# Guidelines for Submitting Ads/Artwork

**PRINT & WEB ADVERTISING**

**NOVEMBER 11-14, 2019 / MCCORMICK PLACE / CHICAGO, IL USA**

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

If you have questions about submitting artwork or accessing the Exhibitor Dashboard, please contact:

Jan Ford
Janf@fmafabtech.com
800-432-2832 Ext. 272

1. FABTECH Branding (show logo & name usage)

A. Use of the show name:
The show name must be in all caps with the registered trademark. Example: FABTECH®

B. Use of the FABTECH logo:
The most current show logo must be used in print and web ads as well as video. Examples and download instructions are listed below.

- Go to fabtechexpo.com/current-exhibitors.
- Scroll down to FABTECH Show Logos (under Promote Your Booth).
- Choose the Standard or Reversed logo.
- Either right click the image and choose “Save Image As” or click on the EPS link to download the print-ready logo in a zip file.
Guidelines for Submitting Ads/Artwork

2. PRINT ADS

- Show Directory
- Show Daily
- Event Preview Brochure
- Pre-Show Mailer
- New Product Preview Brochure
- Floor Ads

A. Ensure that your print ad artwork meets specifications:

1. Show Directory, Show Daily, Event Preview Brochure, Pre-Show Mailer and New Product Preview Brochure ads:
   Refer to the FABTECH 2019 Ad Brochure for ad and size requirements online at fabtechexpo.com/advertising.

2. Floor Ad File Format & Size Requirements:
   - Size: Create Floor Ad artwork at 100% scale: 72" W x 36" H; Adobe Illustrator CC EPS files are preferred or Hi-Res PDF.
   - Ad layouts must use CMYK color space for all layouts and imported images. All images must be 300 DPI.
   - Use EPS file format for all vector-based artwork. Please convert all text to outlines and embed all images for imported vector art.

   Acceptable Software: Adobe Creative Cloud (or earlier), InDesign, Illustrator, Photoshop, Acrobat
   We cannot accept artwork embedded in Microsoft Office software such as Publisher, Word (.doc), PowerPoint (.ppt), or CorelDraw

B. To ensure your artwork is checked in efficiently, please label your artwork accordingly:
   Company Name_Publication (Example: ABCTools_Directory)

C. To submit, log onto fabtechexpo.com/submitart and click the appropriate submit print ad button per product.
   Note: All print/floor ads should be submitted via our secure FTP site only. Due to size limitations, we cannot accept print ad artwork via email.

D. Upload or drag and drop your file. A confirmation will appear onscreen only when the file has been successfully uploaded. You will be contacted if the file does not meet specifications per your order, or is not print-ready.

E. Return to fabtechexpo.com/submitart to submit another product art file.
3. **YOUR COMPANY LOGO: Enhanced Listing** (print & web, only included with Enhanced Listing purchase)

To submit, log onto [fabtechexpo.com/submitart](http://fabtechexpo.com/submitart)

Click the **SUBMIT LOGOS** button. This will automatically allow you to email your enhanced logo as an attachment.

To ensure your file is identified and checked in efficiently, list the subject line as: Company Name_FABTECH2019 Logo

**Image File Requirements:** Adobe Illustrator CC EPS files are preferred, or a 300 DPI JPEG (high resolution) for print.

Logo’s are due ASAP for the most exposure in the online directory at fabtechexpo.com, and MUST be received by 9/13 in order to appear in the printed show directory.

4. **WEB ADS**

To submit, log onto [fabtechexpo.com/submitart](http://fabtechexpo.com/submitart)

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 identified and checked in efficiently, list the subject line as: Company Name_FABTECH2019 Web Banner

**Name your banner ad with company name ad type. See examples and file specifications below:**

<table>
<thead>
<tr>
<th>A. Exhibitor Search</th>
<th>B. Registration Page</th>
<th>C. Show Floor Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: ABCTools_ES Banner Ad_120x240</td>
<td>Example: ABCTools_RegPage Ad</td>
<td>Example: ABCTools_FP Banner Ad_205x60</td>
</tr>
<tr>
<td><strong>Maximum image dimensions:</strong> 120 W x 240 H pixels</td>
<td><strong>Maximum image dimensions:</strong> 355 W x 90 H pixels</td>
<td><strong>Maximum image dimensions:</strong> 205 W x 60 H pixels</td>
</tr>
<tr>
<td><strong>File Type:</strong> GIF or JPEG format</td>
<td><strong>File Type:</strong> GIF or JPEG format</td>
<td><strong>File Type:</strong> GIF or JPEG format</td>
</tr>
</tbody>
</table>

Banner ads due ASAP to maximize online exposure.

5. **VIDEO: Enhanced Listing** (web)

Access and login to the Exhibitor Dashboard: [fabtechexpo.com/exhibitor-dashboard](http://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

6. **EDITORIAL**: Show Daily

Submit a Microsoft Word document, maximum of 500 words, to [kellyc@fmafabtech.com](mailto:kellyc@fmafabtech.com).

Include one 300 DPI (high resolution) image as an email attachment, to be used if space allows.

*Only available to advertisers who place a 1/2 page or larger ad in the Show Daily.*