

# OFFICIAL EVENT GUIDE



**Vitafoods Europe** is the only event in the world to concentrate exclusively on the expanding market for nutraceuticals, cosmeceuticals and functional food and drinks. **Finished Products Expo** runs alongside the Vitafoods Europe exhibition and is a focused exhibition for manufacturers and suppliers from the dietary supplements, cosmeceuticals, functional food and drinks industries.

The 2010 events combined attracted the largest audience yet of over 10,000 attendees from 90 countries worldwide.

**The official full-colour event guide** – printed in A5 format and containing all the vital details about the exhibitions and conferences – is a unique opportunity for you to target your advertising directly at your key customers, not only at the event itself, but also in the months and years afterwards.

**The event guide is given free to all attendees, ensuring maximum exposure for your advertising.**

## ADVERTISING AND PROMOTIONAL OPPORTUNITIES

### Display advertising

Full page full colour advertisement*	<b>£1995</b>
Half page full colour advertisement	<b>£1410</b>
Double page spread	<b>£3050</b>

### Prime positions

Inside back cover	<b>£1995</b>
Inside front cover	<b>£1410</b>
Outside back cover	<b>£3050</b>
Sponsorship of event guide	
Inserts/bookmark	

**SOLD**  
**SOLD**  
**UNDER OFFER**  
**UNDER OFFER**  
**POA**

\*Guaranteed page positions will attract a 15% premium

DEADLINE FOR ADVERTISING COPY:  
**25 March 2011**

### Logos:

Logo to be placed next to company description	<b>£295</b>
Logo to be placed next to company description with bolded entry	<b>£325</b>

MAKE YOUR ENTRY  
STAND OUT WITH A  
LOGO AND BOLDED TEXT  
**£325**



To discuss promotional opportunities in the official event guide, please call **Jay Pawas** today on +44 (0)20 7841 5962 or email [j.pawas@publishingevents.com](mailto:j.pawas@publishingevents.com)

All prices are subject to UK VAT where applicable. Prices may be subject to change. Full terms and conditions on request.

The Vitafoods Europe and Finished Products Expo 2011 official event guide is published on behalf of IIR Exhibitions Ltd by Publishing Events Ltd. Tel: +44 (0)20 7841 5960. Email: [guides@publishingevents.com](mailto:guides@publishingevents.com). Website: [www.publishingevents.com](http://www.publishingevents.com)

# MECHANICAL DATA SPECIFICATIONS



## Official Event Guide

Please send your files to Victoria Bruton – [v.bruton@publishingevents.com](mailto:v.bruton@publishingevents.com)

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For any production queries, please call +44 (0)20 7841 5961

25 March 2011

### ADVERT DIMENSIONS

**FULL PAGE – 148mm wide x 210mm deep (vertical) plus 3mm bleed where applicable**

**PLEASE NOTE:** We strongly recommend that you avoid placing text or important graphics within 12mm of the page edge. If you are bleeding the advertisement, please add 3mm all round and add crop marks only (no registration or bleed marks).

**HALF PAGE – 124mm wide x 90mm deep (horizontal) No bleed**

Please contact the production department for any unusual size requests. Details above.

### DISPLAY ADVERTISEMENTS

#### PRESS-READY ARTWORK

Artwork should be supplied as a press-optimised / high-resolution PDF file. All images should be CMYK at 300dpi and all fonts should be embedded and subset below 100%. We recommend converting large / headline text to curves / outlines. If your artwork contains transparencies, these should be flattened before creating the PDF to avoid unpredictable results. To ensure you create your pdf correctly, please visit the PPA (Periodical Publisher's Association) website, pass4press digital standards, where guides and plug-ins are available as free downloads for most operating platforms – [www.pass4press.com](http://www.pass4press.com)

**IMPORTANT: Spot colours:** Please be very sure to check that all spot colours used in your artwork – including those contained within eps files, such as company logos – have been correctly converted to CMYK process colours BEFORE creating your PDF. This will include Pantone CMYK spot colours and any unusual inks that may have been used. If this is not done correctly, the colours on the final printed page may not appear as expected. It is important to note that there is a difference between CMYK and process colours when designing for print. If you are in any doubt, please contact our production team who will be happy to help.

**Whilst we of course endeavour to check all artwork before going to print, we cannot guarantee predictable results from incorrectly processed PDF files.**

If you have any questions about PDF creation or for any reason need to supply your artwork in a different format, please contact our production department before sending.

**IF YOUR DESIGN PACKAGES OFFER THE OPTION, PLEASE SUPPLY PDF/X-1a COMPLIANT FILES**

#### SENDING YOUR FILE TO US

Creative / artwork can be sent via email (or by post on a CD-Rom to the address given below). Where time permits, we prefer to receive a full colour proof by post along with your artwork.

#### IF YOU REQUIRE ASSISTANCE CREATING YOUR ADVERTISEMENT

Publishing Events Ltd can offer assistance with typesetting and basic layout. Our standard production fee is £60 per hour. Please contact the production department if you would like to discuss our services and they will be happy to help.

**The official event guides are printed on 115gsm silk art paper with covers on 300gsm, in CMYK throughout.**

The Vitafoods Europe and Finished Products Expo 2011 official event guide is published on behalf of IIR Exhibitions Ltd by Publishing Events Ltd.

**Postal Address:** Production Department, Publishing Events Ltd, Chapel House, 18 Hatton Place, London EC1N 8RU, UK