

EXHIBITORS MANUAL

Amsterdam | 7 & 8 December 2021

EUROPEAN SILK ROAD SUMMIT

7 - 8 DECEMBER 2021

AMSTERDAM

Exhibitors manual

European Silk Road Summit 2021

ProMedia Events & Conferences

Weena 505 B18

3013AL Rotterdam

Dear partner,

We are pleased to welcome you as our partner to the **European Silk Road Summit 2021** on December 7 and 8 in Amsterdam. My name is Larissa van Heiningen, and I am one of the project managers of the European Silk Road Summit 2021. Below you will find all relevant information and deadlines to prepare for your participation as a partner.



Project Manager

Larissa van Heiningen - Production manager

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Summary of important dates & deadlines

Below you will find the most important dates and deadlines. For more information about these deadlines please read the manual.

Date	7th and 8th of December 2021
Location	Pakhuis de Zwijger Piet Heinkade 179 1019 HC Amsterdam
Build up booth space	Tuesday 7th of December: 10:00 - 12:00
Register yourself and clients for the conference	ASAP, no later than 16 November
Deadline: submitting the design for the personalized back wall	Friday 19th of November
Deadline: submitting the company video	Friday 19th of November
Deadline: sending goodies for the goodie bag	Monday 29th of November

1. PROMOTION

1.1 LOGO

Your logo will be included in all (marketing) messages promoting the event. These include brochures and emailings. Your logo is also clearly visible during the event. Check:

<https://www.silkroadsummit.eu/> for your listing.

1.2 BOOTH SPACE

In the break area, there is a booth space reserved for you (2m x 2m). We will arrange a high table incl. two high chairs for you. On request we can provide a power connection. Please let me know by **Monday November 22** whether you need a power connection.

The space at the break area will be reserved for you with a personal back wall. Please submit your design for the back wall before **Friday 19th of November.**

For the printed **back wall** you have to submit a design in the following measurements:

SPECIFICATIONS BACK WALL

The net print sizes are as follows: the panel size (=print size) 1000x 2000mm

PDF

We preferably process your files as pdf (1.4 or higher). Please always try to provide us with a Hires PDF.

- Ø No overprint
- Ø Formats on a scale of 10%
- Ø Convert fonts to outlines or embed completely Ø Net format in de trimbox
- Ø Overlap in the bleedbox
- Ø Do not convert PMS colours to CMYK
- Ø Transparency does not need to be smoothed
- Ø Supply every item to be printed in a separate file

ADOBE PHOTOSHOP CS6 OF LAGER

- Ø .tiff, .eps of .jpg file
- Ø RGB or CMYK colour codes (no PMS references) Ø Formats on a scale of 10%
- Ø No layers (Flattened)
- Ø Supply every item to be printed in a separate file

ADOBE ILLUSTRATOR CS6 OF LAGER

- Ø .eps or .ai file
- Ø CMYK colour code (do not convert to PMS references) Ø Formats on a scale of 10%
- Ø Supply all imported files or insert them completely
- Ø Supply every item to be printed in a separate file

RESOLUTION

The required resolution of photos or artwork depends on the application and the kind of image:

Outdoor applications viewed from a closer look: 70 - 100 DPI

Outdoor applications viewed from further away: 30 - 70 DPI

Indoor applications viewed from a closer look: : 100 - 150 DPI

Indoor applications viewed from further away: : 70 - 100 DPI

Please take into account that these values apply to the final size. For example a file that is formatted at 10%, the above figures should be multiplied by 10.

Example booth space



1.3 COMPANY VIDEO

During the event, we have included an extra possibility for you for short commercial breaks in the conference programme. During the networking moments, we have the possibility to show commercial videos on the available screens as well. This will apply not only for the physically attending participant, but also for the online viewers of the event. (which means your commercial videos are also included in the replay of the summit, sent to all attendees).

We therefore ask you to send us a commercial video of your company with the following requirements:

30 - 60 seconds

MP4 High Quality

If not in English, with English subtitles

Deadline: Friday 19th of November

2. LOGISTICS

2.1 BUILD UP

You can set up additional company supplies at the booth on the 7th of December, between 10:00 - 12:00. Please make sure that you are ready at 12:00.

2.2 SHIPPING GOODIES

If you have any company goodies that you have to provide. Send this to the ProMedia office one week prior to the event. Note that the number of visitors for this event is estimated at 300. **Deadline for sending the goodies: 29 november.**

Let us know in advance if you are shipping something to the office.

Address ProMedia Group office:

ProMedia Events & Conferences

Attn. Larissa van Heiningen / European Silk Road Summit 2021

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3013AL Rotterdam

3. ADDITIONAL INFORMATION

3.2 VENUE

European Silk Road Summit 2021 will be a hybrid event. If you cannot travel, it is also possible to join online. For more information see the registration page.

<https://www.silkroadsummit.eu/registration/>

3.3 CATERING

The event includes coffee, tea, various drinks, lunch and networking drinks and therefore you do not have to provide catering yourself. Do you follow a special diet or do you have an allergy? Please let us know so that we can inform the caterer of this.