

# File Submission Guidelines

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## Exhibitor Guidelines for Submitting Graphic Artwork

Below you will find a list of requirements for your graphic submission that will help Kallman Worldwide in producing the best quality graphic for your stand. In order to provide you with the service you expect, please pay close attention to formats, sizes, file types and deadlines. If you have any questions, please do not hesitate to contact your Kallman Worldwide Operations Specialist.

### Please provide the following when submitting artwork:

- 150dpi resolution at full production size
- CMYK
- Size: 1:1
- No Layers
- LZW compression on save

### Below is a list of accepted file formats in order of preference:

1. PDF (High Resolution only at 150dpi. Originally formatted as vector file. Graphic may be sent back if unusable, which can cause delay in printing and installation)
2. TIF is preferable for photo graphics
3. AI or EPS (all elements must be vectored [outlined] files, especially when submitting logos AND any graphics with text)

#### Acceptable Logo

EPS File



#### Unacceptable Logo

Low Res JPEG File



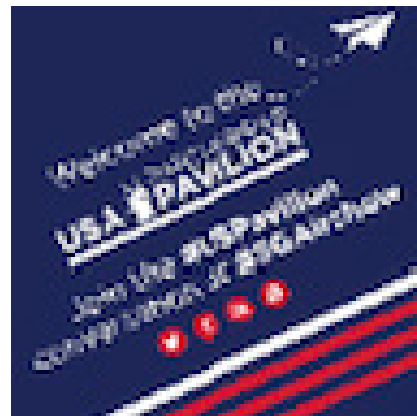
#### Acceptable Photo Artwork

EPS or TIF File



#### Unacceptable Photo Artwork

Low Res JPEG or GIF File



#### For questions, contact:

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