



# Exhibitor Graphics

Your guide to preparing  
artwork for your next show





Between being hit with increasing amounts of sales material, and constantly being attached to their smart phone, it's challenging to grab an exhibition visitor's attention.

Good graphics have the power to make visitors look up and notice you. Your graphics should be bright and eye catching, include high quality images and communicate your message in a clear and concise way. If you're new to the notion of exhibitor graphics, or perhaps you just have a few questions, don't fret. We've put together this handy guide to some of the most common exhibitor graphics questions, plus a convenient list of contacts to help you get under way.

**You've got about three seconds to catch the attention of the visitors passing by, and today's exhibition visitor is very short on time.**

# Which file format should I use for my artwork?



## Adobe Illustrator

Vector based artwork - for creating drawings.



## Adobe Photoshop

Bitmap based artwork - for editing photos.



## Adobe InDesign

Vector based artwork - for creating layouts of images and text.



### PRO TIP

For the best quality print, your **logos** should be sent to your printer in **vector format** (.ai or .eps files).

Logos taken from websites are generally .gif, .png or .jpeg – none of which are really suitable for printing because they come out blurry and pixelated like this example.

**In terms of image file types, .ai, .eps, .psd and .jpeg are all acceptable (.jpeg is only okay if it has been compressed for easy sending and was originally made at 300dpi).**

When using InDesign, be sure to package your files before sending - this ensures all fonts, and links are retained (it's also a good idea to outline your type to prevent any typography issues).

Your artwork needs to be created at 25% of actual size, however for larger files (like banner artwork) 10% is acceptable.

