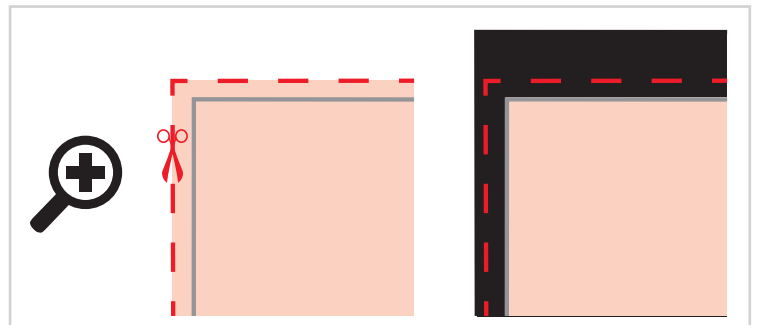
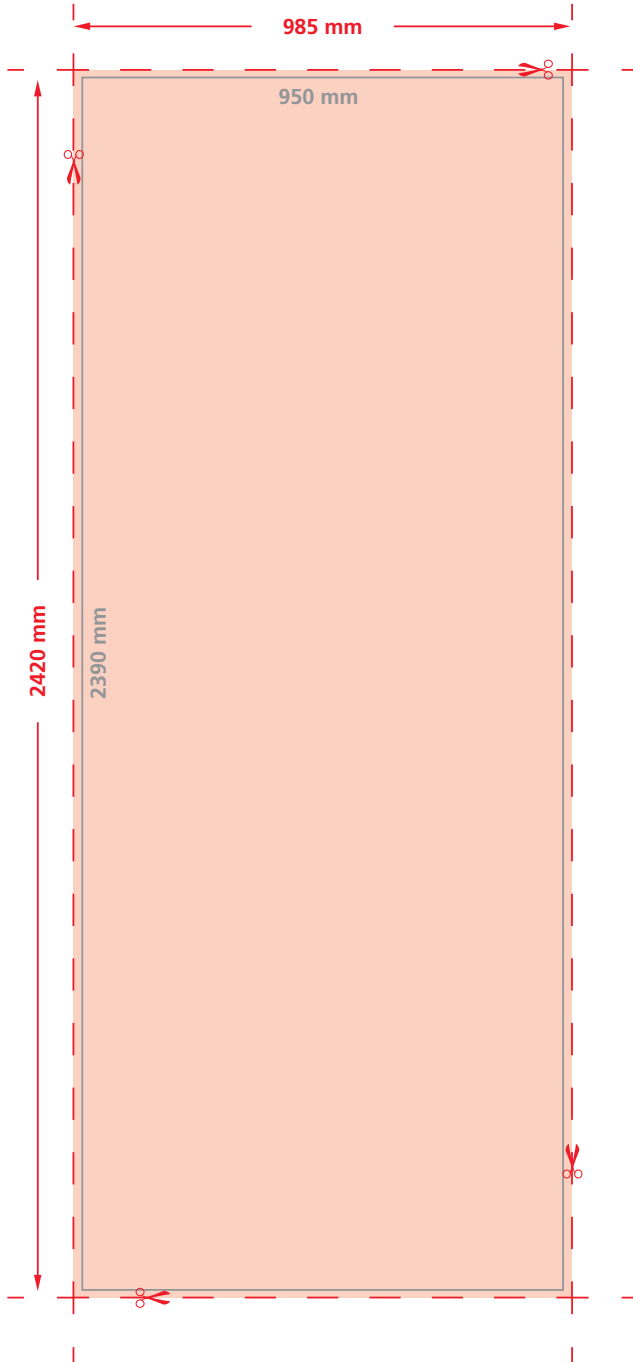


EXHIBITOR STANDARD

Technical guidelines for your print data

2024/2025

Exhibition wall - Print	S. 2
Counter front - Banner	S. 3
Counter front - Labelling	S. 4
Front Panel	S. 5
LED light box	S. 6
Advert catalogue - DIN A5 portrait	S. 7
Advert catalogue - DIN A4 portrait	S. 8
Construction fence banner	S. 9
Banner	S. 10
Snap frame - DIN A4	S. 11
Floor sticker	S. 12
Flags	S. 13
Webbanner	S. 14
Logo Web and Print	S. 15
Check print file / Correct errors	S. 16



Metal frame

The printed panel is inserted here. The graphic appears in the visible dimension.

Create print file to: 985 x 2420 mm

The print file must be created in this format.

Visible dimension: 950 x 2390 mm

All elements that must not be covered by a metal frame must be within these dimensions.

Edges right / left: 17.5 mm

Edges top / bottom: 15 mm

Print data without crop marks

Continuous printing over several individual walls:

Each wall is labelled individually.

One print file is required per wall.

Please note that there is a **45 mm** metal frame between the walls.

5 TIPS FOR THE ERROR-FREE DESIGN OF YOUR PRINT DATA

GENERAL

Background images, colours, gradients and graphics should always be applied right up to the edge of the data format, as small production tolerances may occur when cutting your print product.

COLOUR MODE

The colour mode of your print data must be **CMYK**, as otherwise a (slightly) altered overall visual impression may result after the printing process. We cannot guarantee special colours.

