IWA PAVILION

IWA Pavilion – Artwork Guidelines

- **FILE NAME:** SHOW-COMPANY-BOOTH #-PRINT SIZE (WxH in cm or mm)-Position(if needed)

  Example: SHOTShow-Mueller-Booth 15645-100x200-CenterWall.PDF
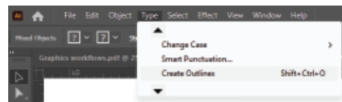
FORMATTING REQUIREMENTS:

- **BLEED:** 1 cm (10mm) minimum, all around for fabric/textile (*Example: the final size/visible area is: 100 x 100 cm. Please send in print-ready files with 102 x 102 cm*)

- **MARGIN**: Keep critical images/texts 2.0 cm from any edge
- **All Texts OUTLINED***: No editable fonts, no supplied fonts
- **All images EMBEDDED***: No linked images
- **COLOR PALETTE**: CMYK (RGB can give unwanted color-outcome)
- **SCALE**: 1:1 full size in 100% print-ready

OPTIONS FOR FILE TYPE:

- **PDF:** High Resolution (Preferred!!):
  - all embedded **images:** resolution min 120 DPI – max. 150 DPI
  - all embedded **live fonts** must be converted to outlined object

Editable Text/font

Outlined Text/font

Please note:

- Please avoid nested compressed zip files and send each artwork in a separate individual file (No INDD files!)
- Please name the sub folders in English
- Spelling/grammar, layout and brand presentation are the sole responsibility of the exhibitor. The quality of exhibitor graphic submission is that of the exhibitor. Our stand constructor will check for proportion based on the ordered item, color profile and final print resolution but will NOT check for or comment on spelling or pixilation issues that are included in the submitted file.