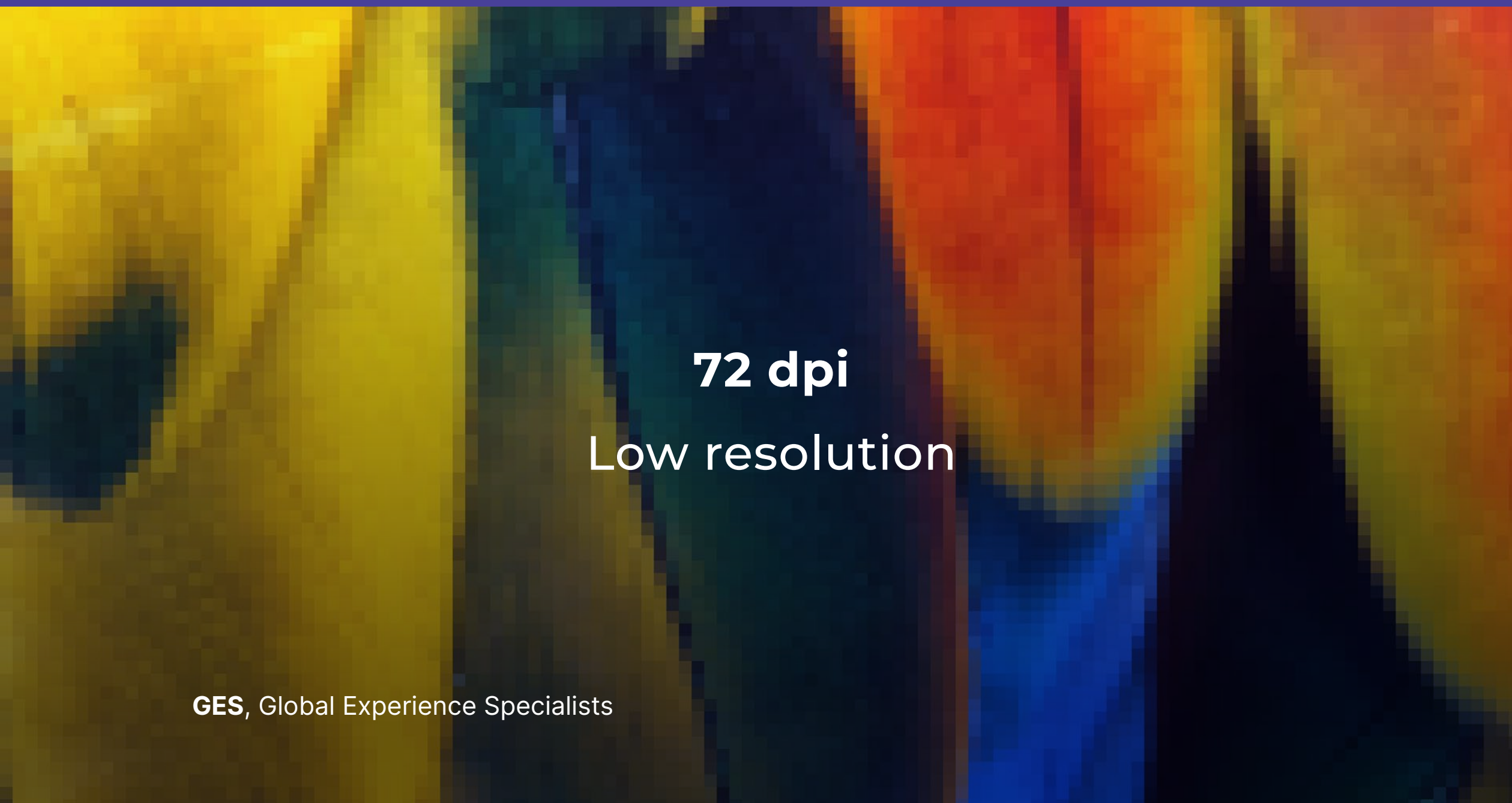


# What is 'high resolution' artwork?



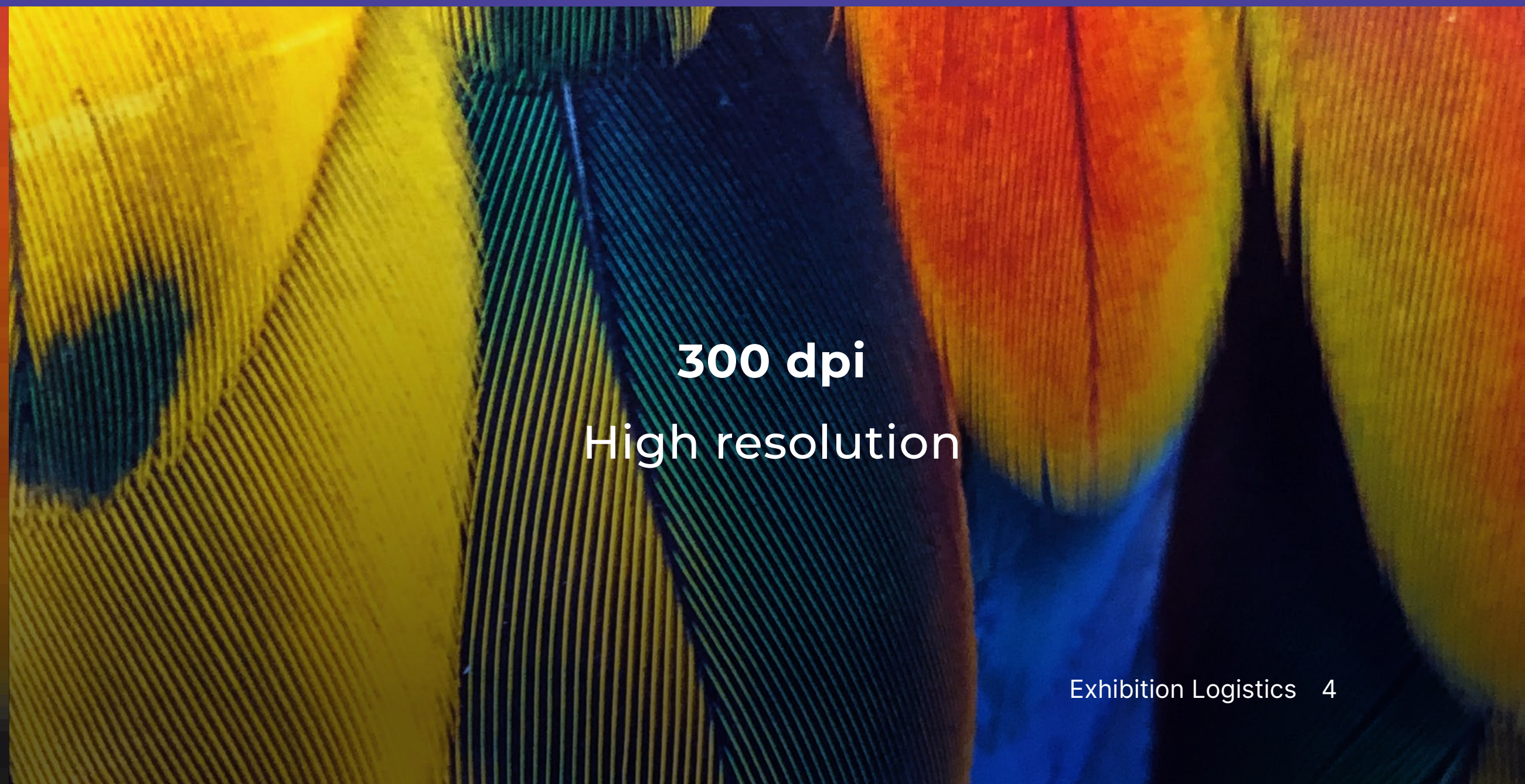
The higher resolution, the better. What we mean by “high-resolution” is 300dpi (dots per inch), which makes your images easier to expand and print without loss of image quality.

