



Print Promotions

The best ways to get the word out about your event are usually through Social Media channels. The SPARKcon website, twitter & facebook. BUT sometimes a little print promotion is wanted/needed. If you would like to do something in print and have budgeted for it, posters, flyers or postcards are good solutions. (Check out overnightprints.com or vistaprints.com)

As with every year SPARKcon is bigger and better. With this comes a certain level of responsibility to our BIG level SPARKcon Sponsors. Because of this, the bottom section of your print piece needs to be reserved for the proper sponsor recognition and branding (refer to image below).



The top section of the piece can have your event info, photos, illustrations, etc. Have fun with it! If you would like to use your SPARK PERSON or have any questions send Britt (britt@SPARKcon.com) an email and she will send you an .eps version your SPARK logo and answer any questions. You can also call her at 919.834.3552 x206

The bottom section* should be reserved for SPONSORSHIP and BRANDING information. Email your poster/flyer/postcard etc to Britt (britt@SPARKcon.com) and she will place the proper information and then send the print piece back to you to have printed.

*In some cases you may be creating a promotional piece that is a booklet, or may have a front and back. In some of the special case scenarios sponsorship information may be able to be placed in a different area of the print piece (other than the front bottom).



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SPARKcon is a program of Visual Art Exchange, a 501c3 nonprofit
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