

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

AGTA GemFair TUCSON

Tucson Convention Center • Galleria & GemHall Jan 31-Feb 5, 2012 • Ballroom Jan 31-Feb 4, 2012

We want your graphics and images to look their absolute best. We are committed to partnering with you in order to provide the most comprehensive and effective solutions in the trade show industry. The graphic print and production industry is continuously evolving. In order to insure the best quality graphics and images from your digital files, and to make file transfers as seamless as possible, we are pleased to provide you with guidelines for submission of your art to Graphics Production. If you are unable to provide digital artwork for your signage needs, we are capable of providing you with layout services. Additional fees will apply. Please contact GES for details.

Suitable Formats for images or logos	
Program	Preferred Format
Adobe Illustrator CS4	ai, eps
Adobe Photoshop CS4	tiff (LZW), jpeg (high quality)
Adobe InDesign CS4	indd (include all links)
Adobe Acrobat	PDF (press quality setting)
QuarkXPress 7	qxd (include all links)

Suitable Media for images or logos	
Media	Preferred Format
CD-ROM (CD-R or CD-RW)	Please send hard copy color proofs
DVD-ROM (DVD-R or DVD-RW)	Please send hard copy color proofs
Email Attachments	Limited to maximum size of 5MB
FTP	Mandatory zip or sit compression

AVOIDING ADDITIONAL COSTS:

Files obtained from the internet (.jpg or .gif) or artwork created in MS Office applications (Word, Excel, PowerPoint, etc.) are often not suitable for high quality output, and often require additional hourly charges. Artwork should be created at actual size, however, for larger files i.e., banner artwork, 10% or 25% of actual size is acceptable. Scans should be no smaller than 300dpi at quarter size. To avoid additional costs associated with these file types, please supply files in accordance with the defined herein.



gif
@ 400%



ai / eps vector
@ 400%

Vector Artwork

For the best quality, artwork should be created in **vector format (ai or vector eps)**. Logos taken from websites are generally gifs. **Gif files are not acceptable as they will not print clearly.** See Visual.

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 and JPEG is not suitable. See Visual.



Text @ 100%



Outlined Text



Low Resolution
(72dpi) jpeg 88 Kb



High Resolution
(300dpi) jpeg 3.52 Mb

Bitmap/Raster Artwork

JPEG - We accept this format but only if used to compress a file for ease of sending, the original artwork should have been created high resolution - **300dpi or vector eps to print at the best possible quality.** See Visual.

PDF - These are print files only and can not be altered to fit different sizes, artwork must be set up at the correct proportion and at print ready quality.

Make sure images are saved at high resolution (300dpi). See Visual.



Color Set Up

If your artwork is using PANTONE Colors, please supply a Pantone color reference. Some colors are more likely to be achieved, but due to printer limitations, Pantone colors are matched to the best possible interpretation for the specific output device. Hard copies such as brochures or print outs can be used as a reference for color matching.

Fonts

Turn all fonts into 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.

FTP (File Transfer Protocol) Information

You can upload your file(s) after sending in your order using the information below.

	HOST	USER NAME:	PASSWORD:
Western Region Shows	ftp://csftp.ges.com/West	geswstftp	o8clx6eq

Please make sure your file(s) are labeled with the exhibiting company's name and the show name (e.g. EGGWHITES_COOKING SHOW.zip)