

Sponsor Graphic Specifications for Premium Mobile App

All images are required in Portable Network Graphic (.png) format unless otherwise specified.

Splash Screen

Different devices, sizes and resolutions require that the splash screen be available in several different image dimensions. The sponsor can incorporate their logo within existing splash graphics as pictured here or be given full-screen images if client sells this way.

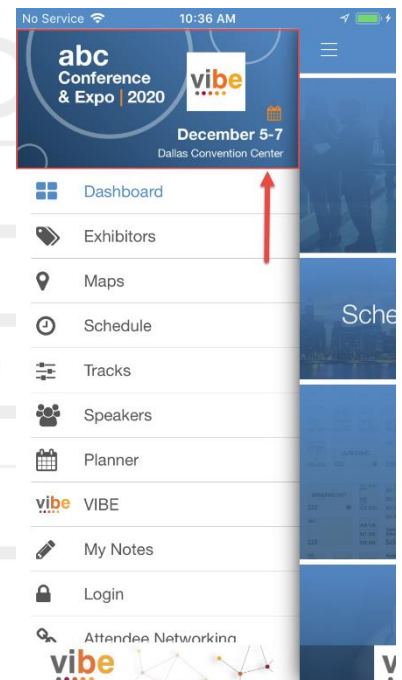
- a. 640 pixels x 960 pixels
- b. 960 pixels x 640 pixels
- c. 1125 pixels x 2436 pixels**
- d. 2436 pixels x 1125 pixels**
- e. 1242 pixels x 2208 pixels
- f. 2208 pixels x 1242 pixels
- g. 2048 pixels x 2732 pixels
- h. 2732 pixels x 2048 pixels

Please note these 2 images will be used for iPhone X devices (pictured to the right). **We strongly recommend leaving the top 130 pixels & bottom 100 pixels clear of content, since the “notch” design of the iPhone X will block most of this space. More info below.



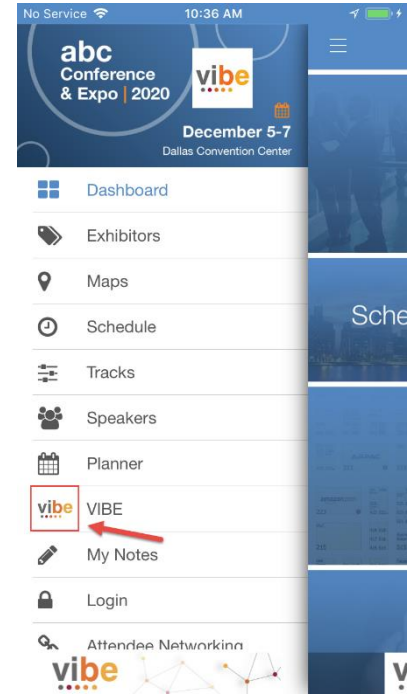
Top Masthead Ad

The sponsor's logo can be incorporated along with the show branding into this image at the top of the navigation menu. The banner size is 639 pixels x 316 pixels



Clickable Navigation Item

Clickable navigation item that goes to exhibitor's booth profile, static page or website, client's preference. The image size is 200 pixels x 200 pixels.



Clickable Rotating Banner Ad

Rotating clickable banner ad that goes to exhibitor's booth profile, static page or website, client's preference. The image size is 600 pixels x 80 pixels.

