NeoCon® East

PHILADELPHIA

October 28th-29th, 2015
Pennsylvania
Convention Center
Philadelphia, Pennsylvania

Art Submission Guidelines

Please follow these requirements so that CompleteXPO Services can provide the
highest quality signs for your exhibit.

Please Provide the Following When Submitting Art

Minimum requirements for original artwork, such as logos, when CompleteXPO is providing design and layout:
- 300 dpi resolution at a size of 8 x 10 inches (higher resolution files will result in improved final product)

Minimum requirements for final artwork that CompleteXPO will reproduce exactly as provided:
- 150 dpi resolution at full size of actual finished product

Minimum requirements for both:
- All related PMS and/or CMYK color codes (if submitting CMYK values, please supply accurate color swatches.)
- Accurate color proof print of artwork
- Contact name, phone number and email address of art creator if applicable
- If submitting a "vector" type file, include all fonts, or convert fonts to outlines or paths

Acceptable File Types

Files that CompleteXPO can use, in order of preference, include:

    EPS and **AI** (especially when submitting logos)
    TIF (especially when submitting photos)
    JPG (provided resolution is high enough for photo images, not recommended for logos)
    PSD (all layers must be editable)
    PDF (please save with illustrator editing enabled, convert all fonts to outlines, or you may also send rasterized pdf files at full scale)

File types that CompleteXPO cannot use to reproduce high quality graphics include:

    GIF files
    Microsoft Office software files such as Word (.doc) or PowerPoint (.ppt) file types
    Self-extracting files, such as ESE or SEA files
    Files pulled from websites: (logos, images, etc.) will not be accepted.

Acceptable Software File Formats

We are capable of working with both PC and MAC based software, and can accept art created with the following software (listed in order of preference). Email attachment (4 mgs or smaller only)

Ai   **Ps**   **Id**   **Adobe PDF**

When sending disks, please label them with the following:
Exhibitor Co. Name, Booth #, Show Name, Show Date.

Ways to Send Artwork

Artwork files that are of acceptable resolution as listed will typically be too large to send via e-mail. Files should be sent via overnight delivery on either a CD-ROM or a DVD. A printed hard proof needs to accompany the files.

**If you have any additional questions concerning file make-up,
logos, resolution, etc.
Please contact our
graphics department at 407-786-3976
or info@completexpo.com**