

graphic guidelines

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exhibit artwork preparations

introduction

Thank you for choosing ExhibitDeal. Please read the following pages carefully. They contain vital information that will help you prepare and set up files for ExhibitDeal products. Help us serve you better by following these guidelines. Together we can achieve the highest quality graphic output for your exhibit.

dimension sheets

All dimension sheets are emailed to you once the order has been placed. If you are not sure about the dimension sheet provided, please consult your sales person. All dimension sheets are provided in Acrobat .pdf formats. Please **DO NOT USE PAST DIMENSION SHEETS**, use only the dimension sheet that your sales representative has provided. This will ensure the most correct and updated measurements for your booth design.

details & timeline

Once we receive your artwork, our graphics team will check to ensure that it is saved to the correct dimensions and specifications. **Please Note: If changes need to be made to your artwork to meet these specifications, you will be notified, and may be charged a rate of \$120/hour for graphic design time.**

You will receive a proof of your graphics via email (a PDF document) within a maximum of 3 business days from the time we receive your print-ready art. This digital proof will include all of your graphic items including a deadline date for you to approve by. It is imperative that you respond to us as soon as possible so that we can meet your deadline/timelines. **Failure to approve the proof by this date may affect the delivery date of your graphics order.**

After receiving the approved proof, we require a maximum of 5 business days to complete the printing of your graphics. This date is determined from the day we receive your proof approval, not the day we receive your artwork.

If you require faster turn-around of your graphics items, print rush charges may apply. (The amount for such charges is determined by a 1 to 4 day print time.) For information on the amount, please contact your sales associate or project manager.

live area & sample dimension sheet

The illustration on the right is a **sample dimension** sheet which will be provided to you as you design your company's display booth. This one in particular is for our **10' Curve Pop-Up Display**.

Please keep in mind the location of the visible live areas, before you design your panels.

Other points to consider:

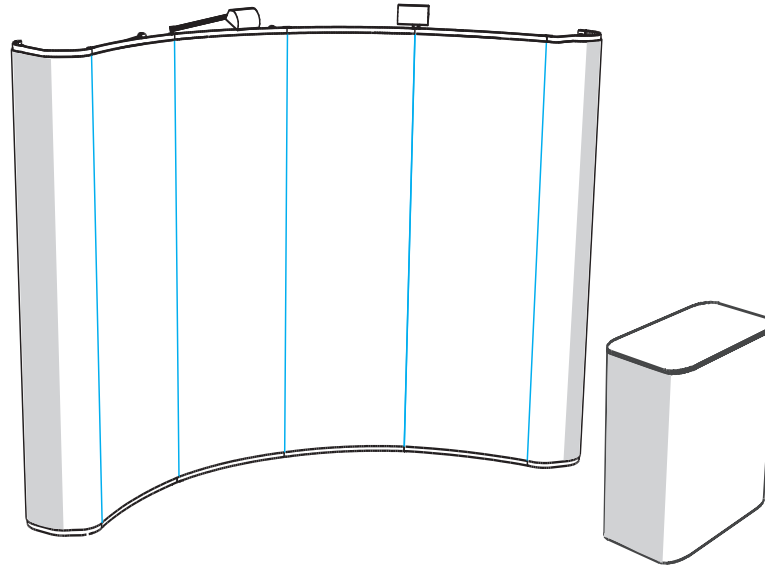
- we require no bleed
- please create your graphics as one single piece, not panel by panel
- when possible try to create your booth design at 100% (to full scale)
- never use low resolution images (i.e. screen captures, or low resolution web images.)
- please create files in CMYK mode

PLEASE NOTE:

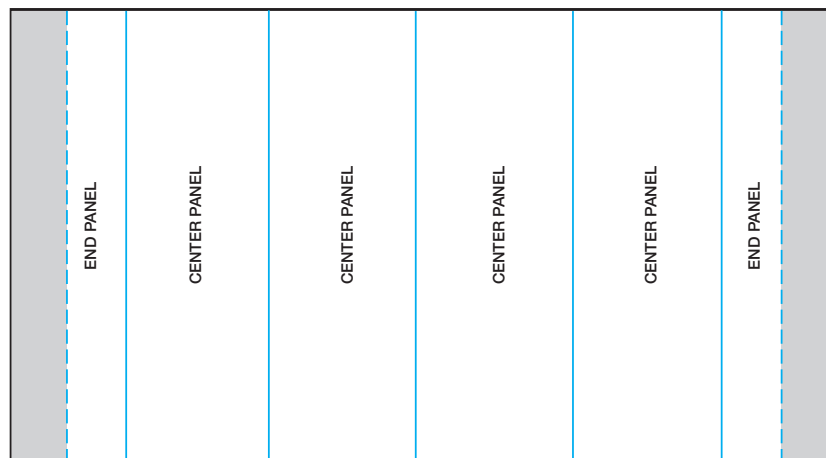
The illustration to the right is only a sample to illustrate and take into consideration the live areas for your display booth.

