

2018 GUIDELINES FOR SUBMITTING ADS/ ARTWORK PRINT & WEB ADVERTISING

CANADA'S LARGEST METAL FORMING, FABRICATING, WELDING AND FINISHING EVENT
JUNE 12-14, 2018 | TORONTO CONGRESS CENTRE | TORONTO, ON

Print Ads | Enhanced Logos | Web Ads

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 Canada Advertising Brochure (online at fabtechcanada.com/exhibit/advertising).

If you have questions about submitting artwork or accessing the Exhibitor Dashboard, please contact: Jan Ford, Janf@mfafabtech.com, 800-432-2832 Ext. 272

1. PRINT ADS: Show Directory | Floor Ads

A. Check that your print ad artwork meets specifications:

1. **Show Directory:** Refer to the **FABTECH Canada 2018 Ad Brochure** for ad size requirements online at fabtechcanada.com/advertising

- Use CMYK color space for layout and imported images. Images for Print Ad Layouts must be 300 dpi.
- Export layout to HiRes PDF/x1a format (preferred)

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 files.
- Use CMYK color space for layout and imported images. For large format graphics at a 1:1 ratio, images at 100 dpi is preferred.
- 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

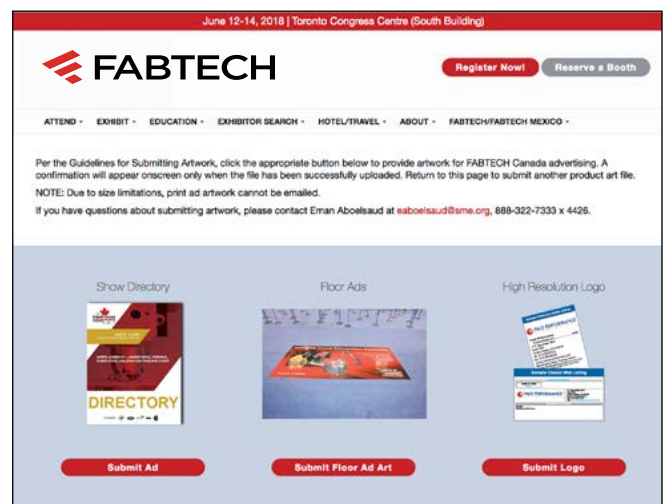
B. To ensure your artwork is checked in efficiently, please label your artwork accordingly:

Company Name_Publication
(Example: ABCTools_Directory)

C. To submit, log onto fabtechcanada.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 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 fabtechcanada.com/submitart to submit another art file.



2. YOUR COMPANY LOGO: Enhanced Listing (print & web)

To submit, log onto fabtechcanada.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_FABTECHCanada2018 Logo

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

3. WEB ADS

To submit, log onto fabtechcanada.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_FABTECHCanada2018 Web Banner

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

A. Exhibitor Directory

Example:

ABCTools_ED Banner Ad_120x240

Maximum image dimensions:

120 W x 240 H pixels

File Type: GIF or JPEG format

B. Show Floor Plan

Example:

ABCTools_FP Banner Ad_205x60

Maximum image dimensions:

205 W x 60 H pixels

File Type: GIF or JPEG format

C. Registration Page

Example:

ABCTools_RegPage Ad_355x90

Maximum image dimensions:

355 W x 90 H pixels.

File Type: GIF or JPEG format

D. Attendee Marketing Email

Example:

ABCTools_ES Banner Ad_468x60

Maximum image dimensions:

468 W x 60 H pixels

File Type: GIF or JPEG format

E. Attendee Registration Confirmation Email

Example:

ABCTools_FP Banner Ad_355x90

Maximum image dimensions:

355 W x 90 H pixels

File Type: GIF or JPEG format