



2016

GUIDELINES FOR SUBMITTING ADS/ARTWORK

PRINT & WEB ADVERTISING

Canada's Largest Metal Forming, Fabricating, Welding and Finishing Event
March 22-24, 2016 | Toronto Congress Centre | Toronto, ON

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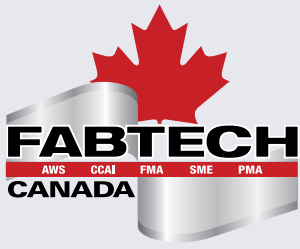
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Enhanced Listing (print & web)

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fabtechcanada.com
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Guidelines for Submitting Ads/ Artwork Print & Web Advertising

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1. PRINT ADS: Show Directory, Tradeshow Map, Floor Ads

All directory and tradeshow map ads/floor ads are submitted via FTP site only. Due to size limitations, we cannot accept ad artwork via email. Contact Sue Englund with PRINT ad artwork submission questions: suee@fmanet.org or (800) 432-2832 ext. 235.

File Format Requirements

Ad layouts must use CMYK color space for all layouts and imported images.
All images must be 300 DPI. Recommended file: High Res PDF/x4: 2008

A. To ensure your artwork is checked in efficiently, please label your artwork accordingly.

Company Name_product

Example: XYTOOLS_FTC_Directory

Example: XYTOOLS_FTC_Tradeshow Map

Example: XYTOOLS_FTC_Floor Ad

B. To submit, Logon to: <http://ftp.fabtechexpo.com:81/>

Login ID: ftcxpo

Password: ftcads

Note: Please use Chrome, Safari or Firefox when logging on the the above web address.

This FTP site does not support Internet Explorer

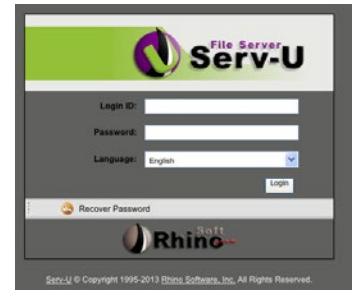
If you are unable to log in to the FTP site, try an alternative browser or call Sue Englund at (800) 432-2832 ext. 235.

C. Once you have logged onto the FTP site, place your file in the appropriately labeled folders: (Double click to open the correct folder, and use the Upload button in the bottom left corner of the window.)

FTC_Floor Ads

FTC_Official Directory Print Ads

FTC_Tradeshow Map Ads



2. FLOOR AD ARTWORK

Refer to item 1. above for instructions on submitting artwork.

File Format Requirements

- 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 for imported vector art.
- Create Floor Ad artwork at 100% scale: 72" W x 36" H; provide either High Res PDF (PDF/x4: 2008), or vector EPS files with images embedded and fonts outlined.

Unacceptable Software

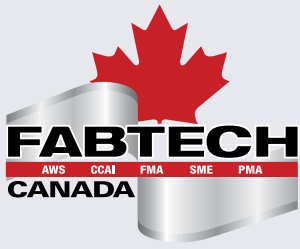
- We cannot accept artwork embedded in Microsoft Office software such as Publisher, Word (.doc), PowerPoint (.ppt) files, CorelDraw

Acceptable Software

- Adobe: InDesign, Illustrator, Photoshop, Acrobat CS6 or earlier

Utility Software

- Stuffed or compressed files using .ZIP compression is preferred.



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3. COMPANY LOGO: Enhanced Listing (print & web)

Image File: Valid file formats are Vector EPS or JPEG, must be 300 DPI (high resolution) for print.

To submit your logo: Email high res JPEG or Vector EPS file to: canadaexhibitlogo@fabtechexpo.com

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

Company Name_ FTC 2016 Logo

Questions on Logo submission: Contact Jan Ford, phone: (800) 432-2832 ext. 272.

4. WEB BANNER ADS

To ensure your artwork is checked in efficiently, name your banner ad with company name_ad type. See examples and file specifications below:

A. Exhibitor Search

Example: XYTOOLS_ES Banner Ad_120x240

Maximum image dimensions: 120 W x 240 H pixels.

File Type: GIF or JPEG format

Exhibitor Directory
(ad visible on each Exhibitor List Index page)



B. Registration Page

Example: XYTOOLS_RegPage Ad

Maximum image dimensions: 355 W x 90 H pixels.

File Type: GIF or JPEG format

Registration Pages
(ad visible on each page throughout the registration process)



C. Show Floor Plan

Example: XYTOOLS_FP Banner Ad_205x60

Maximum image dimensions: 205 W x 60 H pixels

File Type: GIF or JPEG format

Show Floor Plan
(ad visible on bottom of detail floor plan)



To submit your web banner ad: Email GIF or JPEG to: janf@mfafabtech.com

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

Company Name_FTC_2016 Web Banner **Questions on web banner submission:** Contact Jan Ford, phone: (800) 432-2832 ext. 272.