Please consult your sales representative to provide you the proper dimension sheet before you begin designing your display booth.

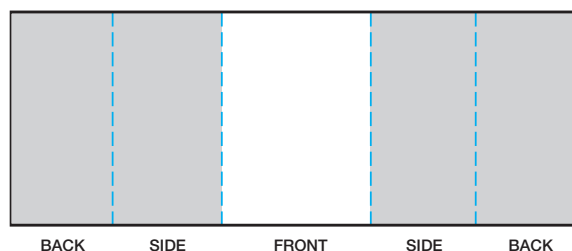
■ AREAS NOT VISIBLE FROM THE
FRONTAL VIEW OF THE BOOTH



MURAL PANELS



CASE WRAP



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We accept electronic files built using any of the following applications:

- **Photoshop 6, 7 or CS**
- **Illustrator 8, 9, 10 or CS**
- **Indesign 2**
- **QuarkXpress 4,5 or 6**

Please Note: that ExhibitDeal does not accept any files in any version of Corel Draw.

Please create all layouts as one document, (do not separate the designs panel by panel).

PHOTOSHOP 6, 7 OR CS

This is the preferred application for supplying high resolution raster images. All files submitted as a Photoshop file should be at a 100% (full scale), in CMYK mode, 100-180dpi (dots per inch), rasterized font layers, saved as a flattened tiff file with LZW compression (this window appears as you save your document), in Macintosh format, anti-alias turned on. Please include the file extension in the name.

ILLUSTRATOR 8, 9, 10 OR CS

This is the preferred application for supplying layouts and vector art with maximum compatibility and flexibility. Please supply all Illustrator files in CMYK mode, all text **MUST** be converted into outlines. The file should be to full scale (at 100%). All raster images must be linked tiff files (**NOT EMBEDDED**) and created to Photoshop specifications. Provide all logos and text within the application wherever possible. Please include the file extension in the name. Also, include all font sets used in the artwork file.

INDESIGN 2

Please supply all Indesign files in CMYK mode, all text **MUST** be converted in to outlines. The file should be to full scale (at 100%). All raster images must be linked tiff files (**NOT EMBEDDED**) and created to Photoshop specifications. Provide all logos and text within the application wherever possible. Please include the file extension in the name. Also, include all font sets used in the artwork file.

QUARKXPRESS 4, 5 OR 6

QuarkXpress does not have large document size capabilities, files created in this program should be created proportioned to your chosen display booth. (Please refer to the dimension sheets for the finished sizes.) All Photohop support file images, should be placed at a scaled percentage of 100% with 100 ppi (pixels per inch). If your document is at a quarter of the final size, all photoshop support files should be saved at a minimum of 400 ppi. At the completion of your design, execute a collect for output and include all the fonts, support files and vector art with your project submission.

output formats

There are many graphic file types. Listed below are the preferred output formats that ExhibitDeal accepts:

- **Flattened .tiff files**
- **.ai files**
- **.eps files**
- **.pdf files (saved proportionally and as a high resolution file)**
- **.jpg files**
- **Layered .psd files**
- **InDesign Documents**
- **Quark Documents**

mural panel printing

Please note that ExhibitDeal prints in **CMYK ONLY**. Art Submissions with specific Pantone Color call out's will automatically be converted to CMYK. If you require any specific color to be matched to a corporate or a branding identity color, please include a match print, or previously printed media such as a brochure, business card or any printed sample with your desired color. Exhibit Deal will make every effort to match your specified color. Since ExhibitDeal prints in CMYK and not in spot PMS colors, the final color printed may not exactly match the sample(s) provided.

For your convenience we do offer test strips prior to final printing for you to review. This will add 2 (or more) days to your schedule. Any adjustments to color will be subject to additional cost for photo-retouching and additional supplied proofs.

art submissions

It is very important to include printouts of your design with your art submissions. You may submit your designs in **CD-R, DVD-R, 100MB zip disks, Email** (under 10MB), or post it on to **your ftp site** for us to download.

sending artwork

Mail artwork including sample hard copy(ies) (letter size or 11" x 17") to:

ExhibitDEAL 1119 Colorado Ave. Suite #23, Santa Monica, CA 90401

Attn: (your sales associate)

Please direct any art related questions to the art department at

ExhibitDEAL 866-577-DEAL or email graphics@exhibitdeal.com.

For all other questions please contact your sales associate or project manager.