

**GENERAL CONDITIONS AND POLICIES**

1. Advertisements are only available to exhibitors at IPC APEX EXPO® 2022. **Artwork for the pocket guide is due 12/2/21.**
2. All ads are noncommissionable.
3. IPC reserves the right to refuse or cancel any advertising for any reason at any time.
4. Advertisements in the IPC APEX EXPO Show Directory are subject to all terms and conditions set forth in this document. It is the responsibility of every client and agency intending to advertise to acquire and read these terms and conditions and abide by all the regulations listed herein. For that purpose, copies of this document are available and may be obtained free of charge.
5. All advertising copy is subject to the approval of IPC. All advertisements are accepted and published upon the representation that advertisers and agencies are authorized to publish the entire contents of any subject matter thereof. In consideration of IPC's acceptance of contents of such advertisements for publication, both advertisers and their agencies will indemnify, defend and hold IPC harmless from and against loss or expense arising from publication of such advertisements including, but not limited to, those resulting from claims of suits for libel, violation of rights or privacy, plagiarism, and copyright infringement.
6. IPC is not liable for delays in delivery and/or nondelivery in the event of an act of God, action by any governing entity, fire, flood, insurrections, terrorism, riots, explosion, embargo, strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any other conditions beyond the control of IPC affecting production or delivery in any matter.
7. IPC is not responsible for errors in any typesetting or other service performed by IPC.
8. IPC's liability for any error will not exceed the cost of the advertising paid by the advertiser.
9. In the event of nonpayment, IPC reserves the right to hold the advertiser and/or the advertising agency liable for such monies as are due and payable to IPC.
10. No conditions, printed or otherwise, appearing on insertion orders, contracts, insertion instructions, or any other form of correspondence that conflict with these policies will be binding on IPC.
11. Requests for specific position are given consideration, but advertiser agrees to accept any position.
12. IPC assumes no liability, if for any reason, it becomes necessary to omit an advertisement.
13. Cancellation of orders may not be made by the advertiser or its agency once the insert submission is received. Should an advertiser cancel its booth space, its advertisement will not be included in the Show Directory. There will not be a refund of any deposit or payment made.
14. Exhibitors may have a maximum of three pages in the Show Directory. Only one ad is eligible for a premium position.

**AD REQUIREMENTS**

All advertising artwork must be electronic. No film will be accepted. Macintosh files are required.

We will accept InDesign (version CS5 or earlier), PDF or Adobe Illustrator (version CS5 or earlier) files ONLY.

InDesign files must be supported by vector art (Illustrator files) or high resolution (300 dpi at 100%) TIF files ONLY. You must send ALL supporting files and fonts.

All artwork must be CMYK. Duotones and RGB files must be converted to CMYK.

Do not use LZW compression on TIF files.

PDF files must contain high resolution art. Rasterized files must be 300 dpi at 100%. When printing to PDF, be sure that all fonts are included. PDF files do not always translate correctly.

Adobe Illustrator files created on a Windows computer must have all text converted from fonts to artwork. Adobe Illustrator files created on a Macintosh may have all text converted from fonts to artwork, or all supporting fonts must be included.

We will not accept ads submitted exclusively as TIF or JPG files.

**Please note:** The show Pocket Guide is 4" x 8" (**trim size**). All type elements must fit within the live area.

Artwork under 15 mb can be e-mailed to IrinaGelman@ipc.org. For larger files, contact us for FTP instructions, or send your files on CD-ROM.

**Contact Irina Gelman at +1 847-597-2843 or IrinaGelman@ipc.org with any questions.**

**AD SIZE DETAILS AND SPECS (in inches):**

Publication Trim Size 4" x 8"

