Graphic and Video Guidelines

Graphic Files

Please submit a unique file for each requested graphic via WeTransfer. For example, you will need to submit 2 graphic files for an overhead banner and a logo on the wall, even if they share similar elements.

Pre-Flight Your Files

Pre-flighting confirms that files required for the printing process are all present, valid, correctly formatted, and of the desired type. You can preflight your file with the steps below:

•	All text must be converted to outlines

•	Files have a resolution of 120-150 dpi

•	Logos should be provided as eps-vector files

•	Images should be provided as tiff, PDF, or high-quality jpeg files (please refer to the file formats section below)

•	Please add a 2" bleed

•	All colors have been converted to CMYK

Resolution & Image Sourcing

Please submit high-resolution files for print. Images should have a resolution of 120-150dpi. Lower resolution images will appear blurry or pixelated when printed. All illustrations should be vector files.
Keep in mind that small files such as digital screenshots, will not gain quality as they are sized up. Sourcing files directly from photo shoots or original files is a good practice.

Accepted File Formats

•	**PDF**
	High quality PDFs are the standard for printing.

•	**Adobe Illustrator File (.ai)**
	When submitting an .ai file, please be sure to convert fonts to outlines and package any necessary files/links.

•	**EPS Outlines (.eps)**
	EPS files are best when working with vector images, as it can easily transfer data between vector editing programs.

•	**Native Photoshop File (.psd or .psb)**
	Please package all elements as necessary when submitting native files

•	**TIFF (.tiff)**
	TIFF files are typically a flattened image, making it easy to load and print.

Placeholder Graphics on Artwork

When using a placeholder graphic in an artwork file (ex. a graphic covering the dimensions for a 3D object, like a tv) please indicate "do not print." You can leave the native file's layers intact for submission, or offer the placeholder graphic in a separate reference document. Not labeling your placeholders can cause accidental printing of the placeholder element.

Sending Files

Please submit all files via WeTransfer: b-for.wetransfer.com. If your company prohibits the use of this program, please coordinate an alternative with the project manager. Please label your files as follows: *ShowYear_Company_ImageIntent (Width x Height)*

Example: ABC2022_ACME_CounterLogo(50x100)

Artwork Resubmission

In some special cases, artwork will need to be changed after an initial batch of graphics has been submitted. Please coordinate and inform the project manager of any changes, and resubmit all of your graphics in a new batch via WeTransfer. Do not send files via email.

Best Practices for Video

•	Choose videos with a good visual composition and audio quality (if audio will be utilized)

•	Submit video files in an .mp4 format

•	Size your video to the aspect ratio of the screens used in your exhibiting space (typically 16:9, may vary if a specialty screen is being used)

•	Submit a digital copy of all videos to the project manager via WeTransfer

•	Custom LED screens may have additional requirements, please follow any additional instructions provided

Questions?

We're Here to Help.

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