Instructions for creating print data

Dear exhibitor,

Please prepare your print data according to the specifications described here.
If these are not adhered to, we accept no liability for the print result.

Page format

· The entire document format is to be
  1:1 ratio with 300 dpi
· Create document in fill size
· Do not create crop marks!

Colours

· Colour space CMYK (data without colour profiles
  is preferred, otherwise colour profiles, otherwise
  ISO Coated v2 (ECI)).
· We do not accept RGB data or spot colour files.
  Spot colours can only be simulated.

Fonts

· Convert fonts into paths (curves)
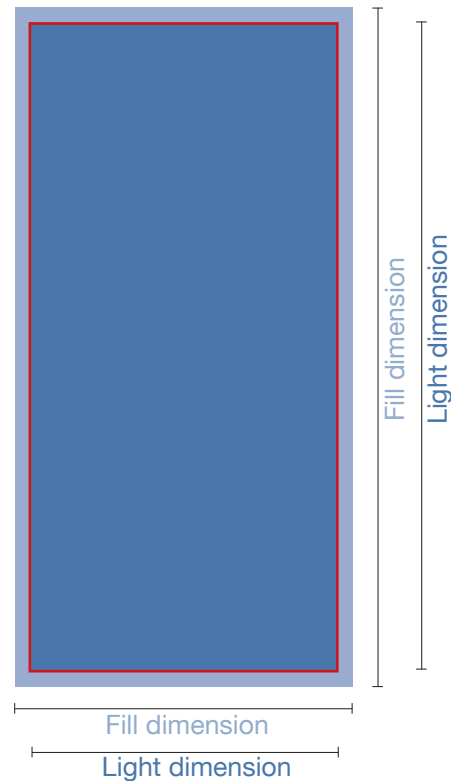
Logos

· Logos used vectorised if possible Embed

PDF file creation

· PDF/X-1a standard
· No multipage PDF documents

Design tips

· Try to use little text
· Do not place text and logos too close to the
  edges
· If possible, do not let graphics and text run over
  the edges of the graphic strips.

Note the cutting area!

- Light measure – Visible range
- Fill size – printed area (incl. bleed)
- Cutting line

For graphics and texts that run over the cutting
edges (cutting lines), please make sure that no
letters are on the cutting line.

Area	Fill dimension	Light dimension
Stand panel	964 x 274 mm	950 x 254 mm
Wall element 100	964 x 2362 mm	950 x 2340 mm
Wall element 50	467 x 2362 mm	453 x 2340 mm
Counter	933 x 870 mm	919 x 850 mm

If you have any questions, your contact person from the Mattfeldt & Sänger Marketing and Messe AG
Service Department (Tel. +49 831-206995-0) will be happy to help.