



Vendors

Information about your Commercial

SEE YOUR BOOTH ADVERTISED ON THE JUMBOTRON IN ARENA CENTER - AND ALL THROUGH SOUTH POINT!

- **Deadline** to submit your commercial: **June 1, 2010**
- Your commercial can be NO LONGER than: **30 seconds for Gold/Silver**
- We recommend that you use a video professional to prepare your commercial. Please be aware that even many video professionals are inexperienced in the type of format that is required for large media like the Jumbotron TV, so be sure to ask about their experience.
- You can also submit your materials directly to **Dustin Cobb at South Point** (see address below) for production, as well as for final edit, as long as you clearly indicate where to insert the text, etc. into the **30 or less** of video footage that YOU provide. Any combination of text, graphics, or video can be submitted, however be aware that basic editing will be done at no cost to you, but charges for any extended production costs WILL BE BILLED TO YOU.
- Here are some important specifications and recommendations:
 - ✓ AVI format is preferred for the video, and vector graphics are requested for any computer graphics. Preferred formats: PSD (Photoshop), Adobe Illustrator, EPS. Please - Power Point gives very disappointing results and should **not** be used.
 - ✓ Please limit the amount of text used - too much text won't work!
 - ✓ Your **30 or less** of video MUST be high resolution, in focus, not blurred, no fast zooms. Use maybe 5 or 6 action shots at most. Remember: any problems or errors will be HUGELY magnified! Several still shots could also be used - consult **Rand** for format.
 - ✓ Please do not use sound, music, or voice. While sound is permitted, it will require scheduling with the announcer (so there won't be "talk over" from the microphone), and that may limit your number of commercial runs.
 - ✓ Your final commercial or files/materials must be submitted to **Dustin Cobb at South Point** on DVD or CD-ROM - either is fine. You may also send your file electronically (by e-mail), if it is less than 5 MB in size. Larger files will need to be sent on disk by mail. For larger files, you may also try South Point's FTP site 24.120.165.81 Guest account **sparenaftp** password **ftpaccess**
 - ✓ Please be sure to label your DVD or CD-ROM with the following information or include it in your e-mail or FTP upload: 1) Your **name**; 2) your contact information (address, e-mail, phone, etc.); and 3) that you are with the Gold Rush Peruvian Horse Classic.
- **WHEN YOUR COMMERCIAL IS READY, SEND TO DUSTIN COBB. PLEASE CONTACT RAND WITH ANY PRODUCTION QUESTIONS:**

Attn: Dustin Cobb Arena Production Manager

South Point Events Center

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Las Vegas, NV 89183

866-796-7111 cobbd@southpointcasino.com