# AN EXHIBITION STAND WITHOUT GRAPHIC – LIKE A HOUSE WITHOUT WINDOWS

**Dear exhibitors,**

**we have prepared for you a brief overview of the technical requirements for submitting print data files to create graphics for your exhibition stand.**

Your timely submission of data according to these guidelines will ensure graphics of the highest quality and color without any mistakes or compromising elements.

We believe that the given technical specifications are clear and will help you prepare your exhibition stand. If you have any questions or require additional details and information, please contact our sales manager at any time,

## BVV Trade Fairs Brno
## Stand construction and services

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**www.bvv.cz/standconstruction**

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## RESOLUTION REQUIREMENTS?

DPI → Dots Per Inch - The number of print dots per 1 inch lengths (1 inch = 2,54 cm) → *"So there aren't any little squares!"*
**Higher resolution means greater detail will be picked up from the source materials.**

| EXAMPLE OF PRODUCT | VIEWING DISTANCE | PRINT SIZE 1:1 | RESOLUTION OF SOURCE MATERIAL 1:1 |
|---|---|---|---|
| **Small stickers, table stands, photographs on photo paper and folders** | approx. 40 cm | A3 format ——— minimum 6 point font | 200 – 400 DPI ——— according to the size of the smallest detail |
| **Posters, stickers, stands, banners** | approx. 70 cm | A2 format ——— minimum 6 point font | 100 – 200 DPI ——— according to the size of the smallest detail |
| **City light, indoor fabric posters car stickers** | approx. 1.5 m | max. 2 sqm | 100 - 150 DPI |
| **Advertising boards and banners, outdoor fabric, truck stickers** | approx. 5 m | 2 – 8 sqm | 70 – 100 DPI |
| **Billboards in pedestrian zones** | approx. 5 – 10 m | 8 – 20 sqm | 50 - 70 DPI |
| **Billboards** | approx. 10 m | 8 – 20 sqm | 30 - 50 DPI |
| **Bigboards, facades** | approx. 20 m | 20 – 40 sqm | 15 - 30 DPI |
| **Megaboards, facades** | approx. 30 m | 100 sqm or more | 5 – 30 DPI |

**YOU CAN FIND THE DIMENSIONS OF SPECIFIC GRAPHICS IN THE LAY-OUT OF YOUR EXHIBITION STAND OR WE WILL PROVIDE YOU INFORMATION**

## PLEASE SUBMIT PRINT DATA IN THE FOLLOWING FORMATS:

### 1. PDF (version 1.3)
- The file must contain all letters that are used in it (insert all fonts)
- Fonts can be converted to curves
- Compression should be used for high or maximum quality with resolution calculated according to the table above
- CMYK color space without direct or Pantone colors
- For maximum print quality of color transitions it is advised not to use JPG compression for bitmaps contained in a PDF
- Overprint must be turned off

### 2. TIFF file
- Do not use layers
- CMYK color space without direct or Pantone colors
- LZW compression must be used
- Overprint must be turned off

## SCALE OF PRINT FILE

- The best scale is of course 1:1
- For data in other scales (1:2, 1:5, 1:10) don't forget to increase the DPI of the submitted files by the same ratio so that the proper resolution is obtained after they are enlarged to original size
- **ALWAYS INDICATE THE SCALE OF PRINT FILES!**

## PRINT DATA FORMATS THAT ARE NOT ACCEPTABLE AND WHY

- All open formats that can be edited
  E.g. files with extensions: psd, qxp, indd and also cdr and others.
  Such files are susceptible to data loss, they may contain fonts which we do not have, etc.

## A FEW MORE NOTES:

**Overprints** – in exceptional cases you can leave overprint turned on if absolutely required by the graphic, but you must bring this to our attention! This will avoid production complications like omitted text, missing images, etc.

**Colors** – if it is important to have a perfect color match, like for a logo, please send us the particular Pantone color code or possibly also a test print (Matchprint, Cromalin or digital proof) and we will do our best to match the color.

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