You can find the dpi of your image by looking at the properties of your file. Check out the example below to see the difference between high and low resolution images.



**72 dpi**

Low resolution



**300 dpi**

High resolution





### I have my own brand colours, how do I make sure they're printed right?

If you have a set of brand colours, all you need to do is send your designer the CMYK codes. If you have black in your artwork or brand colours, make sure they use a CMYK mix of 100% of each colour – this will create a rich black colour.



### How do I send my artwork?

When you have large files, it can be difficult to send them via email. Avoid adding any imagery to Microsoft Word, Excel or PowerPoint documents – the resulting image quality is so low it will ruin the look and feel you're trying to achieve. Instead, send a compressed zip folder with each piece of your artwork saved as individual files.

**① We offer a design service and it isn't as expensive as you might think.**

The applications of having good quality products ready to use are endless - including branding for vehicles, clothing, print ads and websites.

### PRO TIP

We strongly recommend working with a **graphic designer** to create a brand suite for you to use before you order your stand graphics. This includes creating logos and fonts in formats ready for print and web, a range of colours that match your brand, a selection of high-resolution images for large-scale printing plus low resolution images for your website.



# Can we put logos on hired furniture?

## PRO TIP

If you're struggling to add your branding to hired furniture, or just want a completely branded item, why not invest in some custom printed furniture? Your event partner can make furnishings out of fully recyclable and reusable cardboard, which is super strong and fully printed.

**Yes, logos can be applied** to hired furniture and it looks great, but there are a few limitations.

If you are bringing your own graphics, there must be no damage or residue on the furniture after removal. It's only fair to expect furniture to be returned in the same condition it arrived in, right? So applying to glass or painted surfaces is a no-no.

Always ask a member of your graphics team before you order your furniture. They will be able to let you know whether your specific logo design can be used.



# What does the price include?

It's always good to know exactly what you're getting for your money.

All of our prices include your print ready artwork to be;

