



THE 10 FOOT RULE

If someone is within 10 feet of you should make contact with that person. Depending on the situation there are many ways to make contact, such as a smile, say 'hello', introduce yourself.

At events, meetings and conferences people are trying to network. With this in mind, having your attendee's names visible from 10 feet away aids in the networking opportunities.

The best way to do this is by using the correct font styles and sizes. This is the typical name tag hierarchy:

Most important information (name or nickname) **26-40 point**
Secondary information (full name) **20-24 point**
Remaining information (company name, title, location) **19-20 point**

Fonts are very important. The neater the font the more legible from a distance. The most common fonts are:

Helvetica
Arial
Futura
Avante Garde
Univers

Inserts are a good place to have your logo or your sponsor's logo. Be sure position the logo at the top or bottom to allow ample room for the attendees name and information. The back of the inserts provides room for event information such as; schedule, map, emergency information, other important dates, thank you.