

## **Oracle North America Marketing**

### Collateral Process with ALTR Studio

Version 4 | 02.2019

## Hello!

We're ALTR Studio. We're here to help design and produce your event marketing material! This document was created to help you understand the process. Please take a look.

If you have any questions, suggestions or concerns, don't hesitate to call us at any time.

The ALTR team



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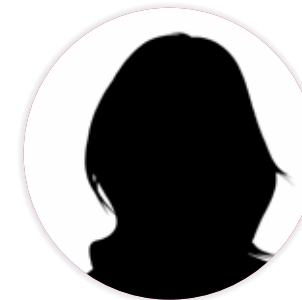
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## Step by Step

Here's a quick overview of the step-by-step process. Step 3 is NEW to the process. But we'll discuss each step in detail on the follow pages.

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1. Submit your request to ALTR.  
<https://oracle.altrstudio.co/>
  2. Join Basecamp.
  3. Upload assets.
  4. Review and provide feedback.
  5. Approve for final production.

**STEP 1**

Submit an online request to ALTR.

<https://oracle.altrstudio.co/>

**Submit as early as possible.**

Please submit your request as early as possible, even if you don't have final content. We need **at least 5 business days** notice. The more deliverables your event requires, the more advanced notice we need.

**Which items do you need?**

Please let us know about all the deliverables you'll be designing when you make your initial request. This helps us plan your project schedule accurately.

The screenshot shows the 'Oracle North America Marketing Job Request Form'. Two circular callouts highlight specific areas:

- Top Callout:** Points to the 'Your New Request' section, specifically the 'Release Date to Printer / Vendor' and 'Date of Event Start' fields.
- Bottom Callout:** Points to the 'Choose one' section, which lists various deliverables with checkboxes:
  - ☐ Digital Sign - Vertical (Note: Please specify dimensions in the comments field below)
  - ☐ Digital Sign - Horizontal (Note: Please specify dimensions in the comments field below)
  - ☐ Drink Sign (8.5" w x 11" h)
  - ☐ Easel Sign (23" w x 31" h)
  - ☐ Monitor Hat (Note: Please specify size in comments field below)
  - ☐ Podium Sign (16" w x 30" h)
  - ☐ Program Guide Booklet: Small Format (4.7" w x 8.5" h, flat)
  - ☐ Program Guide Booklet: Large Format (8.5" w x 11" h)
  - ☐ Postcard (7.75" w x 5.5" h)
  - ☐ Poster (24" w x 36" h)
  - ☐ Railroad Sign (37.5" w x 64" h)
  - ☐ Table Top Sign with Easel Backing (8.5" w x 11" h)
  - ☐ Table Tent (8.5" w x 11" h, folded in half)
  - ☐ URL Card (3.5" w x 2" h)
  - ☐ Other (Note: Please specify size in the comment field below)

**Special Requests:****Have an urgent request?**

Please **call** Celisse or Kim if you have an emergency or rush request. Any requests that need to be completed in less than two business days will incur an **additional 25% rush fee**.

**Not using Sir Speedy for printing?**

Please let us know if your project will be printed or produced by a vendor *other than* Sir Speedy. We'll need the vendor name and contact information.

**Special Oracle look and feel?**

Please let us know if you'll be using a look and feel *other than* the traditional Oracle classic red.

**Do you have many different or complex deliverables?**

Events that involve more than five or six different deliverables usually require a separate purchase order. Please discuss your P.O. with our team.

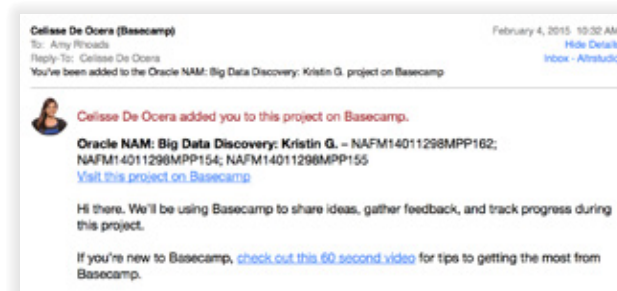
## STEP 2

### Join Basecamp.

Basecamp is the online project management tool we use for all Oracle NAM projects.

