

# 2021

THE 2021 IWLA CONVENTION + EXPO

## **Guidelines/Specifications for a NEW Organization IWLA Convention Banner\***

Thank you for ordering a new banner to be displayed prominently during the 2021 IWLA Convention & Expo in San Antonio, Texas, on Nov. 1-3 2021.

Here are the banner guidelines:

1. All banners will be printed on a white background. As necessary, logos will be reversed for uniformity.
2. Please provide your logo in .eps file format. This is the format used by printers for the best image quality.
3. Please also provide Pantone (PMS) colors within your logo. Printers use this color system to capture your corporate colors. However, there may be color variations as our printer will blend to match your color as closely as possible. Typically, your marketing/communications or graphics arts staff will be able to provide a properly formatted logo (eps) and the PMS colors.

Email your eps logo file and PMS colors to: [convention@IWLA.com](mailto:convention@IWLA.com)

*\* Rehang orders will use a company's banner that IWLA has in stock from a previous year. If your logo has changed, please order a new banner.*

Here is an example of how all banners were displayed during a previous IWLA Convention.