RESOLUTION

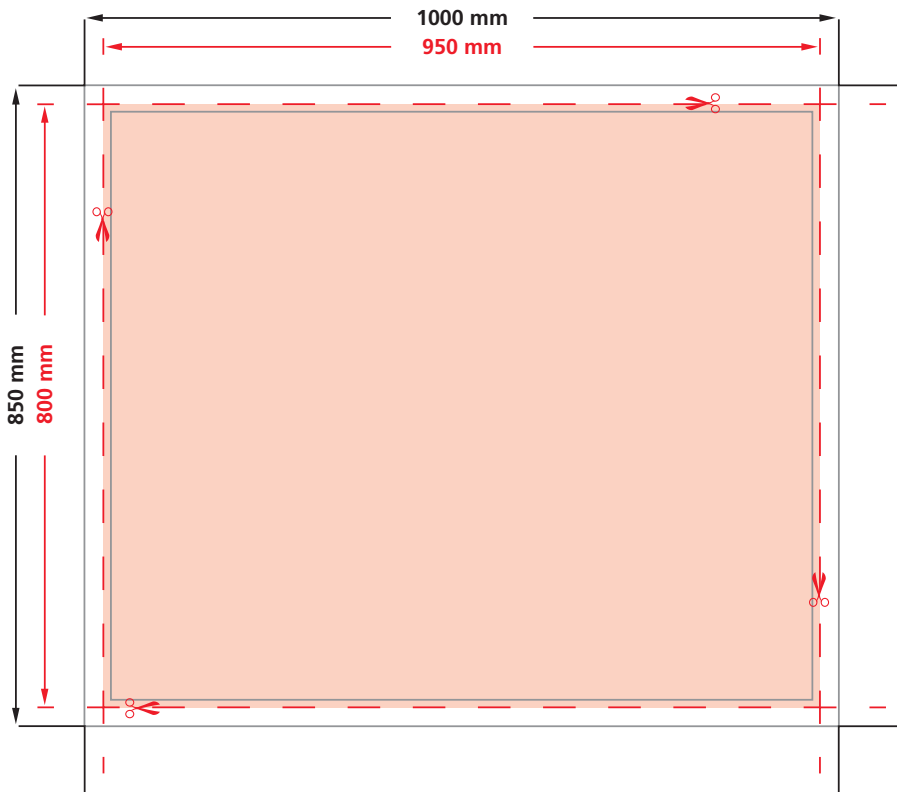
The resolution of image graphics should be at least **300 dpi**. Make sure that you always use high-resolution images for your artwork, otherwise your print product may appear (slightly) pixelated.

FILE FORMAT

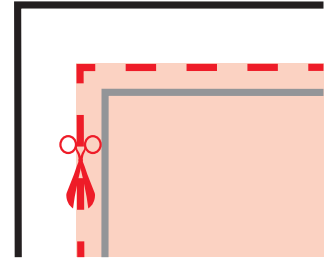
Save your document in **PDF** format. Make sure that you embed fonts and reduce transparencies (as far as possible).

PAGES

Send multi-page documents chronologically in the correct order as **individual PDF files** with consecutive page numbers.



Attention: Banner which is stretched across the front of the counter with piping rails.



Data format: 1000 x 850 mm

The final format incl. bleed
Bleed all round: 25 mm

Create print file on: 950 x 800 mm

The print file must be created in this format.

Safety distance: 10 mm all round

This is measured using the print file and prevents unwanted trimming of your text an information during production.

Print data without crop marks

5 TIPS FOR THE ERROR-FREE DESIGN OF YOUR PRINT DATA

GENERAL

Background images, colours, gradients and graphics should always be applied right up to the edge of the data format, as small production tolerances may occur when cutting your print product.

COLOUR MODE

The colour mode of your print data must be **CMYK**, as otherwise a (slightly) altered overall visual impression may result after the printing process. We cannot guarantee special colours.

