

Digital File Preparation

We are committed to partnering with you to provide comprehensive and effective graphic solutions for your event. The graphics print and production industry continuously evolves, and we want your graphics and images to look their absolute best. To ensure the highest quality output from your digital files, and to make file transfers as seamless as possible, please review and follow these guidelines when submitting artwork to GES.

Graphics

- Avoid setting type in Photoshop - instead use a vector-based program (such as Adobe Illustrator) for your type. If you do use vector smart objects, save the file as an .eps or .psd to retain vector properties.
- If you plan to add effects to your type (such as drop shadows or glows), follow these steps:
 - a - Import the Illustrator type into Photoshop*
 - b - Add effects to the type*
 - c - Separate the effects onto a layer*
 - d - Delete the type layer*
 - e - Assemble the type and photo in a vector program.*
- Always provide logos in a vector format.
- If you have critical PMS colors to match, provide us with a layered Photoshop file to allow for color editing.
- Use gradients carefully and sparingly. Gradients often “band,” and little can be done to correct the problem. Look at your high res file at 100% if you can see the banding, it WILL appear in the print. Adding 1 pt. of noise to the file may resolve the problem.

Suitable Programs for images or logos:

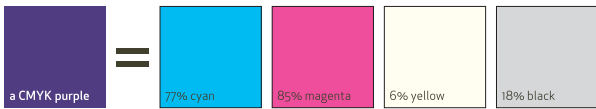
- Adobe Illustrator CC 2018 - .ai, .pdf, .eps
- Adobe InDesign CC 2018 - .indd, .pdf
- Adobe Photoshop CC 2018 - .pdf, .tiff, .jpeg
- Adobe Acrobat

Color

If your Vector artwork needs to be color specific, please set up your files using the Pantone color pallet. Some Pantone colors are more likely to be achieved than others, we will match all Pantone colors to the best possible interpretation. We do our best to match any physical printsample, however, the colors may deviate slightly due to the limitations within the print process.



If providing colors as CMYK, please set colors as spot. **Spot Colors** are colors that have been specifically labeled within design software so that RIP Stations can recognize them. Setting colors to “Spot” enables the RIP Station to adjust the colors independently of the design software to maximize work flow.



Text

Turn all fonts to outlines or convert to paths before sending the files. If you are using a program where this is not an option, YOU MUST INCLUDE ALL FONTS with your files. OTF (open type fonts) are preferred.

Editable Text



Outlined Text - preferred*



GES Transfer Site

Please use our site to send file(s) directly to your contact.

The transfer site is located at <https://file.ges.com/>

Just enter the following information:

- Your email address in the “Your Email Address” field
- Recipients address must be a GES employee’s address
 - mhahn@ges.com
 - tobrien@ges.com
- Your company name, event name, event location plus any other specifics associated with your graphic file in the “Comments:” field
- File size is limited to less than 2 gigabytes
- Click next; browse to your files (file compression is recommended for uploading multiple files)
- Click the upload button to send

File Naming

Make sure your file(s) are labeled with the exhibiting company's name, the show name and the booth number (e.g. ABC Company_SHOW_Booth 1234.zip)

Final Print package should contain:

- Consistent color pallets in all files (if providing colors as CMYK, please set colors as spot)
- All fonts converted to outlines and/or the fonts used
- Embedded images and/or linked images
- Final art at 100ppi at 100% scale (or an accurate aspect ratio with supporting resolution)
- Mandatory ZIP compression

Artwork

Vector Artwork

For the best quality, create graphics in vector format (AI, EPS). Logos taken from websites are generally GIF files, and those are not acceptable as they will not print clearly. Artwork produced for contour cut decals, such as solid company logos or text, must be supplied in a vector format (AI or vector EPS). Artwork created in a pixel format (TIF, JPG) is not compatible with equipment.

preferred* AI/EPS (vector)

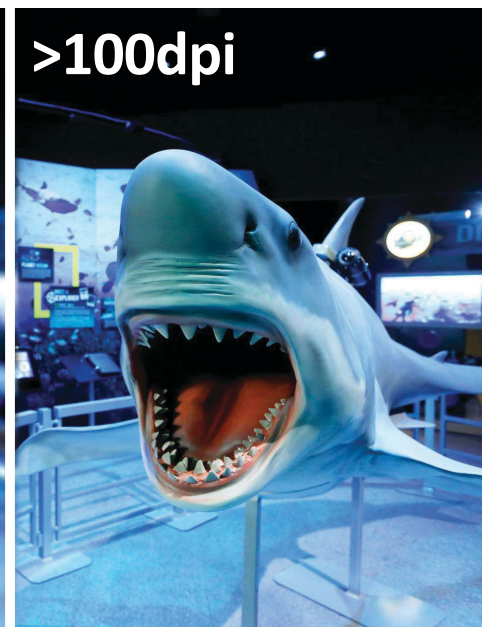


GIF, TIFF, JPEG (raster)



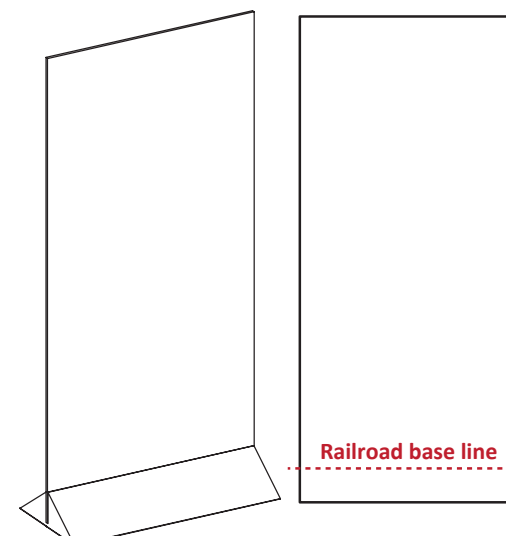
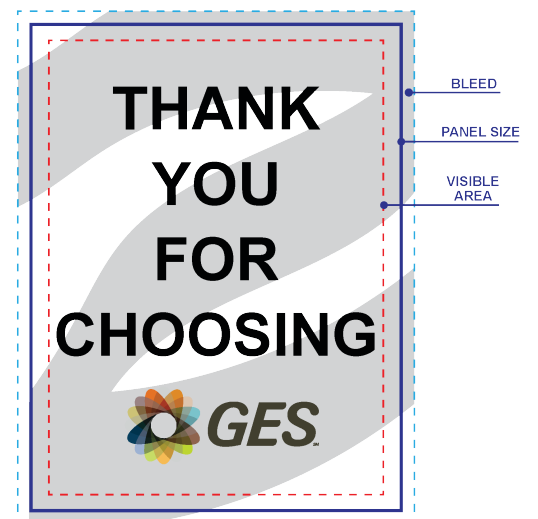
Bitmap/Raster Artwork

TIF, JPEG, PDF and PSD - These are the preferred file formats for raster images. Files should be supplied at 100dpi at full production size, or they should scale to those dimensions. If the resolution is lower than 100dpi at full production size, images can look blurry or pixelated when printed. If there is a lot of small text in the raster image, the file can be provided at higher resolutions to ensure print quality. Files obtained from the internet (JPG, GIF, PNG) or artwork created in MS Office applications (Word, Excel, PowerPoint, etc.) are often not suitable for high quality output for large/grand sized graphics or signage.



Allow For Frames & Finishing

Some graphics are held in frames. Place all type and critical images at least 1” from all edges to avoid being covered by frames.



For graphics that are held in railroad bases, please place all type and critical images at least 6” from the base to avoid being covered.