

**GENERAL CONDITIONS AND POLICIES**

1. Advertisements are only available to exhibitors at EWPT 2024.
2. All ads are noncommissionable.
3. IPC reserves the right to refuse or cancel any advertising for any reason at any time.
4. Advertisements in the EWPT 2024 Show Directory are subject to all terms and conditions set forth in this document. It is the responsibility of every client and agency intending to advertise to acquire and read these terms and conditions and abide by all the regulations listed herein. For that purpose, copies of this document are available and may be obtained free of charge.
5. All advertising copy is subject to the approval of IPC. All advertisements are accepted and published upon the representation that advertisers and agencies are authorized to publish the entire contents of any subject matter thereof. In consideration of IPC's acceptance of contents of such advertisements for publication, both advertisers and their agencies will indemnify, defend and hold IPC harmless from and against loss or expense arising from publication of such advertisements including, but not limited to, those resulting from claims of suits for libel, violation of rights or privacy, plagiarism, and copyright infringement.
6. IPC is not liable for delays in delivery and/or nondelivery in the event of an act of God, action by any governing entity, fire, flood, insurrections, terrorism, riots, explosion, embargo, strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any other conditions beyond the control of IPC affecting production or delivery in any matter.
7. IPC is not responsible for errors in any typesetting or other service performed by the advertizer.
8. In the event of nonpayment, IPC reserves the right to hold the advertiser and/or the advertising agency liable for such monies as are due and payable to IPC.
11. No conditions, printed or otherwise, appearing on insertion orders, contracts, insertion instructions, or any other form of correspondence that conflict with these policies will be binding on IPC.
12. Requests for specific position are given consideration, but advertiser agrees to accept any position.
13. IPC assumes no liability, if for any reason, it becomes necessary to omit an advertisement.
14. Cancellation of orders may not be made by the advertiser or its agency once the insert submission is received. Should an advertiser cancel its booth space, its advertisement will not be included in the Show Directory. There will not be a refund of any deposit or payment made.
15. Exhibitors may have a maximum of three pages in the Show Directory. Only one ad is eligible for a premium position.

**AD REQUIREMENTS**

We accept IDML (InDesign) or PDF files.

InDesign files must be supported by vector art (Illustrator) or high resolution (300 dpi at 100%) TIF files ONLY. You must send ALL supporting files and fonts.

All artwork must be CMYK. Duotones and RGB files must be converted to CMYK.

Do not use LZW compression on TIF files.

We will not accept ads submitted exclusively as TIF or JPG files.

Please note: The show directory is 8.5" x 11" (trim size). All type elements must fit within the type area.

Artwork under 40 mb can be e-mailed to [IrinaGelman@ipc.org](mailto:IrinaGelman@ipc.org).

Contact Irina Gelman at +1 847-597-2843 or [IrinaGelman@ipc.org](mailto:IrinaGelman@ipc.org) with any questions.

