

GRAPHICS FOR ISLS 2023 ZÜRICH

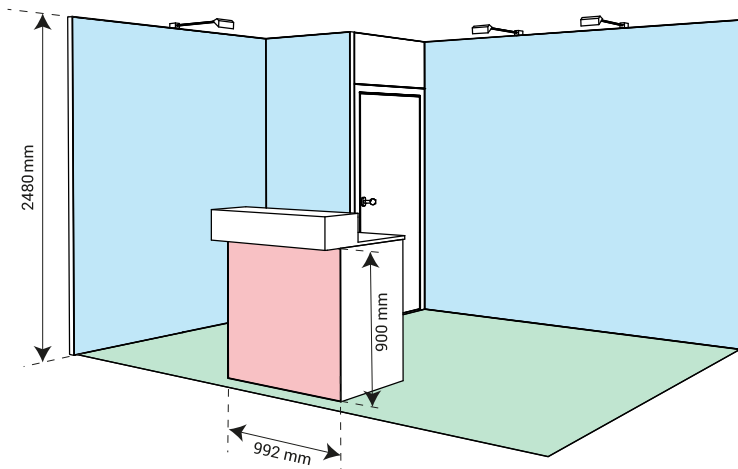
Graphic files and chosen carpet color must be sent to CAD@huber-messebau.ch




Emails subject must include "ISLS", booth number and Company name, aside the subject of the email

All graphic files must be sent **before 01.09.2023** Files bigger than 5Mb should be sent via WeTransfer or similar services. For any question or doubt we are here to help.

Each stand has 3 main components:

- **Welcome Desk**, with graphics printed on **PVC panel** measuring 992 x 900mm.
- **Walls**, with graphics printed on **textile**. The height is always 2480mm
- Colored **Carpet**



-  Printed PVC
-  Printed textiles
-  Carpet

This stand is only an example. Your stand could have a completely different shape. Only the written measures are common to all stands.

WELCOME DESK AND WALLS

A detailed overview on how to properly prepare the files can be found in the next pages.

On the **Stand Plan PDF** we are sending you together with this PDF, there is a **Red Table**, similar to the one underneath. Here is how to read it:

These are the sizes of the **VISIBLE** part of the graphic element

N.	Frame
01	2976 x 2480
02	0992 x 2480
03	2976 x 2480
04	992 x 900
05	0992 x 2480
06	1488 x 2480
07	0992 x 2480

File	Material
3016 x 2520	[Textile]
1032 x 2520	[Textile]
3016 x 2520	[Textile]
1002 x 910	[PVC]
1032 x 2520	[Textile]
1528 x 2520	[Textile]
1032 x 2520	[Textile]

See note A

These are the **FILE SIZES** needed to produce the graphic elements. (i.e. Graphic + Bleeding)

Your ready-to-print files must have these dimensions

These are the materials used

These are the reference numbers given to each individual graphic element





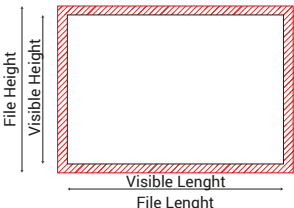




Notes:
 A - About 50-60mm on the left side are not visible, see above.
 Adapt graphics accordingly. We suggest to not trim the design but keep anything important or text outside the covered area, leaving also a security gap.
 If any doubt please contact CAD@huber-messebau.ch

The notes declare whether a part of the graphic will not be visible. This refers to the **VISIBLE** part.

