

conference:
E3

electronic entertainment expo

presented by:
IDG World Expo



logo:
**Black on
White**



logo:
**White on
Black**



logo:
Color

masthead:
**Black on
White**

electronic entertainment expo

masthead:
**White on
Black**

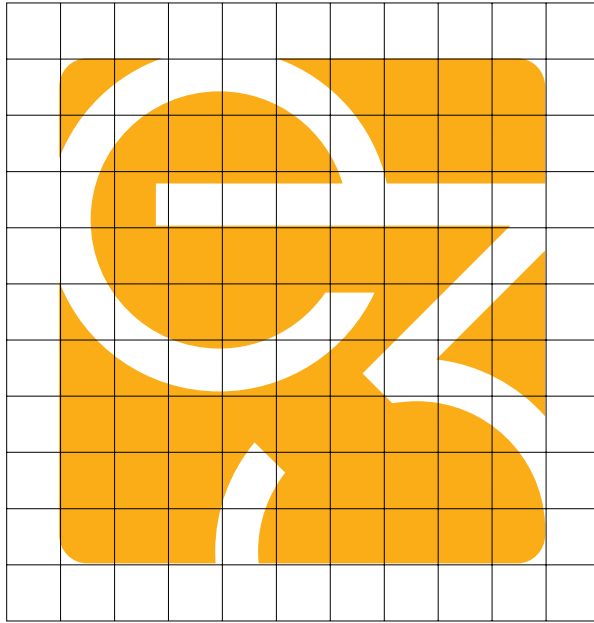
electronic entertainment expo

masthead:
Color

electronic entertainment expo

logo: Specifications

1 unit, 11 units horizontal



1 unit, 11 units vertical

1 unit, 34 units horizontal

electronic entertainment expo

1 unit, 6 units vertical

This grid designates how much space should be left between the logo and other elements

8 inches



Rylan Francis
Creative Director
555 Paper St.
Savannah, GA 31405
tel: (555) 555-5555
fax: (555) 555-0025
www.e3expo.com

10/06/08

Dear Sir

Thank you for taking interest in the Electronic Entertainment Expo. The Electronic Entertainment Expo and commonly known as E3, is an annual trade show for the computer and video games industry presented by the Entertainment Software Association (ESA). It is used by many video game developers to show off their upcoming games and game-related hardware.

E3 was previously held in the third week of May of each year at the Los Angeles Convention Center (LACC) in Los Angeles. In 2007, the convention was exceptionally held from July 11 to July 13 in Santa Monica, California. But we are excited to announce it will return to Los Angeles Convention Center for 2009.

E3 is invitation-only since 2007, reducing the number of attendees from 60,000 at E3 2006 to the 3,000-5,000 of E3 2007. At this moment we are currently revising our list of attendees for next year. We will be sure to include you among those interested in our invitation.

