

# Directions for ICCFA 2010 Convention exhibitor profiles

Sixty-word profiles of exhibitors meeting submission requirements will run in the March-April 2010 issue of ICCFA Magazine, which will be available onsite at the convention. **It's free! It's easy! But you have to follow the directions.** (You knew there would be a catch, didn't you?) Make sure whoever is writing your profile and sending in your logo or photo has a copy of this handy guide. **Read it even if you've been sending in profiles for years.** In the past, we would edit down 100-word submissions to 60 words and try to work with whatever art was sent, but due to increasing volume, we must insist that people abide by these simple requirements.

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## What they look like

### Paradise Pictures LLC (#214P)

Paradise is a leading producer of memorial portraits made entirely in the United States. We supply ceramic pictures to some of the finest mausoleums in the country, in addition to many memorials placed worldwide every year. We have provided quality memorial portraits since 1991. See us online at [www.paradisepictures.com](http://www.paradisepictures.com); 1.800.960.8040.



We'll run  
your logo  
-OR- a photo  
of a product  
(whichever  
you send  
us)



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**Deadline** Submit copy and art by **Friday, January 15, 2010**

**Where to send it** E-mail to [sloving@iccfa.com](mailto:sloving@iccfa.com) (ICCFA Magazine Managing Editor Susan Loving)

**What to put in the subject line** (Name of company) profile/logo/pic

Examples: Trigard profile and logo; Trigard profile and photo

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## How to write the copy

- You have **60 words**. If your profile is just a bit more than 60 words (as determined by Microsoft Word's "word count" function, after editing), it will be edited down to 60 words. If you send in quite a bit more than 60 words, your profile will be rejected. Some FAQs:
  - **You don't need your booth number to write your profile!** We will insert the booth numbers in the headlines.
  - No, the headline (your company name and booth number, in bold on top) **does not** count as part of the 60 words. (And you don't have to repeat the full company name in the copy—see the examples above.)
  - Yes, the phone number, Web site URL and other contact information **do** count in your 60 words.
  - No, you don't have to include your company's contact information. But don't you want people to know how to contact you? Many of the people reading your profile will not be at the convention, but they can certainly go to your Web site.
  - "Web site" is two words, by the way.
- **Please do not format the copy in any way** (bold, italics, bullets, paragraphs, ellipses). All formatting will be removed in the course of editing and layout, so including it simply creates more work for the editor. All you have to do is write one paragraph in full sentences, in plain text, **totaling no more than 60 words**.

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## What type of logo or photo file to send

- We will run a photo of ONE product -OR- a company logo. Do not send a photo of more than one item.
- Art must be high-resolution, suitable for glossy print publication (most Web photos are too small). Art must be 300 dpi at print size. Please don't cross your fingers and e-mail art from your Web site.
- **E-mail art as RGB jpgs**. PDFs *might* be acceptable, but it depends on how they're made and what they're made from; jpgs are preferred. Don't e-mail CMYK files. Don't e-mail tiffs. Don't e-mail gifs. And most of all, **don't send a Microsoft Word file** with art placed on it—it will be rejected without examination. **Send the jpg file!**

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## What if I just want you to rerun my 2009 profile?

- You **MUST** e-mail [sloving@iccfa.com](mailto:sloving@iccfa.com) by the deadline and say "rerun our 2009 profile (and logo/pic, if applicable). **Profiles WILL NOT be automatically rerun.** If you submit new copy and want the logo or photo from 2009 to be rerun, you must say so in your e-mail. (In order to avoid accidentally running a logo that is no longer in use, we will not automatically insert logos.)

Still have questions? E-mail Susan Loving, [sloving@iccfa.com](mailto:sloving@iccfa.com).