RESOLUTION

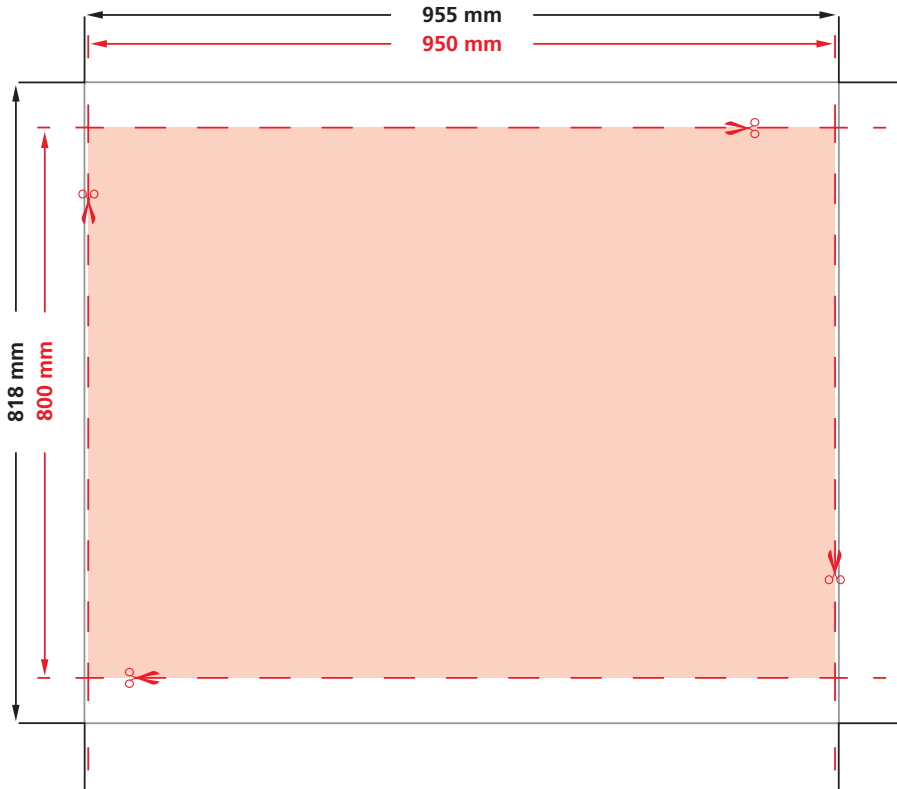

The resolution of image graphics should be at least **300 dpi**. Make sure that you always use high-resolution images for your artwork, otherwise your print product may appear (slightly) pixelated.

FILE FORMAT

Save your document in **PDF** format. Make sure that you embed fonts and reduce transparencies (as far as possible).

PAGES

Send multi-page documents chronologically in the correct order as **individual PDF files** with consecutive page numbers.

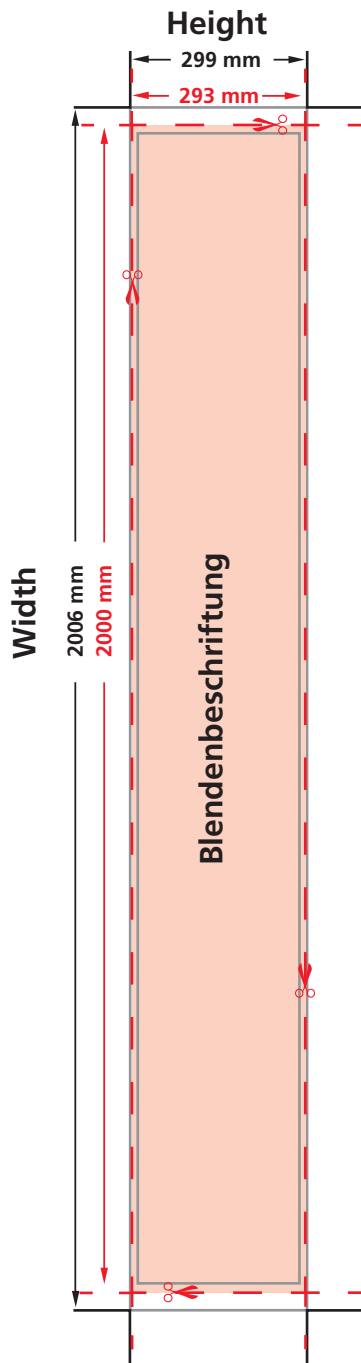



Data format: 955 x 818 mm
The final format incl. bleed
Trimming top / bottom: 2.5 mm
Bleed right / left: 9 mm

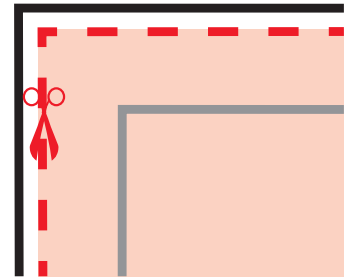
- ▮ **Visible size: 950 x 800 mm**
- ▮ The print file must be created in this format.
- ▮ (dimension without bleed)

5 TIPS FOR THE ERROR-FREE DESIGN OF YOUR PRINT DATA

GENERAL	Background images, colours, gradients and graphics should always be applied right up to the edge of the data format, as small production tolerances may occur when cutting your print product.
COLOUR MODE	The colour mode of your print data must be CMYK , as otherwise a (slightly) altered overall visual impression may result after the printing process. We cannot guarantee special colours.
RESOLUTION	The resolution of image graphics should be at least 300 dpi . Make sure that you always use high-resolution images for your artwork, otherwise your print product may appear (slightly) pixelated.
FILE FORMAT	Save your document in PDF format. Make sure that you embed fonts and reduce transparencies (as far as possible).
PAGES	Send multi-page documents chronologically in the correct order as individual PDF files with consecutive page numbers.



Example:



Data format: 2006 x 299 mm

The final format incl. bleed

Bleed all round: 3 mm

Create print file on: 2000 x 293 mm

The print file must be created in this format .

Safety distance: 10 mm all round

This is measured using the print file and prevents unwanted trimming of your text an information during production.

Print data without crop marks

5 TIPS FOR THE ERROR-FREE DESIGN OF YOUR PRINT DATA

GENERAL

Background images, colours, gradients and graphics should always be applied right up to the edge of the data format, as small production tolerances may occur when cutting your print product.

COLOUR MODE

The colour mode of your print data must be **CMYK**, as otherwise a (slightly) altered overall visual impression may result after the printing process. We cannot guarantee special colours.

