MOBILE APP GRAPHICS

Getting Started

To help you create your artwork, we have provided Photoshop (.psd) templates of everything you need to supply us to publish your app to the Apple and Google Play stores. Each file has an example and notes.

Photoshop documents (.psd) are the preferred file format; Illustrator (.ai) files are also accepted. Please supply all fonts along with your artwork. Create outlines of all type in .ai files or rasterize your type in any .psd files. If you use Photoshop, please use vector artwork when possible for things like logos. This way when graphics are resized your artwork will look great.

1  SPLASH SCREEN – 2436 x 2436

This screen is the first thing people see when your app starts. It is a great opportunity to tie in your show’s branding and/or highlight a featured sponsor. Please follow the provided templates in order to ensure all artwork/branding will be seen across various hardware devices.

2  APP ICON – 1024 x 1024

These icons can be as small as 29 x 29, so they should be simple. For that reason, most apps just use a logo. If your logo is typically accompanied by a tagline, try to use a version that’s just your logo.

3  FEATURE GRAPHIC – 1024 x 500

This artwork is required by the Google Play store in order for your app to be published. Even though the size is large, this artwork will be scaled down in different places. The Android guidelines recommend using simple branding because this image is very small on Android phones.
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Recommended Artwork

Unlike the artwork on the previous page, discover cards are optional - yet recommended. These graphics provide navigation to various sections of your mobile app, and allow you to give your mobile app a unique look and feel.

Whether you use images from the show floor to link to different search options or industry related pictures to promote recent articles, discover card graphics provide you with an enhanced design option to connect attendees with key features in the app.

We offer two choices you can mix-and-match to customize the design of your discover card:

1. NARROW IMAGE – 621 x 420 (displays at 207 x 140)
2. WIDE HORIZONTAL IMAGE – 1242 x 420 (displays at 414 x 140)

**Contact Eastern Coatings Show Sales for Pricing**
info@easterncoatingsshow.com
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Advertising Inventory and Specifications

Our mobile app includes the ability to add sponsorship opportunities, including the splash/loading screen, rotating banners, and scheduled push messages. MYS will work with your sales/marketing team to determine what sponsorships are right for your show and to set the total inventory that will be offered to your exhibitors.

We request banners to be 1242 x 195 for the largest devices. On the smallest devices they shrink to 320 x 50. Photoshop documents (.psd) are the preferred file format. Illustrator (.ai) files are also accepted. Please supply all fonts along with your artwork. Create outlines of all type in .ai files or rasterize your type in any .psd files. If you use Photoshop, please use vector artwork when possible for things like logos. This way when graphics are resized your artwork will look great.

1 SPLASH SCREEN SPONSORSHIP
   • Splash screen may be co-branded showing the events logo along with a “brought to you by” message from main sponsor
   • Splash screen and sponsor screen may be separated to form two loading screens (both images sized 2436 x 2436)
     » Splash screen is displayed first and only shown again following a hard close of the mobile app
     » Sponsor screen is displayed second and can show on a timed schedule

2 BANNER SPONSORSHIPS
   • All Banner sponsorships should be sized at 1242 x 195 (displays at 414 x 65)
     » Banners are placed at the footer of the main content cards
     » Banners randomly rotate and include links to showrooms
     » Banners can appear for specific product category searches
     » Banners can also appear for an individual hall sponsor

3 MESSAGING ALERTS
   • Message alerts are pushed based on a scheduled date and time
   • Recommended Title length: 30 characters or less
   • Recommended Notification Message length: 40 characters or less
     » This is the message that is pushed to your phone’s popup dialogue to link back to the app’s full message
   • Recommended Content length: 200 words / 1300 characters or less
     » We recommend keeping it concise and to the point