

premiereSAN ANTONIO

THE ULTIMATE BEAUTY EXPERIENCE

2023 ESCALATOR GRAPHIC SPECIFICATIONS

DEADLINE: AUGUST 17

MINIMUM REQUIREMENTS FOR ARTWORK

At least 100-150 dpi resolution at full size of actual finished product. All related PMS and/or CMYK color codes. If submitting a "vector" type file, include all fonts, or convert fonts to outlines or paths.

ACCEPTABLE FILE TYPE

Files we can use, in order of preference, include:

- EPS and AI (Vector Based Graphics)
- JPG or TIFF
- High Resolution PDF

Note: We cannot use GIF files, Microsoft Office software files such as Word (.doc) or PowerPoint (.ppt), or self-extracting files such as EXE or SEA files.

All copy and artwork must be approved by show management. Any sponsor assets implying preference or association with show management will not be allowed.

ACCEPTABLE SOFTWARE FILE FORMAT

We are capable of working with both PC and MAC based software, and can accept art created with the following software. Files should always be saved in their native format.

- ADOBE—Illustrator, InDesign and Photoshop
- COREL DRAW or QUARK XPRESS

SEND MATERIAL TO

Sharon Cruz

Sponsorship Fulfillment & Special Events Coordinator
Sharon.cruz@informa.com

C: 689-203-6101

No more than a 5 MB file should be sent at a time. Compress larger files with WINZIP or similar program. Online file sharing such as Hightail, WeTransfer or Dropbox are acceptable.

ARTWORK DIMENSIONS

Graphic sizes are subject change based on location chosen by sponsor.

ONSITE PLACEMENT

Upon receipt of your graphics by the deadline, Show Management will handle production, installation and dismantle. Due to the adhesive and installation process, items are not able to be re-used.

SAMPLE

ESCALATOR GRAPHIC

Photos provided are for reference only and may not refer to your exact location.

Side Glass



Center Steel