RESOLUTION

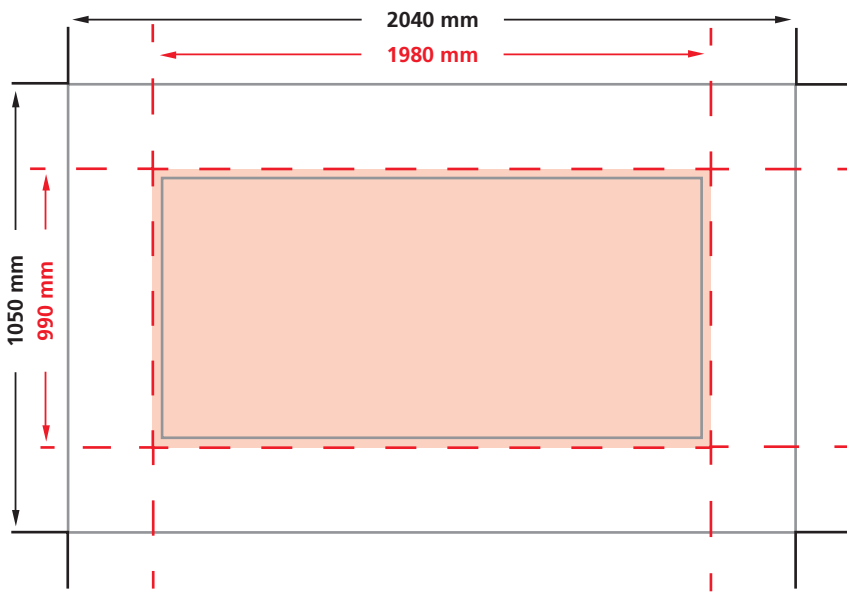
The resolution of image graphics should be at least **300 dpi**. Make sure that you always use high-resolution images for your artwork, otherwise your print product may appear (slightly) pixelated.

FILE FORMAT

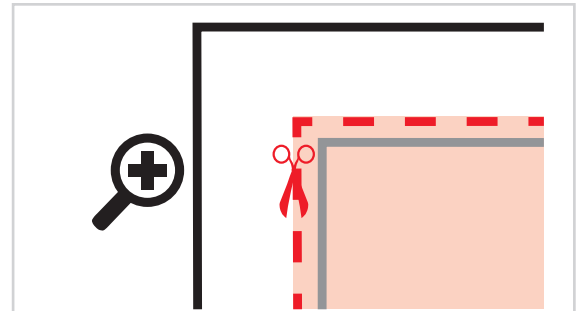
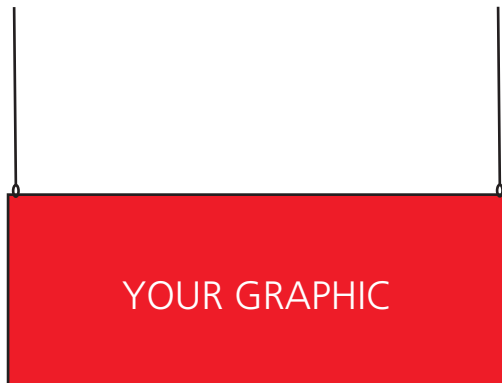
Save your document in **PDF** format. Make sure that you embed fonts and reduce transparencies (as far as possible).

PAGES

Send multi-page documents chronologically in the correct order as **individual PDF files** with consecutive page numbers.



Example:



Data format: 2040x 1050 mm

The final format incl. bleed
Bleed all round: 30 mm

Create print file on: 1980 x 990 mm

The print file must be created in this format.

Safety distance: 10 mm all around

This is measured using the print file and prevents unwanted trimming of your text an information during production.

Print data without crop marks

5 TIPS FOR THE ERROR-FREE DESIGN OF YOUR PRINT DATA

GENERAL

Background images, colours, gradients and graphics should always be applied right up to the edge of the data format, as small production tolerances may occur when cutting your print product.

COLOUR MODE

The colour mode of your print data must be **CMYK**, as otherwise a (slightly) altered overall visual impression may result after the printing process. We cannot guarantee special colours.

RESOLUTION

The resolution of image graphics should be at least **300 dpi**. Make sure that you always use high-resolution images for your artwork, otherwise your print product may appear (slightly) pixelated.

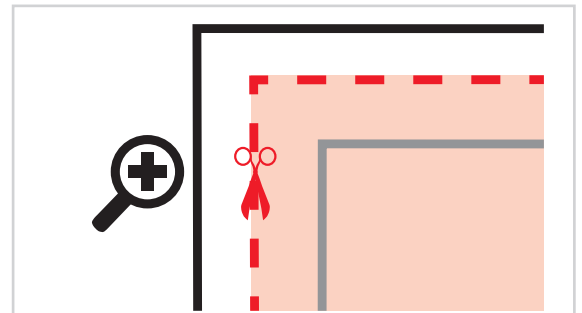
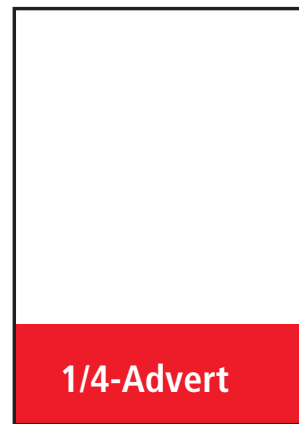
FILE FORMAT

Save your document in **PDF** format. Make sure that you embed fonts and reduce transparencies (as far as possible).

PAGES

Send multi-page documents chronologically in the correct order as **individual PDF files** with consecutive page numbers.

Please select the appropriate file format for your booking!



