

ARTWORK SUBMISSION GUIDELINES

GENERAL FILE SET UP

Please provide artwork in native formats whenever possible:

- **Adobe Illustrator and Adobe InDesign are preferred**

When creating multiple-panel signs/structure graphics (booth backwalls, etc.):

- **Use Adobe Illustrator for layout**
- Create artwork using one artboard for entire graphic. Don't use separate artboards for artwork spanning more than one panel.
- Include **2" bleeds** on all sides
- Convert fonts to outlines
- Embed all linked images

When creating single-panel graphics/smaller signs (meter boards, placards, etc.):

- **Use Adobe Illustrator or InDesign for layout**
- Include **1" bleeds** on all sides
- Convert fonts to outlines
- Embed or package all linked images

IMAGES

Rasterized pixel-based images such as PSD, TIF or JPEGs should be high resolution (150 - 200 dpi) at full size, 1:1 ratio. This includes images linked or embedded in InDesign or Illustrator files.

Based on viewing distance, below are some basic guidelines for resolution when working with formats such as PSD, TIF and JPG files.

48" x 96" Graphics and larger

Recommended resolution for your graphic at full size dimensions:

- Viewing distance of 1-4 feet 200 dpi at full size
- Viewing distance of 5-9 feet 150 dpi at full size

Minimum resolution for your graphic at full size dimensions:

- Viewing distance of 1-4 feet 150 dpi at full size
- Viewing distance of 5-9 feet 100 dpi at full size

Graphics smaller than 48" x 96"

- Viewing distance of 1-4 feet 100 dpi at full size

PREFERRED FILE FORMATS

- **Adobe Illustrator: (AI or EPS)** outline fonts and embed all links
- **Adobe InDesign:** package all fonts and links
- **Adobe Photoshop:** (PSD, TIF or JPG) for image files

CHECKLIST

- SET DOCUMENT MODE TO CMYK
- USE APPROPRIATE DIMENSIONS AND SCALE
- SET APPROPRIATE BLEEDS ON ALL SIDES
- CHECK IMAGE RESOLUTION
- CONVERT FONTS TO OUTLINES
- EMBED IMAGES / SAVE & PACKAGE YOUR FILE
- INCLUDE PDF PROOF

SUBMITTING ARTWORK

UPLOADING ARTWORK

You will receive an invitation from Box.com to the private folder to upload your booth graphics. Below are the instructions on how to create account by signing up.

1. Click "accept invitation" button
2. This link will take you to Box.com
3. Enter your name and create a password
Please Note: This will be your log-in information for your upload folder
4. Click OK
5. Download the graphic spec sheet or/and the art work submission guidelines.
6. Drag your artwork files to the folder
7. You will receive a proof via email prior to your artwork moving into production.

QUESTIONS?

Questions regarding artwork may be emailed to:

Exhibitor Graphics
exhibitorgraphics@t3expo.com

Include event name, company name, booth number and contact information in all inquiries