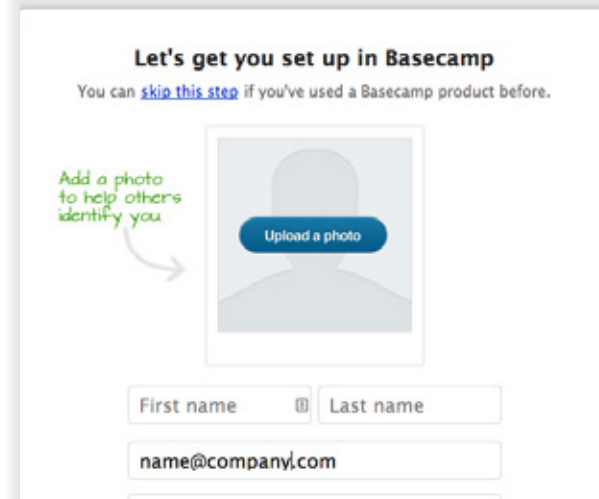
All questions about the project should take place on Basecamp.

If you're having trouble using Basecamp, we're more than happy to walk you through the tool. Please contact Celisse de Ocera.



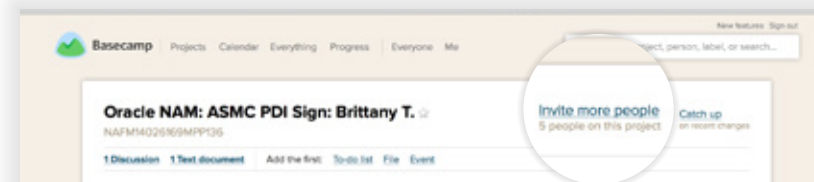
#### Basecamp Invite

You'll receive a Basecamp email invite within two business days (usually within 1 business day) after you've submitted your project request.



#### Basecamp Profile

If you're new to Basecamp, please set up a profile.



#### Invite Others?

You're welcome to invite others on your team to "join" the project on Basecamp. We'll invite Sir Speedy to any project they're printing.

## STEP 4

### Upload assets.

New assets for the project should be uploaded to Basecamp rather than emailed to ALTR. This includes:

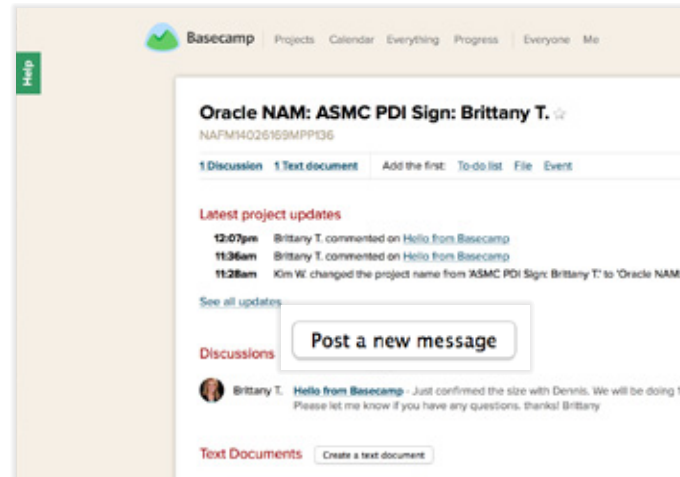
- Partner logos
- Speaker photos
- Venue maps
- QR codes
- Copy in MS Word or Excel
- Last year's examples

We ask that **Oracle provide all QR codes** to ensure consistency and accuracy of the links.

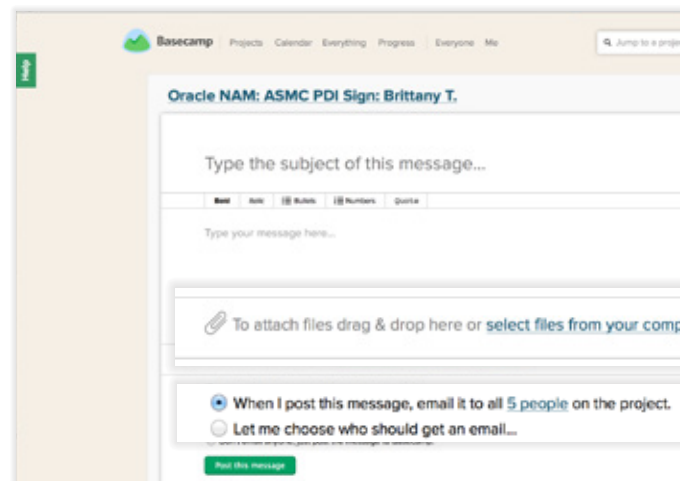
ALTR has access to specific assets from Oracle Brand Creative. Therefore, there's no need to upload the following:

- Oracle logos, including product, solution and event logos
- Oracle corporate photography

If your event needs a photo of a unique location or activity, ALTR can purchase royalty-free stock photography. Please specify your photo needs and how the photo will be used (online, print or both).