CARPET COLOR

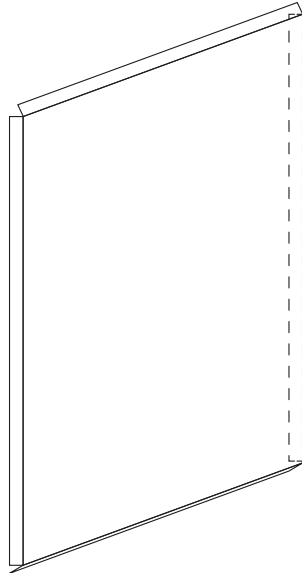


HOW TO PREPARE GRAPHIC FILES FOR PRINT

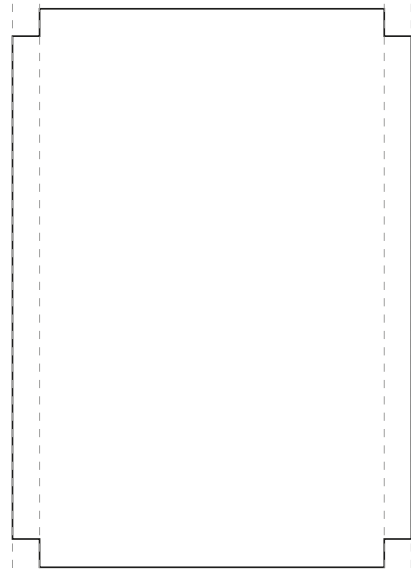
	 OK	 NOT OK												
FORMAT	 Wand 1.pdf Wand 2.pdf Wand 3.pdf PDF , 1 file per graphic, 1 page per file (example: 3 walls = 3 files, 1 page each)	 Alle Wände.pdf Alle Wände.indd Alle Wände.cdr • Multiple graphics in a single file • Non-PDF formats												
IMAGES	<ul style="list-style-type: none"> • Images embedded in the PDF • Compression: <u>No compression or downsizing</u> • Quality: use the Chart below as guide <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Viewing Distance</th> <th>Pixel per meter</th> </tr> </thead> <tbody> <tr> <td>1 m</td> <td>6000</td> </tr> <tr> <td>2 m</td> <td>3000</td> </tr> <tr> <td>3 m</td> <td>1500</td> </tr> <tr> <td>5 m</td> <td>800</td> </tr> <tr> <td>10 m</td> <td>300</td> </tr> </tbody> </table> <p>Example: 4m print with viewing distance of 3m: - 3m viewing distance requires 1500pixel per meter - 4m print x 1500 pixel = 6000px - Image has to be at least 6000px</p>	Viewing Distance	Pixel per meter	1 m	6000	2 m	3000	3 m	1500	5 m	800	10 m	300	<ul style="list-style-type: none"> • Images taken from Google • Images transferred via WhatsApp • Screenshots <div style="border: 1px dashed red; padding: 10px; margin-top: 20px;"> <p>If you need high quality images you can use:</p> <ul style="list-style-type: none"> • Google advanced images search tool (www.google.com/advanced_image_search) and set the image size larger than 8-10-12 Mp depending on the print size (mind the copyright!) • Professional imagestock website (not free) like iStock, Shutterstock, etc. • Free imagestock website like Pixabay, Pxhere, etc. </div>
Viewing Distance	Pixel per meter													
1 m	6000													
2 m	3000													
3 m	1500													
5 m	800													
10 m	300													
FILENAME	For PVC Panel: [BoothNumber]_[CompanyName]_PVC_992x900mm For Textile: [BoothNumber]_[CompanyName]_[WallNumber]_[WallWidth]x2480mm	Any other name												
SIZE	 <p>PVC Panel: 992x900mm (file 1032x940mm) Textile Walls: Height: 2480mm (file 2520mm), Width: see the standplan pdf</p>	Any other size. This allow us to check quickly the files and send them to production without extra work and time loss												
COLORSPACE	 CMYK (Pure black: 80,80,80,100) if possible ISO Coated v2 300% (ECI)	 RGB is meant for screens, therefore some RGB colors can't be printed												
MARKS	 No colorproofs or cutting marks	 Colorproofs or cutting marks												
FILE SCALE	1:1 or 1:10 (example: 992mm print = 992mm or 99.2 file)	1:2, 1:4 or other scales												
TEXT & PATHS	Text and paths expanded	Text and paths not expanded. (In this case please send us every font used)												

HOW TO PREPARE GRAPHIC FILES FOR PRINT

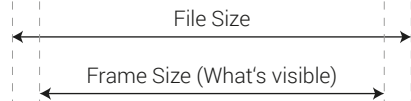
SIZE (EXPLAINED)



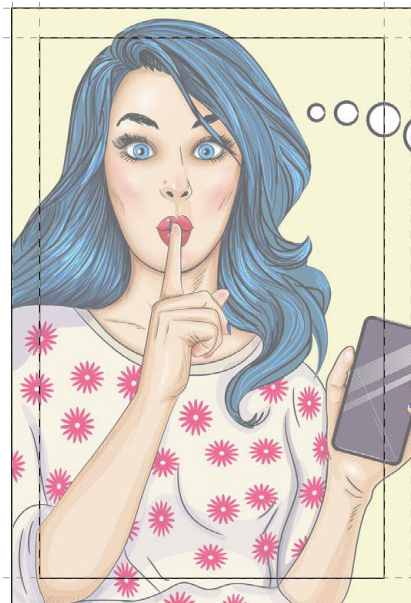
Our textiles are meant to work under tension. For this reason we need 4 „wings“, one on each side, on which we sew a silicone strip



This is the shape of the textile when flat



This is the end result.
 Please note that there is always a part of graphic which will be printed on the wings but won't be visible



The print data has to take in consideration those wings. Therefore the size is always the size of the frame **+20mm** on each side, which will not be visible but needs to be printed.

Example:
 Frame size: 992mm (visible)
 File size: 992+20+20= 1032mm