



GUIDELINES FOR SUBMITTING ADS/ARTWORK

PRINT & WEB ADVERTISING

North America's Largest Metal Forming, Fabricating, Welding and Finishing Event
November 13-16, 2010 | McCormick Place | Chicago, IL USA

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Guidelines for Submitting Ads/ Artwork Print & Web Advertising

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1. SHOW DIRECTORY, SHOW DAILY, & CONFERENCE BROCHURE ADS

All directory, show daily and conference brochure ads can be submitted via FTP site. Contact Jennifer Hallstein with PRINT ad artwork (directory, show daily, conference brochure) submission questions: jenniferh@fmanet.org or (800) 432-2832 ext. 235.

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

Company Name_publication

Example: XYTOOLS_Directory

Example: XYTOOLS_Daily

Example: XYTOOLS_Conference

B. Using FETCH or Windows Explorer*, log on:

Host: <ftp.fmafabtech.com>

User Name: fabtechexpo

Password: fabtechads

**PC Users: Windows Explorer is supported, DO NOT USE Internet Explorer.*

C. Once you have logged onto the FTP site, place your file in the appropriately labeled folders:

AD1_Official Directory Ads

AD2_Show Daily Ads

AD3_Conference Brochure Ads

File Format Requirements

- 1. Hi Res PDFs** — Hi Res PDF files (PDFx-1a:2001 compliant) are preferred.
- 2. Native Files** — Provide layout files with all supporting artwork, images, and fonts. Please provide a hard copy proof to insure accurate reproduction.
- 3. General Notes** —
 - 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.
 - We cannot accept artwork embedded in Microsoft Office software such as Publisher, Word (.doc), PowerPoint (.ppt) files, CorelDraw, or Freehand files.

Acceptable Software

Design department is Mac-based, currently working in Mac OSX 10.5.8. PC files are accepted.

- Adobe: InDesign, Illustrator, Photoshop, Acrobat CS5 or earlier
- Quark Xpress 7.0 or earlier

Utility Software

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

Sending Art on CD

We will accept files on CD or DVD. Please send files with hard proofs to:

Attn: FABTECH 2010 - J HALLSTEIN

Fabricators & Manufacturers Association, International®
833 Featherstone Rd.
Rockford, IL 61107



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2. ENHANCED LISTING LOGO'S – PRINT & WEB

Once an enhanced listing is purchased, an e-mail will be sent to the exhibitor contact with login/password and instructions on how to upload a logo through the Exhibitor Dashboard.

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

Web File: Valid file formats are JPEG, GIF at 300 pixels (w) x 50 pixels (h)

Questions on Logo upload: Contact your sales representative OR Jackie McBain,
phone: 800-432-2832 ext. 270, email: jackiem@fmafabtech.com

Questions on the Exhibitor Dashboard login/password information:

Annemarie Kalergis, phone: (800) 733-3976, email: akalergis@sme.org

3. ENHANCED LISTING PHOTO'S & VIDEO – WEB

Once an enhanced listing is purchased, an e-mail will be sent to the exhibitor contact with login/ password and instructions on how to upload photos and/or video through the Exhibitor Dashboard.

Image File

Valid image formats are JPEG, GIF and DPG.
Max image dimensions: 475 x 355, 72 DPI

Flash Multimedia Media

Flash Resolution: 478 x 330 pixels
File Type: FLA
File Max Size: 2 MB

Video Media Time Limit: 2 minutes

Video Resolution: 470 x 264 pixels
(16 x 9 letter box format)

Valid Multimedia formats: FLV, WMN, MOV, AVL,
MPG, MPEG and FLA
Files Max Size: 2 MB

Questions on Logo upload: Contact your sales representative OR Jackie McBain,
phone: 800-432-2832 ext. 270, email: jackiem@fmafabtech.com

Questions on the Exhibitor Dashboard login/password information:

Annemarie Kalergis, phone: (800) 733-3976, email: akalergis@sme.org

4. NEW PRODUCT PHOTO'S FOR PRINT (NEW PRODUCT PREVIEW)

**Due to space restrictions, placement is not guaranteed*

Access and login to the Exhibitor Dashboard, located on the Exhibitor navigation bar at www.fabtechexpo.com. Scroll down Section 2, New Products and directly upload images online.

Naming Your file: Please label your file with your Company Name followed by Model name or number. Run both together without spaces or underscores. (example: XYTOOLSRS2000). Keep file names to a maximum of 20 characters.

Resolution: 300 DPI at a maximum of 3" wide. | File type: Supply CMYK files in JPEG or TIFF formats

Questions on photo upload:

Jackie McBain, phone: 800-432-2832 ext. 270, email: jackiem@fmafabtech.com

Questions on the Exhibitor Dashboard login/password information:

Annemarie Kalergis, phone: (800) 733-3976, email: akalergis@sme.org



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5. FLOOR LOGO'S

Carpet color decal size 3 ft. H X 6 ft. W. Send artwork in EPS format to:
Rene Roland at rroland@sme.org

6. TRADESHOW MAP

Business card size ad (3.4" W x 1.5" H) with arrow pointing to location on floor plan.

1. Send artwork in an Illustrator .EPS or .AI format with ALL fonts converted to outlines to:
Rene Roland rroland@sme.org
2. Contact: Justin Post at Map Your Show with questions:
jpost@mapyourshow.com or (513) 527-8953.

Specifications for the back cover

Without a bleed 3.6 inches wide by 8.5 inches high. With a bleed 3.8 inches wide by 8.6 inches high.
The bleed should only be on the left and bottom edge.

File Format Requirements

- Illustrator files will only be accepted in .AI or .EPS format with ALL fonts converted to outlines. Please do not send any fonts. Any text not converted to outline will be displayed in a font of our choosing and may not match your intended look and feel. All images should be embedded (placed) in the file and not linked.
- Please do NOT send Quark files (QXD). Quark files (QXD) should be exported as EPS with fonts converted to outlines. You may have to save the page as an EPS file and then use a program like Adobe Illustrator to convert all fonts to outlines.
- Raster image files (JPG, TIF, BMP) should be at a resolution of 300 dpi. As a general rule, any image files downloaded from a webpage will NOT be at a sufficient level of detail for print.
- PDF's are acceptable, but are not ideal. If you do send a PDF you should also make sure all fonts are in outlines before creating the PDF, otherwise we may be forced to rasterize the PDF including all text to get the intended look.
- Files should always be in CMYK color mode and NOT RGB.
- You should always compress files using .ZIP or .RAR formats prior to sending. Mac formats such as .SIT and .SEA will not be accepted. You can find the necessary compression utilities for MACs at www.macdownload.com and for PCs at www.hotfiles.com.

7. WEB BANNER ADS

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

Floorplan

Example: ABC Company_FP Banner Ad
Maximum image dimensions – 365 x 45 pixels
File Type: JPEG or GIF format
Email your banner ad: janf@fmafabtech.com

Home Page

Example: ABC Company_Vertical Ad
Maximum image dimensions – 120 (w) x 240 (h) pixels
File Type: JPEG or GIF format
Email Home Page Vertical ad: janf@fmafabtech.com

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Annemarie Kalergis, phone: (800) 733-3976, email: akalergis@sme.org