Sincerely,

Rylan Francis
Creative Director

electronic entertainment expo



11 inches



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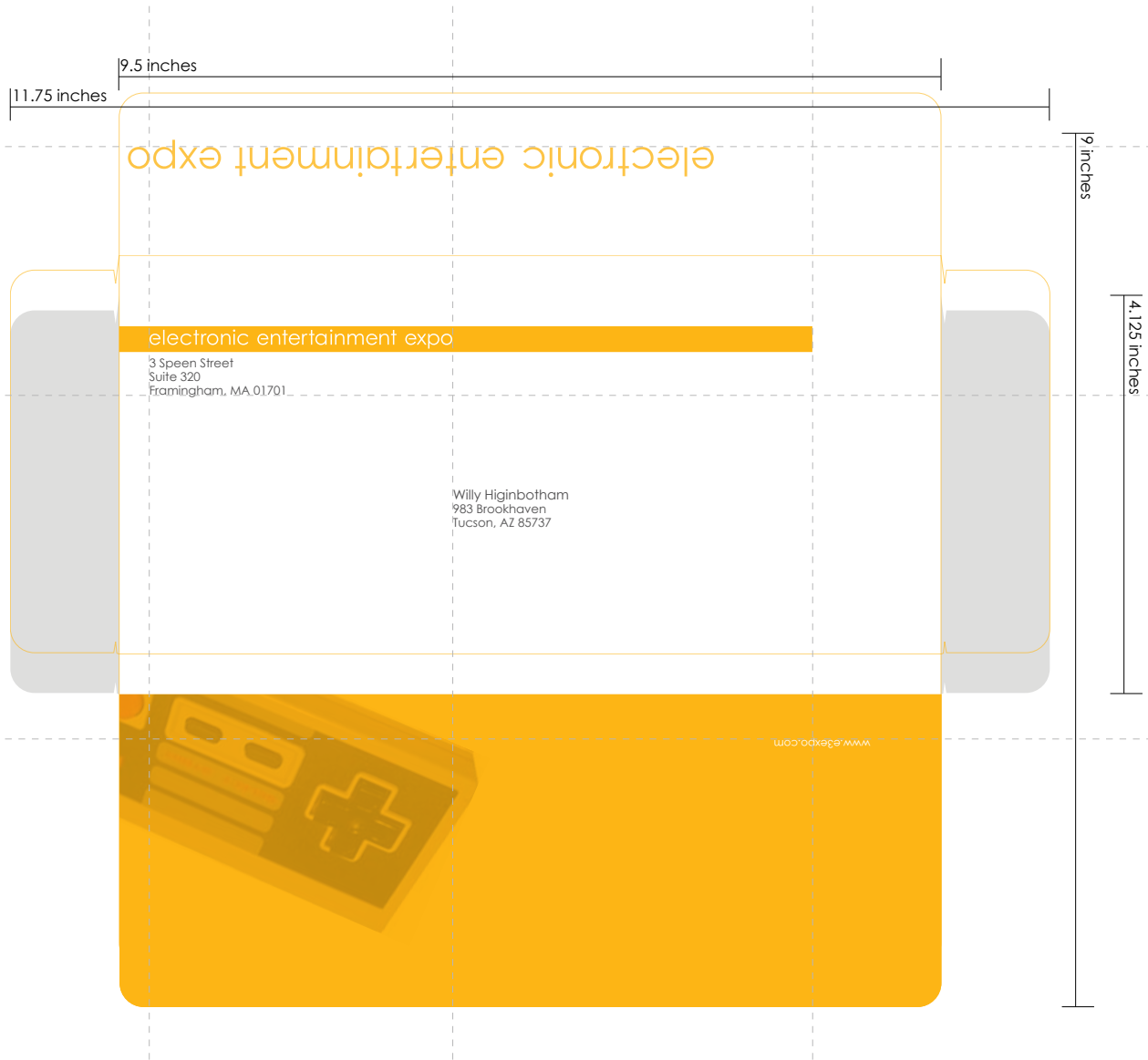
Sincerely,

Rylan Francis
Creative Director



stationary:
letterhead

stationary: envelope



stationary:
envelope

electronic entertainment expo

3 Speen Street
Suite 320
Framingham, MA 01701

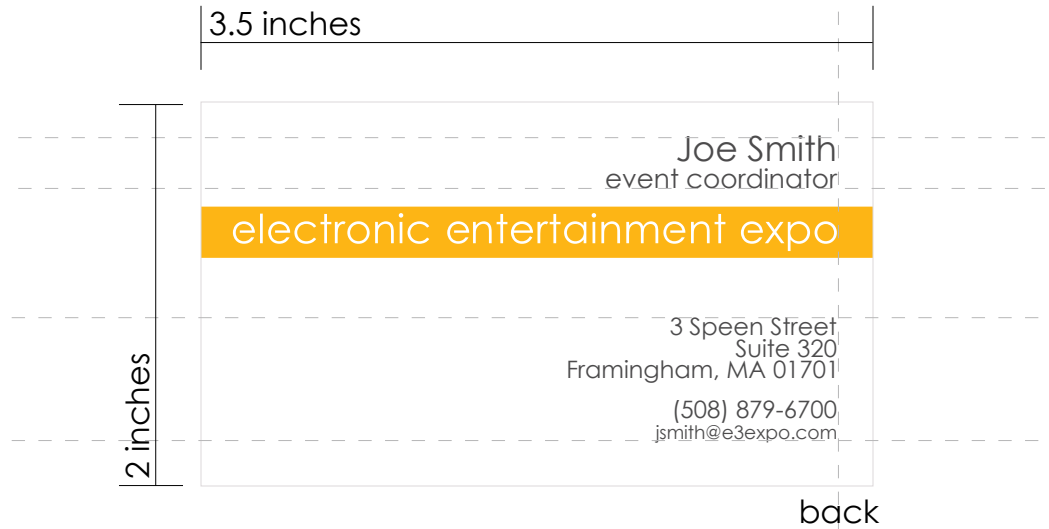
Willy Higinbotham
983 Brookhaven
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electronic entertainment expo

www.e3expo.com



**stationary:
business card**



stationary:
business card