Data format: Width x height

1/1 page (154 x 216 mm)

1/2 page (154 x 111 mm)

1/3 page (154 x 76 mm)

1/4 page (154 x 58 mm)

The final format incl. bleed

Bleed all round: 3 mm

Create print file to: Width x height

1/1 page (148 x 210 mm)

1/2 page (148 x 105 mm)

1/3 page (148 x 70 mm)

1/4 page (148 x 52 mm)

The print file must be created in this format.

Safety distance: 5 mm all round

This is measured using the print file and prevents unwanted trimming of your text an information during production.

Print data without crop marks

5 TIPS FOR THE ERROR-FREE DESIGN OF YOUR PRINT DATA

GENERAL

Background images, colours, gradients and graphics should always be applied right up to the edge of the data format, as small production tolerances may occur when cutting your print product.

COLOUR MODE

The colour mode of your print data must be **CMYK**, as otherwise a (slightly) altered overall visual impression may result after the printing process. We cannot guarantee special colours.

RESOLUTION

The resolution of image graphics should be at least **300 dpi**. Make sure that you always use high-resolution images for your artwork, otherwise your print product may appear (slightly) pixelated.

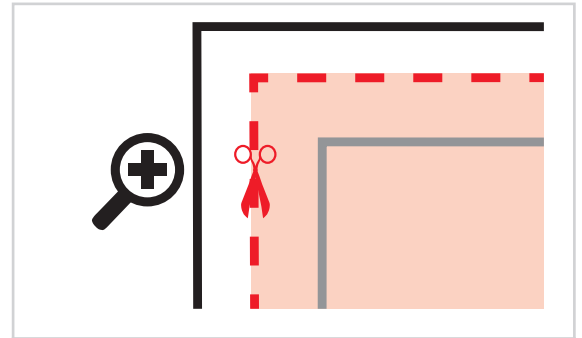
FILE FORMAT

Save your document in **PDF** format. Make sure that you embed fonts and reduce transparencies (as far as possible).

PAGES

Send multi-page documents chronologically in the correct order as **individual PDF files** with consecutive page numbers.

Please select the appropriate file format for your booking!



Data format: Width x height

1/1 page (216 x 306 mm)

1/2 page (198 x 144 mm)

The final format incl. bleed

Bleed all round: 3 mm

Create print file to: Width x height

1/1 page (210 x 297 mm)

1/2 page (195 x 138 mm)

The print file must be created in this format.

Safety distance: 5 mm all round

This is measured using the print file and prevents unwanted trimming of your text an information during production.

Print data without crop marks

5 TIPS FOR THE ERROR-FREE DESIGN OF YOUR PRINT DATA

GENERAL

Background images, colours, gradients and graphics should always be applied right up to the edge of the data format, as small production tolerances may occur when cutting your print product.

COLOUR MODE

The colour mode of your print data must be **CMYK**, as otherwise a (slightly) altered overall visual impression may result after the printing process. We cannot guarantee special colours.

RESOLUTION

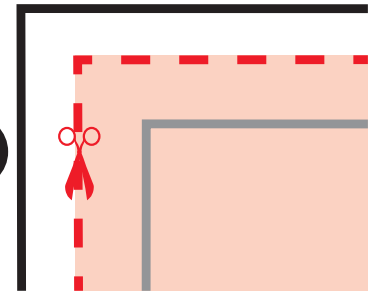
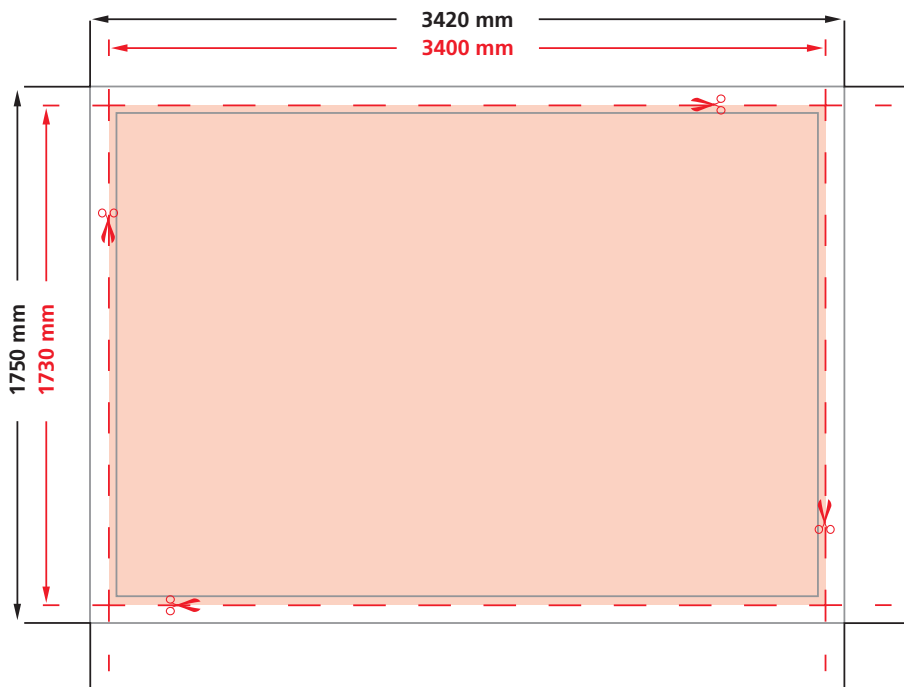
The resolution of image graphics should be at least **300 dpi**. Make sure that you always use high-resolution images for your artwork, otherwise your print product may appear (slightly) pixelated.

