: \$350 / FOR-PROFITS: \$650

- 1 complimentary lunch with registration
- 1 - 8' exhibit table (skirted)
- 2 chairs, internet connection available, electricity available for \$60 charge
- Name on exhibitor signage
- Exhibitor list will be included in the booklet

If you have any questions about sponsorships or becoming an exhibitor, please contact **Dorothy Ruff** at dorothy.ruff@wheda.com or by phone at **608-267-7747**.

Conference Booklet within pocket folder:
9" x 12" finished book size

PLATINUM AD SIZES:

9" x 12" with .125"
bleed on all sides
full-page ad with

Live area:
8.125" x 11.125"

Do not let text or vital
imagery fall outside of
this area

Full page ad
without bleed
7.875" x 10.625"

GOLD AD SIZE:

1/2 page ad
7.875" x 5.25"

PRODUCTION SPECIFICATION

PDF (Recommended):

All fonts must be embedded

All graphics/images must be CMYK@300 dpi

Send press-ready PDFs only

(PDF/X-1a:2001 Distiller setting)

Adobe InDesign CC or earlier

(Please provide hard copy proof of the ad):

Collect all images (300 dpi) and fonts
(MAC Platform)

Compress files (Stuffit or WinZIP) for
email transmission

Adobe Illustrator CC or earlier:

All fonts must be outlined

Embed all graphics

Save file as CMYK EPS format

Adobe Photoshop CC or earlier:

File must be 300 dpi

Save file in EPS or TIFF format

PLEASE DO NOT SUBMIT FILES CREATED IN THE FOLLOWING PROGRAMS:

QuarkXpress, Microsoft Publisher, Microsoft Word,
Corel, Adobe Pagemaker

All questions concerning ad specs and/or
production of ad files, should be directed to
Dawn Gibbs, *Creative Services Coordinator* at
dawn.gibbs@wheda.com or by phone
at 608.266.7811.

Please submit your electronic ad files to
Marketing@wheda.com.

Ad commitment deadline:
Friday, August 19, 2016.

**All electronic ad files must be submitted by no
later than Friday, August 26, 2016.**