THE **EXPO** GROUP

Today. Tomorrow. Together.®

GRAPHIC SUBMISSION GUIDELINES

When submitting your artwork, these guidelines are vital to ensure your graphics look the very best.

1. All logos must be in a ***vector format**, saved in Adobe Illustrator or as an EPS file. Raster images will not be accepted- this includes .jpg, .png or .gif files copied directly from a web site.

* Art that can be scaled to any size without losing quality

2. All text should be converted to outlines or with the fonts provided. PC fonts only. All fonts must be embedded.

3. Photographic images should be 300 dpi at the final size in the layout in either JPG or TIF file format. **Sorry, Internet images cannot be used.**

   - Large continuous graphic walls 10ft wide or more need only be between 90 -150 dpi at actual size.

   - How an image is originally acquired will determine its resolution, and thus the size it can print at for clear and crisp printing.

   - Resolution and size (dimensions) are inversely proportional to each other. If you enlarge an image, you lower its resolution.
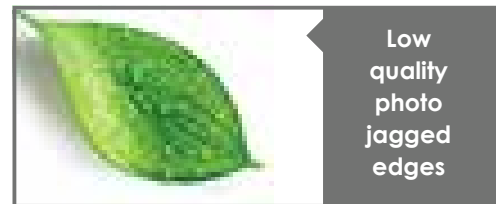
4. You must provide either a printed proof or a PDF proof when submitting artwork. This allows us to check the files for the font, color problems, missing links and more.

Acceptable Art Work

Good quality photo clean edges

.ai - Adobe Illustrator (Fonts outlined - images embedded)

.eps - Encapsulated Post Script

.tiff - (300 dpi at layout size)

.doc - Word Document - text only

.psd - Photoshop Document (All layers flattened)

.zip - Windows Compression Format

.jpg

.pdf

Unacceptable Art Work

Low quality photo jagged edges

.ind - InDesign

.qxd - QuarkXpress

.ppt - PowerPoint

.art - AOL compressed image/clip art file

.gif - Graphic Interchange Format

.vsd - Visio Drawing File

.png - Portable Network Graphics

.cdr - CorelDraw