

# PharmaSUG 2014 Image Specifications for Sponsors & Exhibitors



Dear PharmaSUG 2014 Sponsor or Exhibitor:

Thank you for your support of PharmaSUG 2014. As part of your participation in PharmaSUG, we would like permission to use your corporate logo (or a similar promotional image of your choice) in conference signage, publications, and media. This will allow us to properly express our gratitude for your involvement and will also bring your brand to the attention of conference attendees.

Our use of your logo may include (but is not limited to) the following :

- General conference signage
- Event-specific signage (for event sponsors)
- Conference program (printed or PDF)
- PharmaSUG.org website
- Conference mobile app

Due to the wide range of sizes and resolutions required for the various media listed above, we have found it simplest if each sponsor or exhibitor provides PharmaSUG with one high-quality electronic version of their logo which our technical staff can manipulate as necessary.

Our preference is for a vector-based format such as EPS, PDF, SVG, or AI. These formats are resolution-independent and provide us with maximum flexibility to generate high quality materials in both printed and electronic formats. If you do not have a vector-based file available, we would ask that you provide a PNG, JPG, GIF, BMP, or TIF of the highest resolution available. Low-resolution images cannot be enlarged without loss of quality, and low-resolution images that appear sharp on a monitor may look blurry in print.

If you have alternate presentations of your logo with the graphic elements arranged differently, please send these as well.

## Summary

- **Preferred:** Vector-based EPS, PDF, SVG, or AI
- **Acceptable:** High-resolution PNG, JPG, GIF, BMP, or TIF

Thanks again for being a part of PharmaSUG 2014!  
PharmaSUG 2014 Conference Committee