FILE FORMAT

Save your document in **PDF** format. Make sure that you embed fonts and reduce transparencies (as far as possible).

PAGES

Send multi-page documents chronologically in the correct order as **individual PDF files** with consecutive page numbers.



Data format: 3420 x 1750 mm

The final format incl. bleed
Bleed all round: 10 mm

Final format: 3400 x 1730 mm

The print file must be created in this format.

Safety distance: 6 mm all round

This is measured using the print file
and prevents unwanted trimming of your
text and information during production.

Print data without crop marks

5 TIPS FOR THE ERROR-FREE DESIGN OF YOUR PRINT DATA

GENERAL

Background images, colours, gradients and graphics should always be applied right up to the edge of the data format, as small production tolerances may occur when cutting your print product.

COLOUR MODE

The colour mode of your print data must be **CMYK**, as otherwise a (slightly) altered overall visual impression may result after the printing process. We cannot guarantee special colours.

RESOLUTION

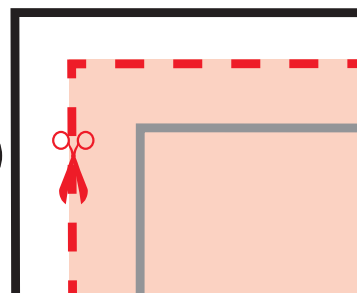
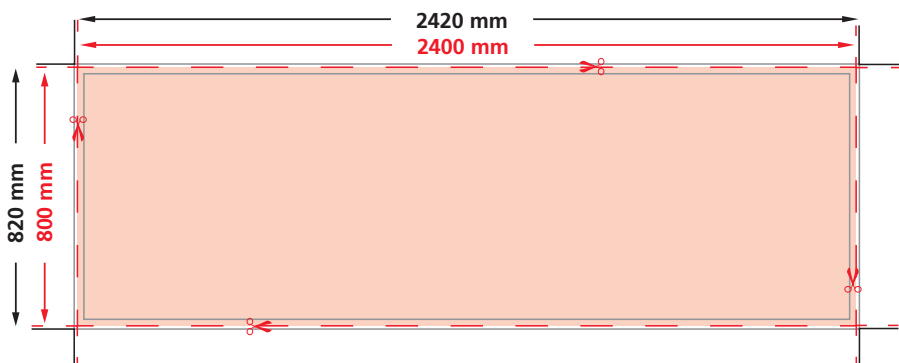
The resolution of image graphics should be at least **300 dpi**. Make sure that you always use high-resolution images for your artwork, otherwise your print product may appear (slightly) pixelated.

FILE FORMAT

Save your document in **PDF** format. Make sure that you embed fonts and reduce transparencies (as far as possible).

PAGES

Send multi-page documents chronologically in the correct order as **individual PDF files** with consecutive page numbers.



Data format: 2420 x 820 mm

The final format incl. bleed
Bleed all round: 10 mm

Final format: 2400 x 800 mm

The print file must be created in this format.

Safety distance: 6 mm all round

This is measured using the print file and prevents unwanted trimming of your text and information during production.

Print data without crop marks

5 TIPS FOR THE ERROR-FREE DESIGN OF YOUR PRINT DATA

GENERAL

Background images, colours, gradients and graphics should always be applied right up to the edge of the data format, as small production tolerances may occur when cutting your print product.

COLOUR MODE

The colour mode of your print data must be **CMYK**, as otherwise a (slightly) altered overall visual impression may result after the printing process. We cannot guarantee special colours.

