Graphic Submission Guidelines

This document details the specifications for graphics submitted to Robinson Show Services/Events, Inc., by our clients. Robinson Show Services aspires to produce the best possible graphics for your exhibit/event. Please submit digital artwork files that meet the following criteria. Any files that do not conform to the specifications, described below, will incur additional fees beyond the current pricing shown in our exhibitor kits. In-house graphic/set-up work will be billed at **$94.00** per hour, with a half-hour minimum charge.

Files submitted after the submission deadline given or stated in the exhibitor kit, will be subject to a late charge, based on the following structure:

Less than 12 days prior to event:
30% print surcharge

Less than 7 days prior to event:
Up to 50% print surcharge - Determined by RSS Coordinator

ACCEPTED FILE TYPES (PDF, EPS, AI, INDD)
Digital files (logo, photos, finished layouts, etc.) should be saved or exported from your design application to PDF, with a minimum resolution of 300 dpi at 100% or 50% OF THE FINAL DESIRED PRODUCTION SIZE. The higher the resolution provided, the better the results. If you must send AI, EPS or INDD files, be sure to include all links and fonts. **Do not submit GIF, Word (doc), PowerPoint (ppt), PNG, JPEG or any file formatted for or taken from a website** as they are not suited for large format printing. Artwork files that must be opened in their native* applications, and exported to the required file types described below, do not conform to this specification – and may be subject to a surcharge for print set up.

PAGE LAYOUT/IMAGE SIZING
Final print sizes of your graphics will be provided/confirmed by your Robinson Show Services Coordinator or our Graphics Coordinator. **ALL files should include 1/4" (6mm) bleed on all sides and crop/cut/trim marks, set at the final graphic size.**

Artwork received at an incorrect size/orientation, may be adjusted by our designers and will be subject to a surcharge for set up, at our in-house hourly rate. Images should be cropped and scaled to intended print size, or to a percentage of print size (no less than 25% for vector based, 50% for bitmap based). Remove non-printing borders. Final resolution should be NO LESS than 100 dpi at FINAL print size. Higher resolutions will produce superior results. Images should be flattened – no layers and/or transparent objects. Colour halftone images should be submitted in CMYK colour mode. Arrangements can be made ahead of time with our Graphics Dept., if changes or additions are anticipated during the production stage, prior to the installation date. In these cases, we will require that the Native Files* be sent to Robinson Show Services. NOTE: This work will be charged at our in-house hourly rate.

FONT
All fonts should be converted to outlines or paths, before exporting to one of the accepted file types. Send fonts files, if there is an anticipation of any changes of additions to be made to the provided artwork. NOTE: Changes in copy will be charged at our in-house hourly rate. In order to make copy changes, we will require Native Files as described above.

PROOFING
A clean hardcopy proof or a PDF proof, should be sent along with the print files, for reference. Files provided without proofs, will be printed as is. Any re-prints necessary due to proofs not being provided, will be **completed** at an additional charge.

SENDING FILES
Large files can be posted to your company FTP site or Dropbox, **with** the link/access information sent to graphics@robinsonshowserivcs.ca. If you would like to post to our Dropbox, please send your request to graphics@robinsonshowservices.ca. Smaller files (<10MB), can be emailed directly to graphics@robinsonshowservices.ca

* Native Files are original artwork files in the program used to create them. Native Application File Types supported include: Adobe Illustrator CS6 (pc/mac), InDesign CS6 (pc/mac) & Photoshop CS6 (pc/mac)

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