



ART

SPECIFICATIONS



EXHIBITOR SOURCE

REV JAN 2026



GETTING STARTED

If you're not used to it, grand format design is a little different than most projects. These graphics are big; like "dinosaur" big. And, depending on the application, the way the fabric interacts with the hardware, things can be a little complicated (though, after some ice-breaking small talk and getting to know each other a little, they generally get along pretty well).

The guidelines outlined here are the most common. However, your account manager or project manager may send you additional guidelines if your project is more specialized. Generally speaking, our AEs and PMs are trustworthy; but you can also contact our creative team and ask us questions directly.



CONTACT US

CONTACT INFORMATION:

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ACCEPTED SOFTWARE

Exhibitor Source accepts **ADOBE CREATIVE SUITE** version CC and older, because we're pretty convinced that Adobe is on a quest to rule the world. We also highly recommend the use of **PHOTOSHOP** and **ILLUSTRATOR** for setting up artwork for trade show graphics. Their canvases are more suited to large format design. We are inclusive enough to accept **ADOBE INDESIGN** files, however InDesign struggles at very large sizes. Expect that files submitted in InDesign will take a little extra prepress time ... and that we may point and giggle a little bit.

We do NOT accept Quark, Pagemaker, Freehand, Corel Draw, Publisher, GIMP, PowerPoint or Word files. But save the file in a format listed below, and you can probably slip the design past us anyway, you little rebel.

ACCEPTED FORMATS

You may submit PDF, EPS, TIFF or JPEG files prepared from any program as long as they are the exact size and resolution your project requires.

You may also submit PSD, AI, and INDD files. For Illustrator and InDesign files please make sure you include linked images and fonts. They always get so depressed when they're left behind.





FILE SUBMISSION

Our preferred method for art submission is via our upload link on the exhibitor-source.com website. It's kind of controlling, sure. But, we were all sort of spoiled as kids.

Under the "client resources" tab, scroll down to "**SUBMIT YOUR ARTWORK.**" Click that link, and the rest is drag and drop - **NO LOGIN REQUIRED.** It's so easy, you can probably leave the office early for the day!

You can also choose to submit via most alternate web-sharing services, or email if file size permits. That won't hurt our feelings. BUT, we don't support these services if something goes haywire. But, these are computers ... they always work, right?

If you need help with file submission, please contact your account executive or our creative department.



FILE SETUP

For most graphics, the following guidelines will work. If you don't receive any instructions from your Account Manager or Project Manager, assume these guidelines are correct.

FILE SETUP SIZE

All files should be designed at
**120 DPI (PPI) AT FULL SIZE
(FINAL ART SIZE).**

Final art size is determined by adding 2" to both the width and height of your graphic size (similar to adding bleed, but not quite so gross sounding).

The additional 2" is to compensate for the nature of fabric to stretch, and to allow the fabric to be sewn into the mounting gasket (silicone edge). It's also becoming more stylish in New York. We think it'll be all the rage by 2028.

RESOLUTION

All artwork should be submitted at 120 dpi (ppi) at full size. You may "cheat" an image down to 75 dpi (ppi), but you have to have a good "poker face" to get away with it. Most images will have to be "rezzed" up to meet the graphic size. Review the under-achieving images carefully to make sure you're comfortable with the pixelation. Some images scale just fine. Others suffer significant emotional distress and fall apart. It's just not pretty.

You can work at a smaller scale, as opposed to full size. If you do, make sure you adjust your resolution carefully. Check your math. Then probably re-check your math. We're experts at it here, but we have ... you know ... friends ... who've messed up the numbers.

FINAL ART WIDTH = X+2"

**GRAPHIC WIDTH = X
(GRAPHIC IS CUT TO
THIS SIZE)**

**GRAPHIC HEIGHT = X
(GRAPHIC IS CUT TO
THIS SIZE)**

FINAL ART HEIGHT = X+2"

Aa

FONTS

Any flattened artwork should have the text outlined, and should NEVER wear white after Labor Day.

If you are submitting editable files (layered PSD files, AI files or INDD files), please provide all fonts.



PLACING RASTER IMAGES

If you are placing raster images in Illustrator or InDesign,

DO NOT embed or parse the raster image in the working file. Please link the image into the file.

Make sure you send all of your linked images with your artwork.



RASTER ONLY ART

For flattened raster art, a Photoshop EPS format is preferred, however we can work from PDF, TIFF, PSD or JPEG. Layered files should be submitted as PSD.



Vector ONLY ART

Vector artwork may be submitted as AI, EPS or PDF format.



COLOR

Unless otherwise noted by your account manager or project manager, please setup all artwork in CMYK. US SWOP Coat color space is best, but we're pretty flexible; especially going into a weekend.

COLOR MATCH-

Unless otherwise specified, Exhibitor Source will print color "as is" in the file. If you want to hit a very particular color, then in order to get as close as possible, you **MUST** select and identify colors from the Pantone Library. You will want to use the CMYK mixture specified for the Pantone color and then identify those colors for Exhibitor Source. We can be a little thick in the head.

We can match PMS colors that we identify on the proofs/grids pretty well (shout out to our kindergarten teachers!), however the printed color will be closer to the process color shown in the Pantone Coated fanbook.

If you do not have a specific PMS color, but have a particular color you want to spec, we must do a visual match. You will need to supply Exhibitor Source with a hard physical sample of the color you want to match (paper, fabric, metal, etc.).

We cannot match from CMYK, RGB numbers, HEX numbers or non-pantone color identities, without a visual reference.

Submitting editable files (PSD file in layers or an AI file) is best for color matching.

RECOMENDED

For rich black, we recommend the mixture:
C=75 / M=75 / Y=75 / K=100



UPLOAD!

You did the layouts. You got all of the revisions. And then you recieved approval from all of the stakeholders. Then you got a few more revisions. So, you splurged on large specialty coffee, surfed YouTube for a few funny cat videos, and then you re-did the layouts ... again. Re-submitting proofs for approval ... you got a few more revisions.

After a mental health day, you re-did the layouts. And now you have the final, final approval! Quick ... before anything changes, submit the files to Exhibitor Source!

FILE NAMES

Please use your company name in the archive folder and working file name somewhere. Not that we don't enjoy a good mystery, we're just not that bright if we're honest.

If it's possible to include our reference labels in your individual file names, that helps keep us from splurging on too many specialty coffees on this end.



UPLOAD VIA HIGH TAIL

Using the link on the exhibitorsource.com website is the most reliable way to get files to us. Go to www.exhibitorsource.com and click on the "**CLIENT RESOURCES**" tab in the menu on the left. Scroll down to find the "**UPLOAD YOUR ARTWORK**" banner. Clicking that will open a screen you can drag and drop your art files into. Once you've loaded all of the files, just hit **UPLOAD**, and the files will load to our server.



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