

## 2024 Booth Graphic Specs and Info

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**Deadline for artwork submission**

Please submit by: Monday, 4 November 2024

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**Graphic Specs for Global Premium Booth Upgrade**

Backwall: 116.0625" wide x 92.8125" high

Counter: 38.125" wide x 30.25" high

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**Graphic Specs for Overlay in Tech2GROW Collective**

Graphic Overlay (24" wide x 35" high)

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**GES File Transfer**

Upload your graphics to [this site](#)

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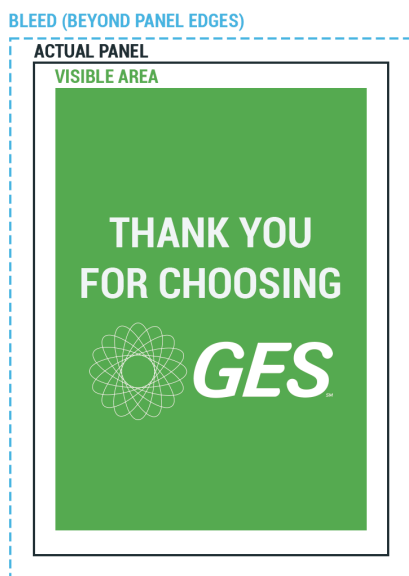
**GES Contact for Graphic Specs**

Paige Annee – [pannee@ges.com](mailto:pannee@ges.com)

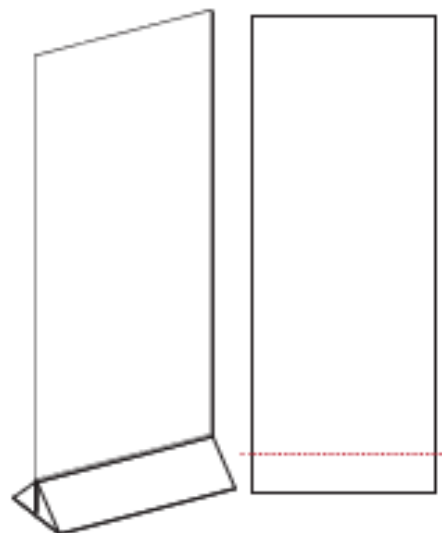
Liz Stimac – [lstimac@ges.com](mailto:lstimac@ges.com)

## Tips on how to provide production ready artwork

- If Providing colors as CMYK, please set colors as spot.
- Make sure that all file are using the same spot color values or PMS colors throughout every order. This will help maintain color consistency throughout the entire show.
- Provide Vector art whenever possible. (.ai .eps .pdf)
- Provide AI or INDD files whenever possible.
- If raster images are necessary make sure the resolution is at 100 dpi at 100% print size. Meaning, if you have a file that is at half scale, then your resolution should be at 200 dpi.
- Build all files to exact size, with no bleed.
- Make sure all images are embedded in you AI files.
- Convert all fonts to outlines before sending the files. If you are using a program where this is not an option, YOU MUST INCLUDE ALL FONTS with your files. OTF (open type fonts) are preferred.
- Allow For Frames & Finishing. Some graphics are held in frames. Place all type and critical images at least 1" from all edges to avoid being covered by frames. (SEE SAMPLE 1 BELOW)
- For graphics that are held in railroad bases, please place all type and critical images at least 6" from the base to avoid being covered. (SEE SAMPLE 2 BELOW)
- Avoid setting type in Photoshop – instead use a vector-based program (such as Adobe Illustrator) for your type. If you do use vector smart objects, save the file as an.eps or .psd to retain vector properties.
- Always provide logos in a vector format.



Sample 1



Sample 2