

GRAPHIC ARTWORK SUBMISSION GUIDELINES

At Fern, our goal is to provide you with high quality, eye-catching graphics for your event or exhibit. To accomplish that goal, we need some assistance from you and, if your graphics are created by an agency, your graphic designer. The following guidelines are meant to increase the quality of our product while simultaneously streamlining the process.

ACCEPTABLE FILE FORMATS

The graphics department works extensively with Adobe Creative Suite software. We are currently using Adobe Creative Cloud with the most updated Adobe systems. We prefer print ready, high resolution PDF files. There is no need to include crop marks, registration marks, or any bleed.

Please make sure in sending your print ready files that the following steps are taken:

- Supply or outline all fonts
- Supply all links used in your document including images, logos etc.
- Artwork must be between 150-300dpi

File types that Fern Graphics cannot use to produce graphics:

- GIF
- PNG
- Word Document (.doc, .docx)
- Powerpoint Document (.ppt)



ARTWORK EXAMPLES

ACCEPTABLE VECTOR ARTWORK

UNACCEPTABLE ARTWORK

ACCEPTABLE PHOTO



UNACCEPTABLE PHOTO



COLOR MATCHING

If color matching is critical, please order a test print through your Fern Representative when placing your order. It is important that you allow for the extra time needed to have your sample sent to you.

You must provide a hard copy sample, specific Pantone color values or previously printed materials reflecting the colors you wish to match. We cannot guarantee a color match based solely on information embedded in a digital file.

METHODS FOR SUBMITTING GRAPHICS

Dropbox is the preferred method of submitting artwork to the graphics department.

- Please click the Box Below (Fern Expo Dropbox) which will link to Fern. A new page will open, click on New Folder. Name your folder your Company Name. Add to the folder a word document with your Name, Booth Number, Panel Size (10 x 10 or 14 x 14) and a good contact phone number.

Fern Expo Drop Box

or you can provide a flash Memory (thumb drive, etc.) to the address in the service kit

Exhibitor Services
exhibitorservices@fernexpo.com
Tel: 800-774-1251

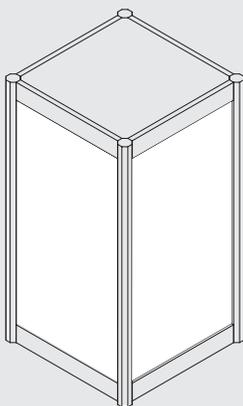
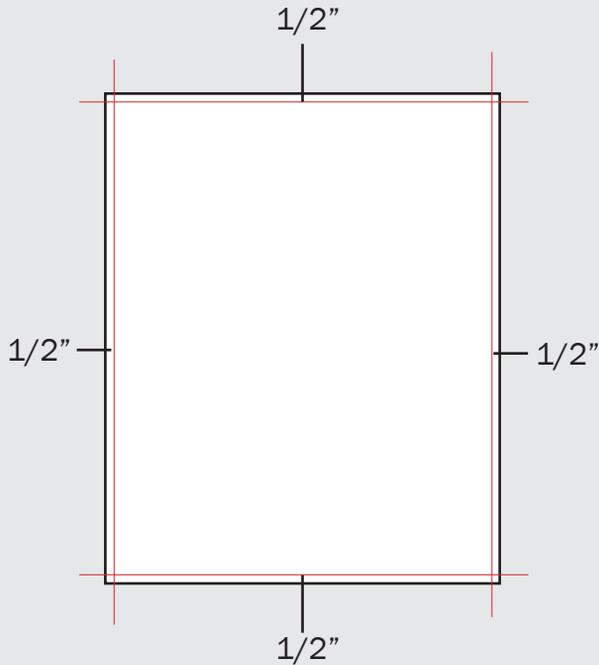
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GRAPHIC ARTWORK SUBMISSION GUIDELINES

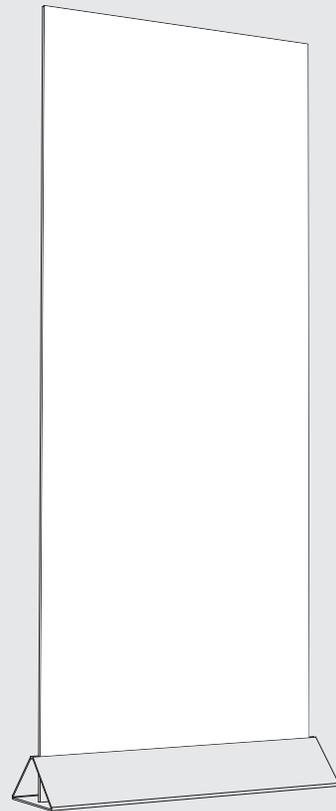
Please see below for examples of the proper safe space guidelines for the graphics that are submitted to our graphics department for print.

Graphics that will go into our system metal must have a 1/2" area of safe space around the top, bottom, and sides.



NOTE: See the structure above to understand how the graphics are inserted into our system metal, and why this safe space is important.

Graphics that will be used as a free standing board must have 1/2" area of safe space around the top and sides. The bottom must have at least 6.5" inches of blank space so that the graphics are not covered by our bases.



NOTE: See the structure above to understand how the meterboards are inserted into a base. The base takes up 6" of space at the bottom.

* Safe space is a specific margin area that should be considered for safe placement of all text, logos, and/or important focal points in order to prevent the graphics from being hidden