RESOLUTION

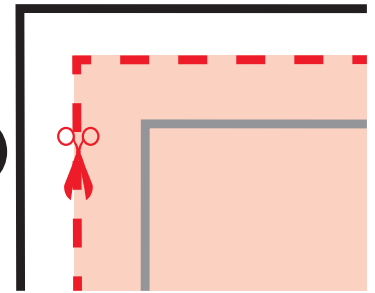
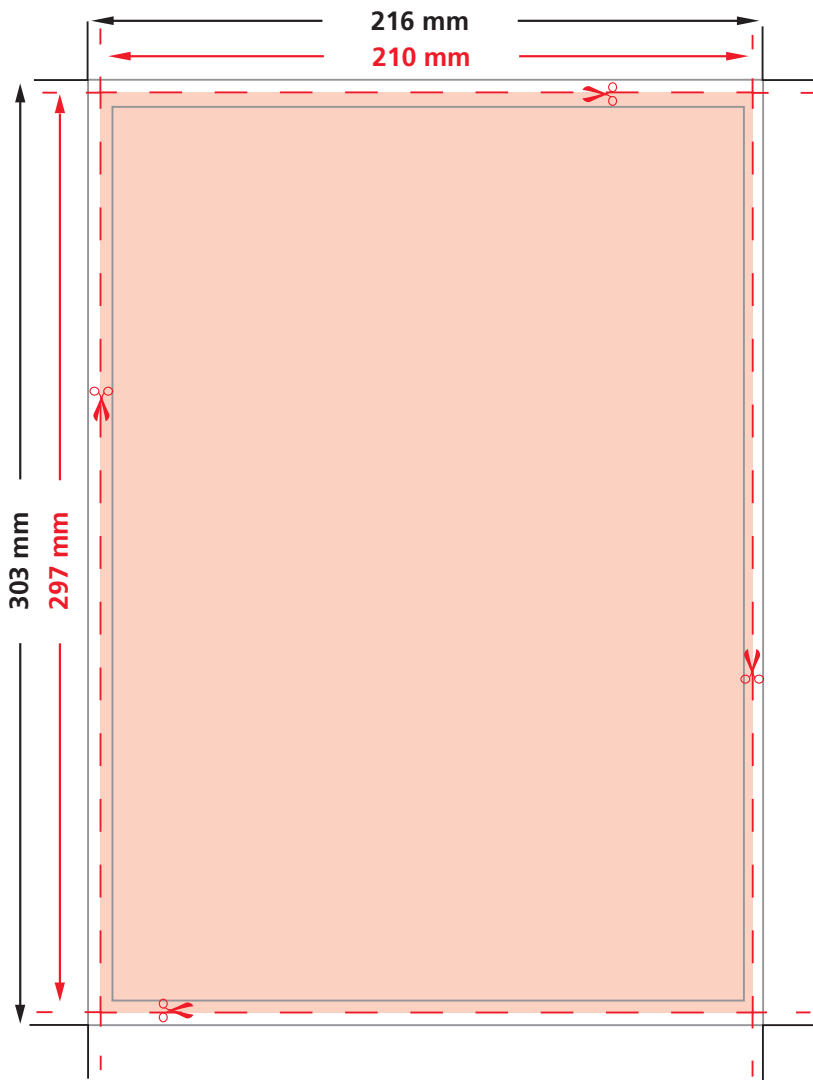
The resolution of image graphics should be at least **300 dpi**. Make sure that you always use high-resolution images for your artwork, otherwise your print product may appear (slightly) pixelated.

FILE FORMAT

Save your document in **PDF** format. Make sure that you embed fonts and reduce transparencies (as far as possible).

PAGES

Send multi-page documents chronologically in the correct order as **individual PDF files** with consecutive page numbers.



Data format: 216 x 303 mm

The final format incl. bleed
Bleed all round: 3 mm

Final format: 210 x 297 mm

The print file must be created in this format.

Safety distance: 6 mm all round

This is measured using the print file
and prevents unwanted trimming of your
text and information during production.

Print data without crop marks

5 TIPS FOR THE ERROR-FREE DESIGN OF YOUR PRINT DATA

GENERAL

Background images, colours, gradients and graphics should always be applied right up to the edge of the data format, as small production tolerances may occur when cutting your print product.

COLOUR MODE

The colour mode of your print data must be **CMYK**, as otherwise a (slightly) altered overall visual impression may result after the printing process. We cannot guarantee special colours.

RESOLUTION

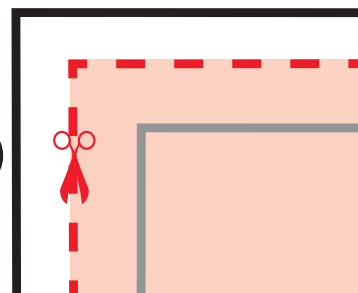
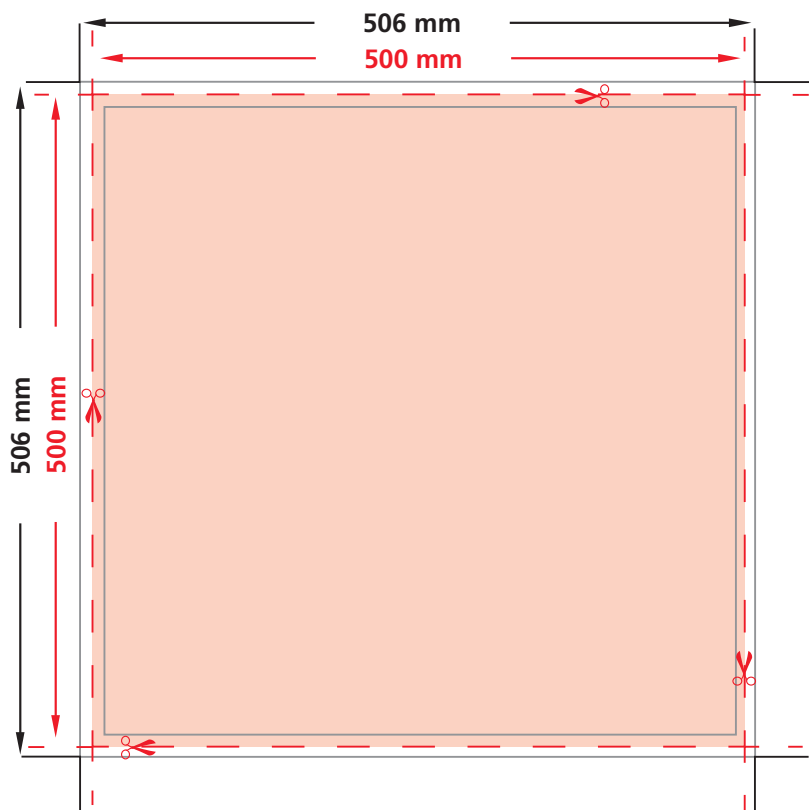
The resolution of image graphics should be at least **300 dpi**. Make sure that you always use high-resolution images for your artwork, otherwise your print product may appear (slightly) pixelated.

