Files delivered by your company

Suitable formats for images or logos:

A. FILE FORMATS

- PDF ready to print files
    - with outlined fonts or embedded
    - no crop marks
    - 3mm bleed on all sides for panels or foils
    - 10mm bleed on all sides for banners

or but **not** preferred:
- Vectorized Content (Adobe Illustrator, Adobe Indesign, EPS)
- Mixed Content (vectorized & bitmap)
(Adobe Illustrator, Adobe Indesign, EPS, PDF)
- High-Resolution Bitmap Content (JPG, PNG, PDF, PSD, TIFF)

B. FORMAT

Do work in proportions of: 10%, 20%, 25%, 50%, 100%
Specify the desired size of the final image into the name of the file.
Add the used font types (screen and Postscript).
Crop the image to the desired image size and add a bleed of
at least 3mm.

C. IMAGES

Save your images in CMYK, even for images in Black & White/Greyscale
(**NEVER** use RGB-colours)
Do not use other formats than PDF (without compression)
Texts should be vectorized (outlined) before they are converted to PDF.
The optimal resolution for images is:
- 600dpi for prints with less or equal to 1sqm
- 300dpi for prints bigger than 1sqm

Always convert colors to CMYK

Our print prices do not include any modifications or corrections of the delivered
files. All additional modification will be charged at an hourly rate.

Printing Guidelines

Vector Artwork

For the best quality, artwork should be created in vectorized formats. Logos from websites are usually low-resolution bitmaps and unsuitable for printing.

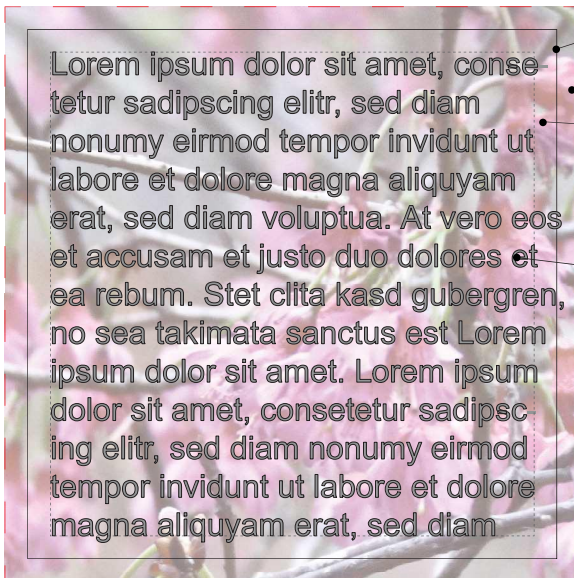## Bitmap / Raster Artwork

300dpi   72dpi

Bitmaps used for printing should have a resolution of 300dpi and higher. Try avoiding lossy compression formats as JPG, if possible send TIFF files. BUT do not convert files from JPG to TIFF, as this does not help gaining quality of the image.

Fonts / Texts

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It is important to supply all fonts used in your artwork. If you do not supply fonts in your artwork file, we will request that you submit your files with fonts included.
If you have vector artwork and you do not want to supply your font files, you can "Create Outlines" and submit a fully vectorized artwork file.

Content / Margin / Bleed

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Trim is where the product will be cut

Bleed is the zone outside the trim area. This is needed for slight inaccuracies while cuting.

Margin is the zone that should only hold background graphics.

Safe Zone is the to put content into, aside from background graphics.

Print overhead
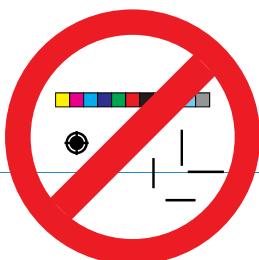
Please refrain from using any clipmarks, colorbars or other overhead when exporting to PDF!
Only provide artwork in the designated size incl. the specified bleed for your chosen

Printing Guidelines

Printing on wallpanels

Wallpanel - Type 2 - 980mm x 2.360mm

Wallpanels can be decorated by printing the full panel before mounting.
Single panels can be printed or entire walls, creating a bigger image.

Please note that any panels going in the metal frame will hide 10mm of your art all the way around. If you have a continuous wall where individual panels are divided by metal, use 20mm spacing in between each panel to account for gaps and the natural flow of the graphics.

Dimensions/Layout:
- Type 2:   980mm x 2.360mm plus 5mm bleed/side
- Visible: 960mm x 2.340mm

EXHIBITOR

Logo

2360mm

980mm

Printing on wallpanels

Wall - Type 2

Margin 1: Metal frame will hide 10mm of your artwork where individual panels are inserted.

Space: Metal frame will hide 20mm your artwork in between the individual panels. This is where the metal frame holds the panels.

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panel: 980mm x 2.360mm
visible: 960mm x 2.340mm
safe zone: 940mm x 2.320mm

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