- **Proofed,**
- **Transported and installed,**
- **Plus sizes and templates.**

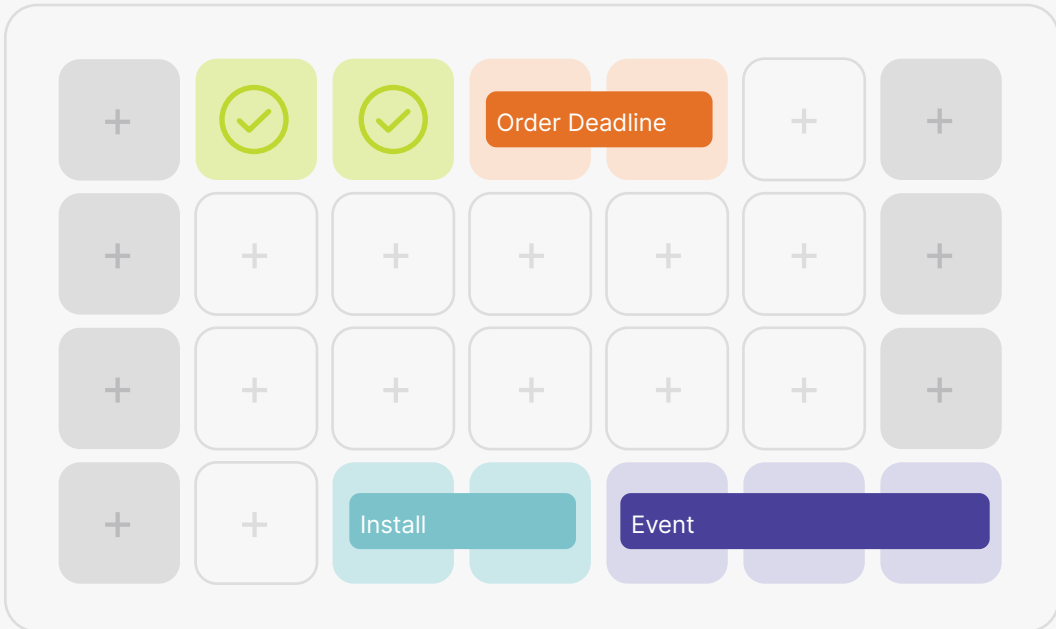
See if your event partner offers either an on-site project manager or a direct contact for any issues once you're at your show venue to ensure your graphics are flawless.

# When is the deadline for my artwork?

When it comes to exhibition graphics, timing is key.

For you to have the best experience possible, a few days lead-time is not enough for a quality piece of work. If you want to get the best graphics possible, get started early. In fact, the earlier the better.

The absolute deadline for all events, in both the UK and across Europe, is **three weeks prior** to the first day that the show opens, so put that deadline in your diary right now!



# Is the branded furniture collapsible?

Branded furniture is a solid piece and can't be dismantled without damaging it. But don't let that put you off, it is super lightweight, so it can be moved, stored and transported really easily.

# Can we have logos on our nameboard?

You can, as long as your event organiser approves it first. If your organiser gives you the go-ahead, your name can be printed on boards in any colour or design you choose. Your designer can create a piece of artwork that simply clicks over the top of your original shell scheme fascia. The resulting finish is far superior and is sure to grab the attention of passing visitors.

# What size are the wall panels?

The walls of shell scheme type stands are generally made of panels one metre wide and **2.5 metres high**. The height of your shell scheme rarely changes; therefore your designer only needs to know how wide your stand is.

