

# 🗲 FABTECH

# **2025 Artwork Guidelines**

September 8-11, 2025 McCormick Place | Chicago, IL

These guidelines provide specifications on how to submit the artwork needed to fulfill your advertising order. Ad material sizes and deadlines for print and/or web ads can also be found in the **FABTECH Advertising Brochure** (online at **fabtechexpo.com/advertising**).

If you have questions about submitting artwork, please email: exhibitorads@fabtechexpo.com

#### FABTECH Branding (show logo and name usage)

- Use of the show name in text: If the FABTECH<sup>®</sup> show name is used in text, it should be in ALL CAPS with registered trademark.
- Downloading the FABTECH logo\*
  - Go to fabtechexpo.com/current-exhibitors.
  - Scroll down to FABTECH Show Logos > <u>Get Logos</u>
  - Choose the standard gray/black version or the white version for print or web.

# Save your advertising spaces soon!





FABTECHEXPO.COM/ADVERTISING



## 2025 Artwork Guidelines

## **Print Advertising Specifications**

- Submitted PDFs need to be 300 dpi, and CMYK color space
- File Naming
  - Company Name\_Publication\_Size.pdf
     Example: ABC Robots\_Directory\_FullPage.pdf
- Ad Sizing
  - FULL PAGE ads require a minimum .125" bleed on all sides.
  - All sizes are Width x Height and in inches.

#### **Event Preview Mailer -** Artwork due by MAY 16, 2025







#### Pre-Show Mailer - Artwork due by JULY 18, 2025



#### Width" x Height" **Business Card:**

3.5 x 2

**Exclusive Back Cover:** Trim: 8.5 x 5.5 Bleed: 8.75 x 5.75

(Ads will also be included on the Directory Map Inserts.)

#### Show Directory Ads - Artwork due by JULY 18, 2025



SFABTECH

Impact.

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Innovation. Inspiration.

On-Site Guide & Directory

**Full Page** (Width x Height) Trim: 8.25" x 10.75" Live Area: 7.75" x 10.375" Bleed: 8.5" x 11"

2/3 Page: 4.625" x 10" 1/2 Horizontal: 7" x 4.875" 1/2 Vertical: 4.625" x 7.25" 1/3 Horizontal: 4.625" x 4.875" 1/3 Vertical: 2.1875" x 10" 1/4 Page: 3.375" x 4.875"

Process Synergy. Single Source.

with a range of au VENTIS 3015 Aje 9kW Fiber Laser

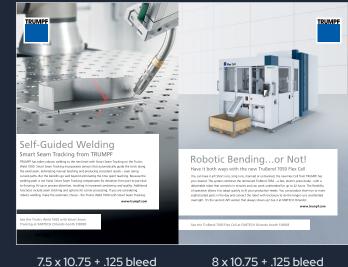
MADA

FABTECH

Tabs (8 spots available) 8.25 x 10.75 + .125 Bleed



#### Gatefold Cover - Inside Spread: 15.5 x 10.75



Front Cover - Fold Out 7.5 x 10.75 + .125 bleed

MERICA, INC.

EGB 4010x ERGO

8 x 10.75 + .125 bleed



#### **COMPANY LOGO: Enhanced Listing**

(print and web, only included with Enhanced Listing purchase)

- Go to **fabtechexpo.com/submitart** and click the SUBMIT LOGOS button. This will automatically allow you to email your enhanced logo as an attachment.
- To ensure your file is checked in efficiently, list the subject line as: Company
  Name FABTECH 2025 Logo
- Image File Requirements: **Vectored EPS files are preferred**, or a 300 DPI JPEG (high quality) for print.

Logos are due as soon as possible for the most exposure in the online directory, and MUST be received by **July 18, 2025** in order to appear in the printed *Show Directory*.

### **PROFILE COVER PHOTO: Enhanced Listing**

- Go to fabtechexpo.com/submitart and click the SUBMIT COVER PHOTO button. This will automatically allow you to email your profile cover photo as an attachment.
- To ensure your file is checked in efficiently, list the subject line as: Company Name FABTECH 2025 Cover Photo
- Image Size Specifications: 1440 H x 360 W pixels.

#### WEB ADS Banner ads due ASAP to maximize online exposure.

- To submit, go to **fabtechexpo.com/submitart** and click the SUBMIT WEB BANNERS button. This will automatically allow you to email your web banner ad as an attachment.
- To ensure your file is checked in efficiently, list the subject line as: Company Name FABTECH 2025 Web Banner

Exhibitor Search	Registration Page	Show Floor Plan
Naming Example:	<b>Naming Example:</b>	Naming Example:
ABCTools_ExhibitorPage_Size	ABCTools_RegPage_355x90	ABCTools_FloorPlan_205x60
<b>Sizes - width x height in pixels:</b>	<b>Size - width x height in pixels:</b>	<b>Size - width x height in pixels</b>
728 x 90 or 160 x 600	355 x 90	205 x 60
File Type: GIF or JPEG format	File Type: GIF or JPEG format	File Type: GIF or JPEG format

#### VIDEO: Enhanced Listing (web)

Access and login to the Exhibitor Hub to upload video to your online listing.

- Video Media Time Limit: 2 minutes
- Resolution: 320 x 240 pixels
- Valid Multimedia formats: FLV, WMV, MOV, AVI, MP4, and MPEG
- Files max size: 5 MB

