

# Exhibition manual Credit Expo Thursday 5 November 2020

An exhibition manual will be prepared for the Credit Expo Netherlands in the NBC Congrescentrum in Nieuwegein on Thursday, 5 November 2020. This exhibition manual comprises the full seminar programme, company profiles of the exhibitors, and a floor plan. It will also contain a number of editorial articles.

Prior to Credit Expo, the exhibition manual will be distributed among a selection of Credit Managers working for the largest credit management departments of the top 1000 companies in the Netherlands. The exhibition manual will also be issued to visitors during Credit Expo 2020. All in all, 2000 copies of the manual will be issued. For Platinum Partners, a 1/1 page (no preferred placement) has already been included in the sponsor package. Other exhibitors can advertise in the manual at a greatly discounted rate.

Full Colour	Rate
1/1-page back page	€ 1,500
1/1-page inside cover	€ 1,250
1/1-page next to floor plan	€ 1,250
1/1-page	€ 1,000

Ads will be placed in full colour. The rates mentioned are exclusive of 21% VAT.

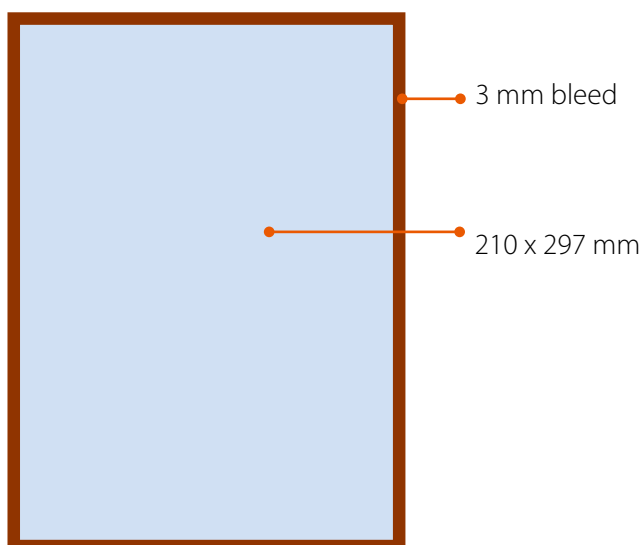
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# Advertisement specifications

## Format:

1/1 page  
210 x 297 mm (w x h, type page, 3 mm bleed)



Ads to be supplied as **Certified PDF**. If this is not possible, they must be supplied as Adobe InDesign package, complete with illustrations and fonts.

## PDF

- Certified PDF
- Sheet CMYK 1v4
- PLEASE NOTE: insert all fonts and check whether no PMS colours have been used.

## Adobe InDesign

- Collect all fonts and illustrations (package)
- All illustrations with sufficient resolution for printed matter and converted to CMYK\*
- All colours converted to CMYK\*

## Supplying logos

- Preferably as vector file (Adobe Illustrator or PDF).
- If a vector file is not possible, then a TIF or PSD file with a resolution of 300 DPI.
- Fonts used to be converted to letter contours
- All illustrations converted to CMYK\*
- All colours converted to CMYK\*

## Deadline

The deadline for supplying advertising material is **Friday, 9 October 2020**. You can send the material by email to [info@creditexpo.nl](mailto:info@creditexpo.nl)

**\* RGB and PMS colours will be converted to CMYK;  
this may cause colour differences**