

2024 ARTWORK GUIDELINES for Submitting Print and Web Ads

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

1 FABTECH Branding (show logo and name usage)

A. Use of the show name in text:

If the FABTECH show name is used in text, it should be in ALL CAPS with registered trademark.

✓ FABTECH® ✗ Fabtech

B. Use of the FABTECH logo:

If using the FABTECH logo in your ads, videos, or other promotional materials, please follow the examples and download instructions below.

- Go to fabtechexpo.com/current-exhibitors.
- Scroll down to **Promote Your Exhibit > FABTECH Show Logos > Get Logos**
- Choose the standard gray and black logo or the white logo for either print or web.
(Print logo = EPS / Web logo = PNG)

Follow these logo guidelines:



Give the logo some free space.



Keep the size at least .25" tall.



Use the white logo when placed on a dark background.

Do not do the following:



Do not add drop shadow.



Do not place the grey/black logo on a dark background.



Do not change logo color(s).



Do not change proportion.



Do not rotate.



Do not outline logo.

2 PRINT ADVERTISING SPECIFICATIONS

A. ALL ADS SHOULD BE HIGH-QUALITY PDFS FOR PRINT

- Submitted PDFs need to be print quality at 300 dpi, and CMYK color space.

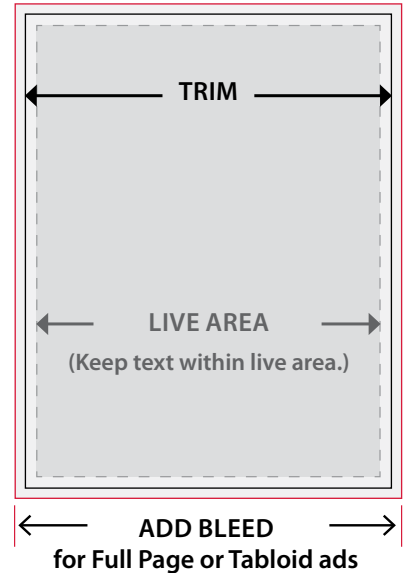
B. FILE NAMING

- Preferred format: Company Name_Publication_Size.pdf
Example: ABC Robots_Directory_FullPage.pdf

C. AD SIZING

- FULL PAGE OR TABLOID ads require a minimum .125" bleed.
- It's best to keep important information within the live area.

Example of TRIM, BLEED, and LIVE AREA



PRE-SHOW MAILER Artwork due by AUGUST 16, 2024

The image displays three different pre-show mailer designs. The first is a 'Special Events' calendar listing various activities like 'FAB TECH TALKS', 'WEDNESDAY, SEPTEMBER 13', and 'THURSDAY, SEPTEMBER 14'. The second is a 'Stella Source' advertisement for 'Nesting Makes Cents. We Made It Free.' The third is a 'Driving Manufacturing Forward' flyer for the 'SEPTEMBER 11-14, 2023' event in Chicago, IL, featuring a large photo of the exhibition hall and the text 'START PLANNING YOUR TRIP'.

Business Card Size:
3.4" W x 1.5" H

Exclusive Back Cover:
Trim: 8.5" W x 5.5" H
Bleed: 8.75" W x 5.75" H

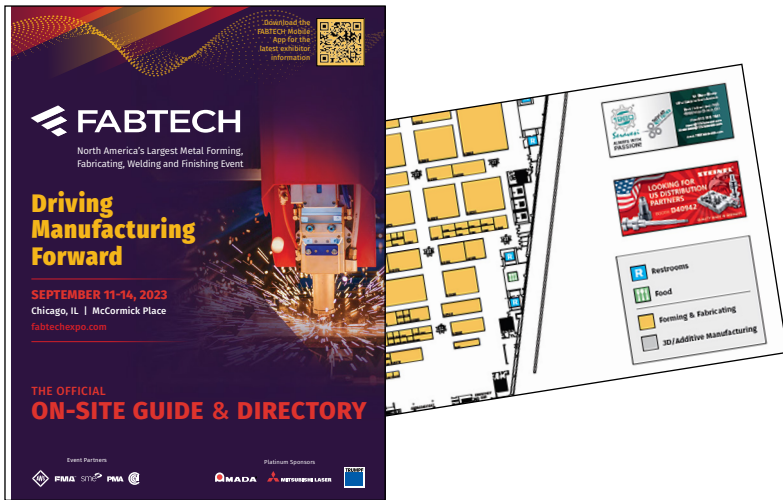
(Ads will also be included on the Directory Map Inserts.)

FLOOR DECAL Artwork due by AUGUST 23, 2024



Trim: 6' x 3' (72" x 36")
Bleed: 74" x 38"

SHOW DIRECTORY Artwork due by AUGUST 23, 2024



Full Page:

Trim: 8.25" W x 10.75" H

Live Area: 7.75" W x 10.375" H

Bleed: 8.5" W x 11" H

2/3 Page: 4.625" W x 10" H (no bleed)

1/2 Horizontal: 7" W x 4.875" H (no bleed)

1/2 Vertical: 4.625" W x 7.25" H (no bleed)

1/3 Horizontal: 4.625" W x 4.875" H (no bleed)

1/3 Vertical: 2.1875" W x 10" H (no bleed)

1/4 Page: 3.375" W x 4.875" H (no bleed)

3 YOUR COMPANY LOGO: Enhanced Listing

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

- Log onto 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 2024 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 August 23, 2024 in order to appear in the printed *Show Directory*.

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

- To submit, log onto 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 2024 Web Banner**

Exhibitor Search

Naming Example:

ABCTools_ExhibitorPage_120x240

Maximum image dimensions:

120 W x 240 H pixels

File Type: GIF or JPEG format

Registration Page

Naming Example:

ABCTools_RegPage_355x90

Maximum image dimensions:

355 W x 90 H pixels.

File Type: GIF or JPEG format

Show Floor Plan

Naming Example:

ABCTools_FloorPlan_205x60

Maximum image dimensions:

205 W x 60 H pixels

File Type: GIF or JPEG format

5 VIDEO: Enhanced Listing (web)

Access and login to the Exhibitor Dashboard:
fabtechexpo.com/exhibitor-dashboard

Click on the **MANAGE VIDEO** link to upload video

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

