**Event Theme –**

If there is a theme, i.e. Classic Video Games, Mardi Gras. If there is no theme say use vendor or program branding. You can also provide sample images to be used as reference images if you have some but note these images will be just for reference and will not necessarily be used in the final design.

**MARCOM REQUESTED DELIVERABLES utilizing creative above**

1. Digital Signage
2. Email Graphic
3. Foam Core
4. Promo Item
5. Screensaver Takeover
6. Stamp cards
7. Tent Cards
8. X-Stands

Remove the items above that are not needed

**Details – For all of the below.**

**Digital Signage: Reference PID ?????**

Copy –

* Headline
* Date
* Time

This is the basic information that you might want to include. You can add some additional content if needed but keep in mind for digital signage you should keep the messaging to less than 20 words to make sure it can be read and will be impactful.

**Email Graphic: Reference PID ?????**

Copy –

* Headline
* Date
* Time

Again this is just a starting point. You can have more content than you would for digital signage but still keep your messaging to the point.

**Foam Core: Reference PID ???????**

Logos:

Copy –

* Headline
* Activity or Welcome

**Promo Item: Reference PID ???????**

Provide specifications from promo company.

General example:

T-Shirt:

1. Imprint 1-color, 2-color, 4-color.
2. Color of the shirt (has this been chosen or would you like the designer to decide)
3. Imprint location – Front, back, sleeve

For other items the promo company should provide you with a specification doc that has a template with the allowable printable area for the item.

**Screensaver Takeover: Reference PID ??????**

Copy –

* Headline
* Date
* Time

Use the same guidelines as providing content for Digital Signage

**Stamp cards: Reference PID ??????**

Logos:

Copy –

* Sales Manager
* Sales Rep

**Tent Cards: Reference PID ??????**

Logos:

**X-Stands: Reference PID 278165-19**

Logos:

Copy –

* Headline
* Activity or Welcome
* Schedule