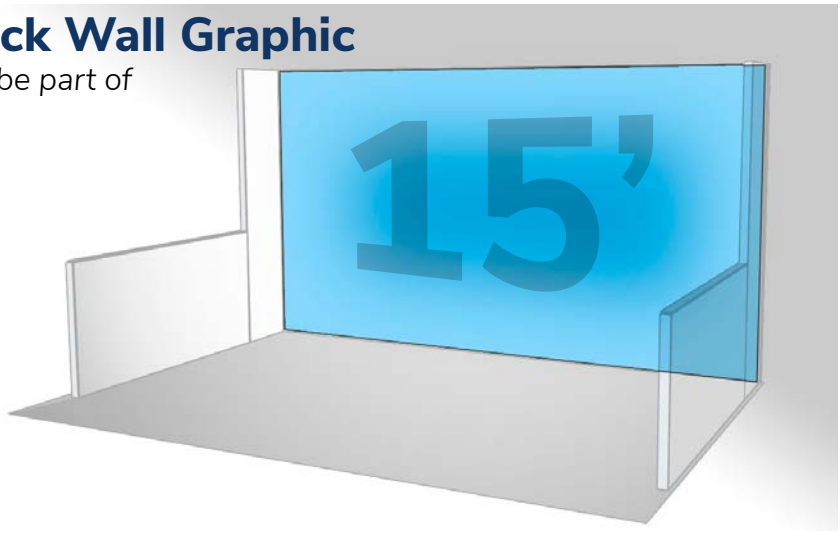
PREPARING YOUR GRAPHIC FILES

Art Craft DISPLAY, INC. Event Service Professionals

15' x 8' Backlit SEG Fabric Back Wall Graphic

Flooring and side walls shown may or may not be part of your booth package.



REF. COLOR	VISIBLE WIDTH (mm)	VISIBLE HEIGHT (mm)	QTY.
	4,464 mm	2,412 mm	1

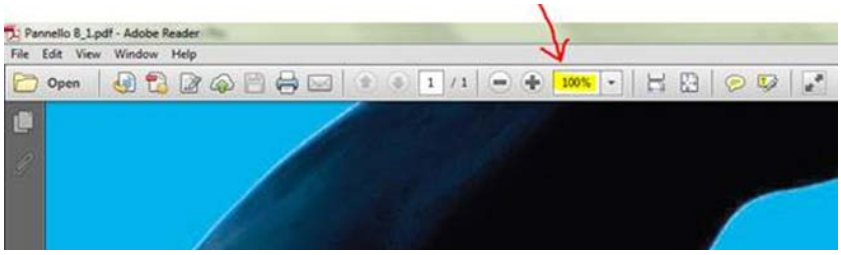
Visible dimensions shown above are at 100% scale.

The final PDF art file you submit to us must measure EXACTLY 4566 mm wide x 2514 mm high

When building your art files the instructions below must be followed EXACTLY. Failure to follow any of these instructions may result in incorrect print output, delays and/or additional charges:

- Acceptable file format for all SEG fabric graphic orders: **High-Resolution PDF only.**
- Design your graphic at 100% scale using the dimensions provided. (DO NOT ADD ANY ADDITIONAL BLEED).
- PLEASE DO NOT USE CROP MARKS, BLEED MARKS, REGISTRATION MARKS OR ANY OTHER PRINTER MARKS.
- Use CMYK color space. Do not use PMS or any other custom-named color swatches in your art files. **If color matching is critical to your design, see important notes below.**
- Resolution should be between 90 ppi minimum and 150 ppi MAXIMUM (36 - 60 pixels per cm). Please check the actual resolution of your files before uploading them. The best way to do this is to open your file(s), set your zoom level to 100% and scroll around to view all areas of the document to see how all elements in your design will look when printed. **See *Fig. 1 below.*** **If any part of the file looks blurry or pixelated on your screen at 100% scale, it WILL print that way.**
- Convert all type to outlines and embed all linked content.
- Maintain a 6 inch (152 mm) "Buffer Zone" around the perimeter of your design. Keep all important elements such as text and logos out of this Buffer Zone. Note: *the outer 2" (51 mm) of the buffer zone will be trimmed off during finishing/sewing.*
- If ordering more than one graphic, provide a separate file for each graphic ordered.
  Note: *image alignment across two or more contiguous SEG displays is not guaranteed. The nature of these displays involves stretching the fabric print, making alignment between multiple walls difficult to impossible. Please keep this in mind when designing your graphics.*
- Place completed art files in one ZIP folder and upload them to us by clicking on the following link: https://www.hightail.com/u/ArtCraftSigns *(there is no charge or sign-up required to use this service).*

Fig 1:



Colors: It is important to note that our large format printers do not use Pantone inks. All graphic prints are made using a CMYK process color printing system similar to your home computer's inkjet printer. If you require color matching services, contact us right away. Note: there will be an extra charge for color-matching services and turn-around times will generally increase by 10-12 additional business days.

