

Fact Sheet - Marketing	Section: On Site
Product name: <p>Pillar advertising outdoor</p>	Sample picture: 
Artwork until: <p>6 weeks before the start of the exhibition</p>	Data: <p>Print PDF (as of version X3 and higher); fonts completely integrated or converted into character paths.</p>
Format (H x L): <p>5,000 mm x 4,000 mm</p>	Resolution: <p>72 – 100 dpi (1:1)</p>
Colour management: <ul style="list-style-type: none"> - Pantone color definitions „solid coated“ or „solid uncoated“ (excluding 800 series) - HKS color definitions „HKS-K“ (e.g. HKS 44 K) - CMYK values, use prepress innovations DCS Book uncoated or coated color scale 	
Transparencies: <p>Please supply only PDF files in which the transparencies are reduced. With PDF files that have not been reduced (saved compatibility via Acrobat 4 PDF 1.3) may result serious errors may occur in the printout.</p>	Programs: <p>Adobe Illustrator, Macromedia Freehand or Adobe Photoshop</p>
Information: <p>Please note</p> <p>Included coloured pixel images must be saved as CMYK EPS with JPEG compression (maximum quality). Files from PowerPoint, Word or Excel cannot be processed, as this often leads to faulty printing results.</p>	

Site map (Please see the specific hall plan of the event as well as the adjoining service areas and passageways):

