





# Digital File Submission Guide

## SAE Small Engine Technology Conference

Midwest Airlines Center • September 9 - 11, 2008

### ***Sending your graphic and image files to the GES Creative Services Department***

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 GES. If you are unable to provide digital artwork for your signage needs, GES is capable of providing you with layout services. Additional fees will apply. Contact your GES representative for details.

### **Acceptable Media**

- CD-ROM (CD-R or CD-RW)
- DVD-ROM (DVD-R only)
- Email attachment (limited to maximum size of 2mb)
- FTP (mandatory .zip or .sit compression)

**When sending disks, label them as follows:** *Exhibitor Name / Show / Show Date / City of event*

**Name your files appropriately** for easy identification. **Do not** send files that will not be used for output. Failure to follow these instructions may result in delays in order processing and final production.

### **Optimal File Types and Resolution**

**VECTOR:** This is the preferred file type. Vector-based artwork is resolution independent and can be enlarged or reduced without loss of quality. See the table below for authoring software capable of creating this type of file.

**BITMAP:** This type of file is resolution dependent, and will reproduce poorly if the appropriate file resolution is not supplied. If you supply bitmap art, it is best to save your artwork in a 1 to 1 (full size) output ratio at 72 dpi. Lower resolutions will result in reduced image quality.

**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. To avoid additional costs associated with these file types, please supply files in accordance with the defined herein.

### **Acceptable Software**

Program	Version	File Extension	Description	Special Considerations
Adobe Acrobat	7.0	.pdf	Portable Document	Convert to .pdf using appropriate high-quality output settings
Adobe Illustrator	CS2 (12.0)	.ai, .eps	Vector Drawing	Avoid embedding bitmap images
Adobe InDesign	CS2 (3.0)	.indd	Page Layout	Include appropriate links/fonts/images
Adobe Photoshop	CS2 (8.0)	.tif, .psd, .eps	Bitmap Editing	File should be in CMYK color space
CorelDraw	12.0	.cdr	Vector Drawing	Avoid embedding bitmap images
QuarkExpress	6.5	.qxd	Page Layout	Include appropriate links/fonts/images

### **Page/Artwork Dimensions**

Documents should be created at 100% the actual finished size. If your software application has restrictions on page sizes, create your document in a reduced scale (10% reduction increments). Please indicate the scale used on all files which are scaled. Bleeds are not necessary. Failure to supply documents at exact, final sizes, will result in additional charges.

### **Color Specifications & Proofs**

Supplied bitmap files should be in the CMYK color space. All colors in Vector and Page Layout applications should be specified using the Pantone Matching System (PMS®). GES will not be responsible for color variations or matching colors on final output if these requirements are not met. Always send 100% accurate proofs (color laser prints) with your disk.

### **Typefaces/Fonts**

Convert all fonts to outlines before saving your file for transfer. If you do not convert your fonts to outlines, font substitution will occur, resulting in unexpected output. Remember that once fonts are converted to outlines they are no longer editable.

### **Still Have Questions?**

If you still have questions or concerns about your artwork or method of delivery, please contact us at [gesgraphics@ges.com](mailto:gesgraphics@ges.com) (please indicate what city your event is being held in).

SAVE TIME WITH GES ONLINE AT: [www.ges.com](http://www.ges.com)