## What about half-metre panels?

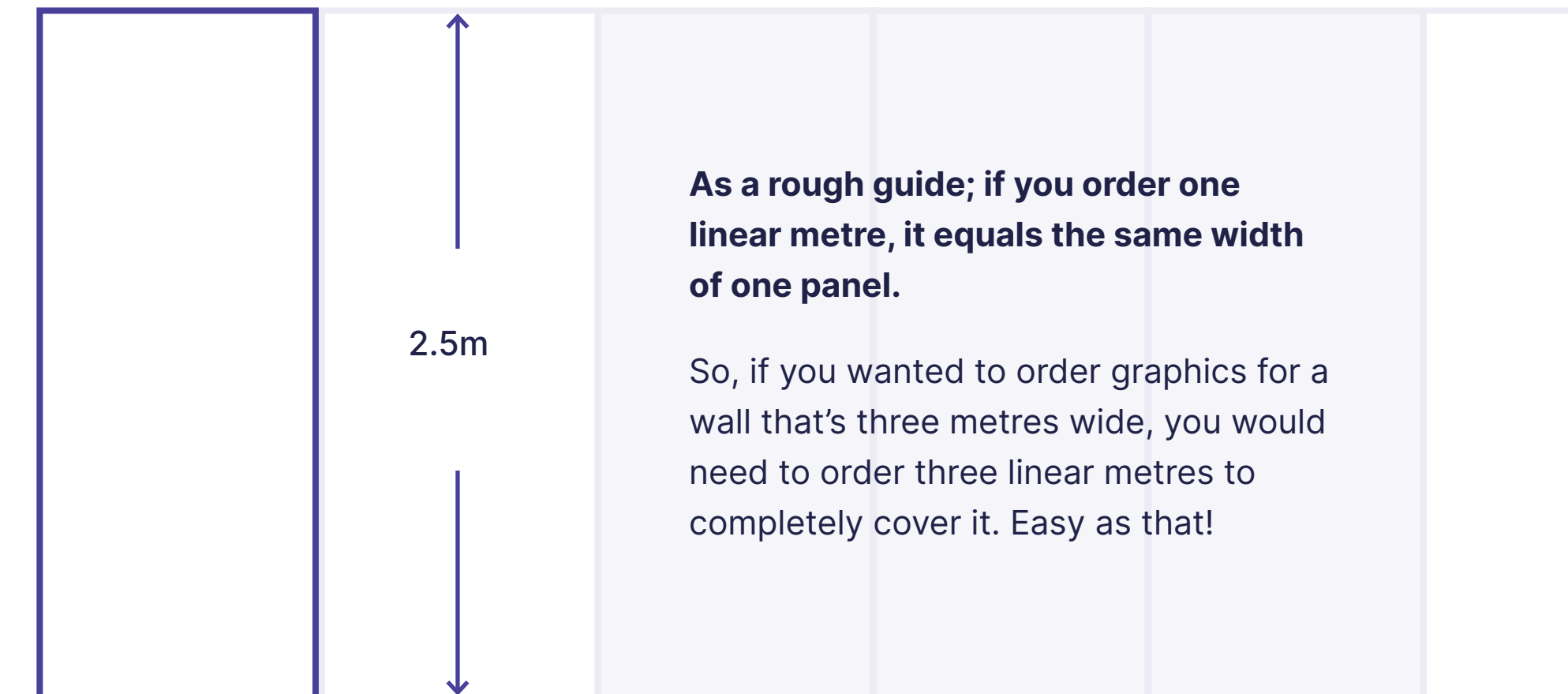
Generally, half-metre panels will be placed into the corner of your shell scheme stand. If you're ordering graphics, let your project manager know if you would like it placed in a specific location so they can handle it for you.

## Why is the visible area of my graphics smaller than the width of my wall panel?

Shell scheme walls are made from panels that fit between metal posts. The panels are your printable area and sometimes the exact size of that area can change depending on what style of shell scheme your event organiser has chosen. Not all shell scheme stands are made from the same product – there are a few universal types but there are many more out there.

Ultimately, some shell scheme panels fit deeper into the metal support structure than others, which means your visible printed area can fluctuate by a few millimetres. Always check your exhibitor manual to find out what type of shell scheme you're required to follow.

← 1m →



**As a rough guide; if you order one linear metre, it equals the same width of one panel.**

So, if you wanted to order graphics for a wall that's three metres wide, you would need to order three linear metres to completely cover it. Easy as that!

## PRO TIP

You can cover your metal panels to give your stand a continuous finish with seamlessly printed wall graphics. This is great for printing large images with no breaks in between – it works especially nicely for images of stunning vistas. There are several finishes you can choose from, so consider your theme when choosing your details.





# When I order graphics, when will they be installed?

Your graphics are installed **the day before the show opens**; this can sometimes vary depending on the amount of time the show has to build.

Installing your graphics is one of the last things that is done, which helps to make sure they don't get damaged during the build-up process.



# What happens with our graphics at the end of the event?

**That depends on you.** If you've invested in a reusable option, all you need to do is pack it up and take it with you once the show is over (or leave it with your other freight if you've ordered event logistics).



If you've gone for something that's a single use item and you don't want it anymore, you're covered.

Any graphic items you leave on the stand will be dismantled and recycled for you once the show is over. **Easy!**





# Ready to get your artwork printed?

Artwork files must be accompanied by  
a completed and paid order.

Or call us on:

**+44 (0)2476 380 180**

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