Select the **Post a New Message** button



You can drag and drop files to the screen or click **Select Files From Your Computer**

Please ensure ALTR is selected for the **email notification**.

**Post this message**

Don't forget to hit **Post This Message**.

## Best Quality Assets = Saved Time and \$\$

By requesting and uploading the highest quality logos, copy and photography, you'll ensure the fastest possible design and delivery of event signs and collateral.

This means that we both save time and Oracle saves money.

PLEASE read all copy, especially speaker biographies or session descriptions, before uploading them on to Basecamp.

### Partner Logos

#### What Works Best

EPS or AI files  
Vector artwork

The Deloitte logo is shown in its original, high-quality vector format. It consists of the word "Deloitte" in a blue sans-serif font, followed by a small green dot.

#### What Can Cause Problems

small logos: **less than 100 KB**  
GIF or PNG files  
Logos embedded in a document, such as MS Word

The Deloitte logo is shown with a red 'X' over it, indicating it is a problematic format. It appears to be a low-resolution GIF or PNG file.

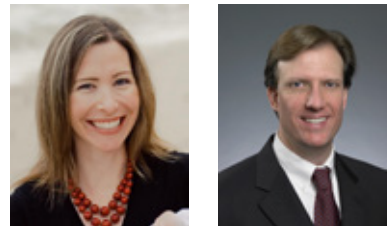
### Copy

Text on an MS Word document.  
Text in Excel spreadsheet.  
Text typed directly onto Basecamp.  
Text in the same order that you want it to appear on the sign.

Text that's not editable.  
Copy that isn't proof read.  
Copy that isn't spell checked.  
A full page of copy for a very small space.

### Head shots

Professional head shots in full color.  
Largest possible file size available.  
Clean, un-cluttered background.



Pixelated or blurry photos.  
Small file size: **less than 100 KB**  
Small dimensions: less than 100 x 100 pixels  
Photos cropped too tightly around the face.



### Maps

EPS or AI files  
PDF file that is clean and easy to read

small maps that are pixelated  
GIF or PNG

## STEP 5

### Review and provide feedback.

You'll receive an email via Basecamp from one of ALTR's designers once the first draft of the sign or collateral is ready for review.

- Simply click the link to Basecamp in the email.
- For minor changes, please type your feedback in a message on Basecamp.
- All other feedback and comments should be made directly on the PDF from ALTR.
- If you have an UPDATED Word document with new copy, please highlight the changes from the previous round.



Hi Kim - I definitely like the option with the bullets. Can you add an \*and a note that says 'early bird rate ends February 27th

After that we are all set.

Thanks!

Posted on Feb 4 - [Edit](#) or [Delete](#)

#### Basecamp Email

For one or two minor changes, just type a comment on Basecamp.

#### NOTE: Same corrections for Calgary, Salt Lake City & HQ

#### Oracle Big Data Discovery: Unlock the Potential of Hadoop Agenda, February 24, 2015 — Calgary

The Westin Calgary, 320 4 Ave SW, Calgary, AB T2P 2S6, Canada

TIME	DESCRIPTION
11:00 am	Welcome and Registration
11:30 am	<p><b>Oracle Big Data Discovery: Unlock the Potential of Hadoop</b></p> <p>Presented by: Dan Brock, Principal, Branchbird and Robert Dennis, Sales Consulting Director, Oracle</p> <p>Garner has stated that by 2015 Hadoop will be the most powerful analytic platform and 65% of vendors will be embedding the technology. At the same time, Hadoop will be entering the "trough of disillusionment" on Gartner's Hype Curve. Often customers find that the Hadoop platform is too difficult to leverage without expensive, specific advanced skills. Find out how Oracle is changing the game and putting the power of Hadoop-backed analytics in the hands of BI analysts and the Business User alike.</p>
12:30 pm	Answers to Your Questions

hswanson  
maybe a hyphen so it reads:  
Hadoop-backed

#### Mark-up Changes on PDF

For more than 1-2 minor changes, please indicate directly on the PDF where and what needs to be changed.

