

Suitable formats for Logo and Graphics	
Adobe Illustrator	ai, eps
Adobe Photoshop	tiff, jpg
Adobe Acrobat	pdf

Formats NOT suitable for Logo and Graphics	
Word	txt, doc
Power Point	ppt
Web site	gif

Vector Artwork

Artwork which is going to be produced in vinyl, for example: solid company logo's or text, must be supplied in a vector format (.ai or vector .eps). Artwork created in a pixel format i.e. TIFF nad JPEG is not suitable.

Fonts

Please supply ALL relevant fonts (where outlining is not possible) and slinked images. Please outline all text.
(In AI right click on font and then click Create Outlines)

Images

Please supply high resolution images or photographs. Please embed all Images.
(In AI upper left button - click Embed)

VECTORS

Text

VECTORS

Text outlined

Image Quality

For the best quality, artwork should be created in vector format (ai or vector eps). Logos take from web-sites are generally gif's. Artwork should be created at actual size, however for larger files i.e. Banner artwork, 10% or 50% of actual size is acceptable.

If artwork created at actual size (1 : 1) recommended ppi should be **maximum 100ppi**, not more. All artworks colours must be **CMYK!**

Company logos and artwork taken from web sites as a general rule of thumb are not a high enough quality for print.



ai eps, 400%, vector



gif, 400%, raster

Suitable formats for videos:

.avi, .mp4

Video Preparation

Resolution of the video depends on the type of display:

LCD TV - This is most common way of displaying video content on the fair. We have various sizes of TVs, from 40" to 75", all of them support 1920 x 1080 pixels (Full HD resolution). Some models (55", 65", 75") support 3840 x 2160 pixels (4K UHD resolution).

LED Wall - This type of screen is used to cover entire walls with display. They are much bigger than ordinary LCD TVs. LED wall is made from smaller 500 x 500mm displays, each display is capable of displaying 128 x 128 pixels resolution. Resolution depends of the actual dimension of the LED Wall. For example a LED Wall 4 x 2 meters has resolution of 1024 x 512 pixels.

No responsibility can be taken for the accuracy of any artwork recreated due to poor quality or if no colour references are supplied!

All graphics and video (AVI or MP4 format) shall be sent in time to be confirmed by SOS four (4) weeks prior to fair opening

Sending artworks for print:

You can send your artwork files via WeTransfer (<https://wetransfer.com/>) or similar transfer service.