1:45 PM - 2:30 PM	Applications Track Panel: <u>Seas</u> , Success Stories Hyatt <u>Conference Room</u> Mike <u>Devalier</u> , Group VP, Public Sector Applications Sales Tommy Fern, VP Sales, State and Local Applications, Oracle Mario <u>Maroni</u> , Area VP, Applications, Canada, Oracle Sarah Jackson, VP Sales Consulting, Applications, Oracle
2:30 PM - 3:30 PM	Fusion Rollout Terrance <u>Wamaler</u> , VP Financials Product Strategy, Oracle Sarah Jackson, VP Sales Consulting, Applications, Oracle
Westin Third Floor Conference room - STORAGE TRACK	
2:15 PM - 3:00 PM	The Storage Story Kerstin Woods, Sr. Principal Product Director, Product Business Group, Oracle
3:00 PM - 3:45 PM	The Public Sector Storage Opportunity Jeff <u>Berryhill</u> , Hardware Sales Rep, IC4, Oracle Dave Melvin, Area Vice President, DoD Sales, Oracle

#### New Word or Excel Docs

If you have UPDATED copy in Word or Excel, please highlight or mark the changes made since the previous Word or Excel document.



## STEP 6

### Approve for Final Production

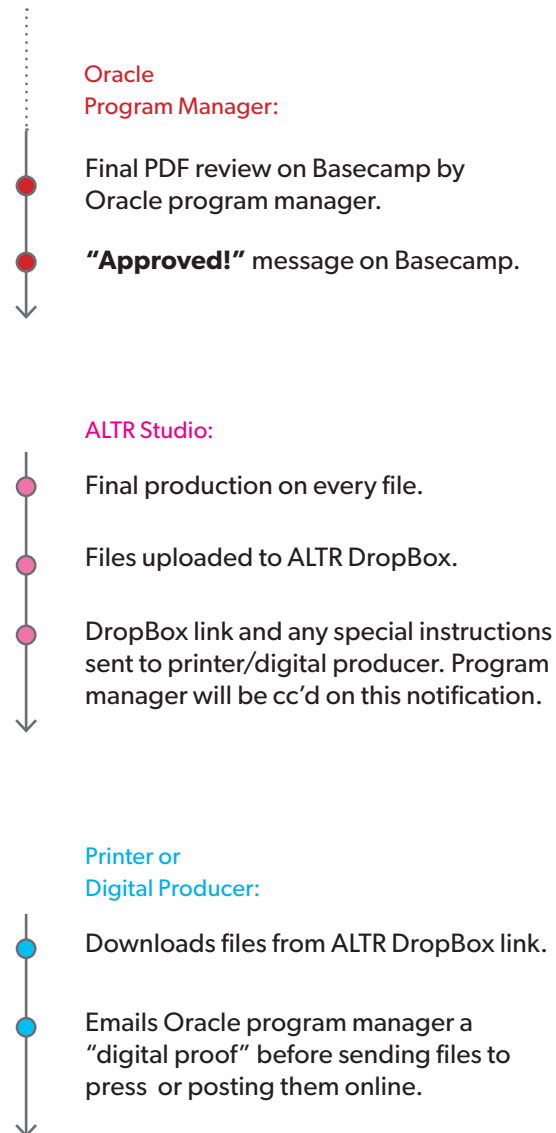
Please ensure that all stakeholders approve the assets before giving a final approval on Basecamp.

Once we have your approval, we have a production cycle that prepares the files for printing or posting online. This usually includes:

- A final spell check
- Final proof reading
- Converting RGB images to CMYK

For multi-page documents, this process can be extensive so please be aware that final files won't be available immediately after approval. We will notify the printer and the program manager as soon as the files are ready for pickup.

The Basecamp project and DropBox link remain live for at least one week after the Oracle event starts. The project is then archived but assets are always available upon request from ALTR Studio.



ALTR

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Thank You!