FILE FORMAT

Save your document in **PDF** format. Make sure that you embed fonts and reduce transparencies (as far as possible).

PAGES

Send multi-page documents chronologically in the correct order as **individual PDF files** with consecutive page numbers.



Data format: 506 x 506 mm

The final format incl. bleed
Bleed all round: 3 mm

Final format: 500 x 500 mm

The print file must be created in this format.

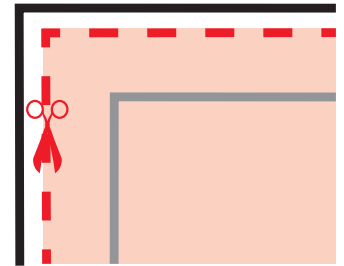
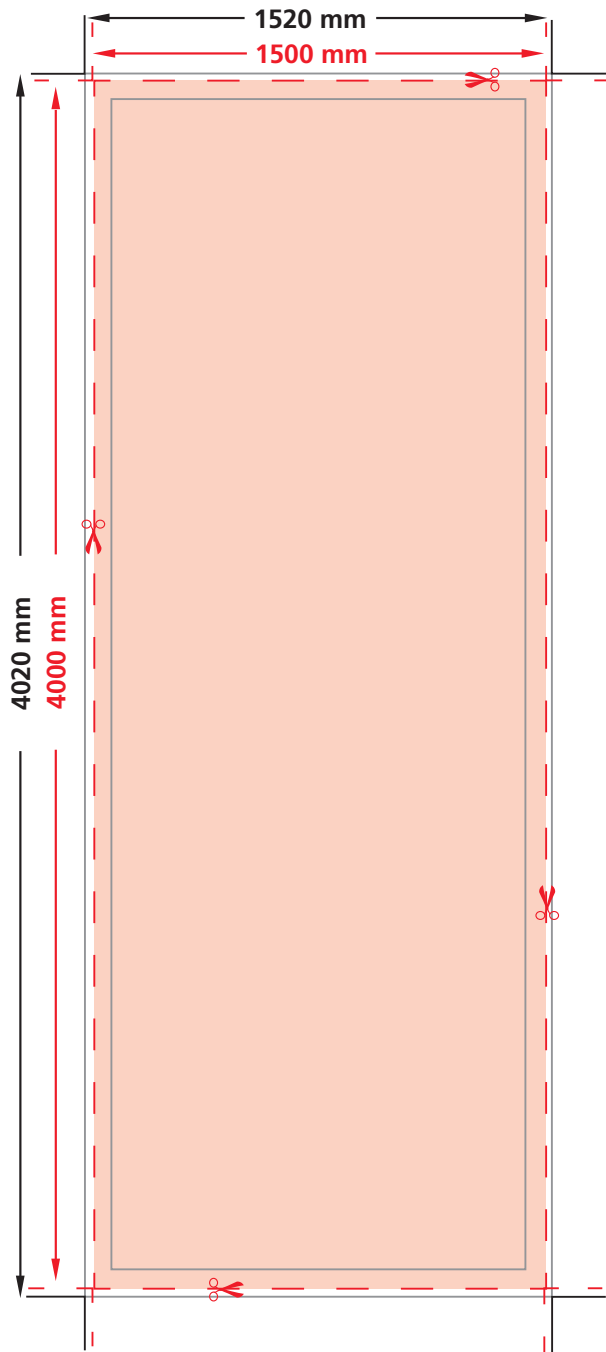
Safety distance: 6 mm all round

This is measured using the print file and prevents unwanted trimming of your text and information during production.

Print data without crop marks

5 TIPS FOR THE ERROR-FREE DESIGN OF YOUR PRINT DATA

GENERAL	Background images, colours, gradients and graphics should always be applied right up to the edge of the data format, as small production tolerances may occur when cutting your print product.
COLOUR MODE	The colour mode of your print data must be CMYK , as otherwise a (slightly) altered overall visual impression may result after the printing process. We cannot guarantee special colours.
RESOLUTION	The resolution of image graphics should be at least 300 dpi . Make sure that you always use high-resolution images for your artwork, otherwise your print product may appear (slightly) pixelated.
FILE FORMAT	Save your document in PDF format. Make sure that you embed fonts and reduce transparencies (as far as possible).
PAGES	Send multi-page documents chronologically in the correct order as individual PDF files with consecutive page numbers.



Data format: 1520 x 4020 mm

The final format incl. bleed
Bleed all round: 10 mm

Final format: 1500 x 4000 mm

The print file must be created in this format.

Safety distance: 6 mm all round

This is measured using the print file and prevents unwanted trimming of your text an information during production.

Print data without crop marks

5 TIPS FOR THE ERROR-FREE DESIGN OF YOUR PRINT DATA

GENERAL

Background images, colours, gradients and graphics should always be applied right up to the edge of the data format, as small production tolerances may occur when cutting your print product.

COLOUR MODE

The colour mode of your print data must be **CMYK**, as otherwise a (slightly) altered overall visual impression may result after the printing process. We cannot guarantee special colours.

RESOLUTION

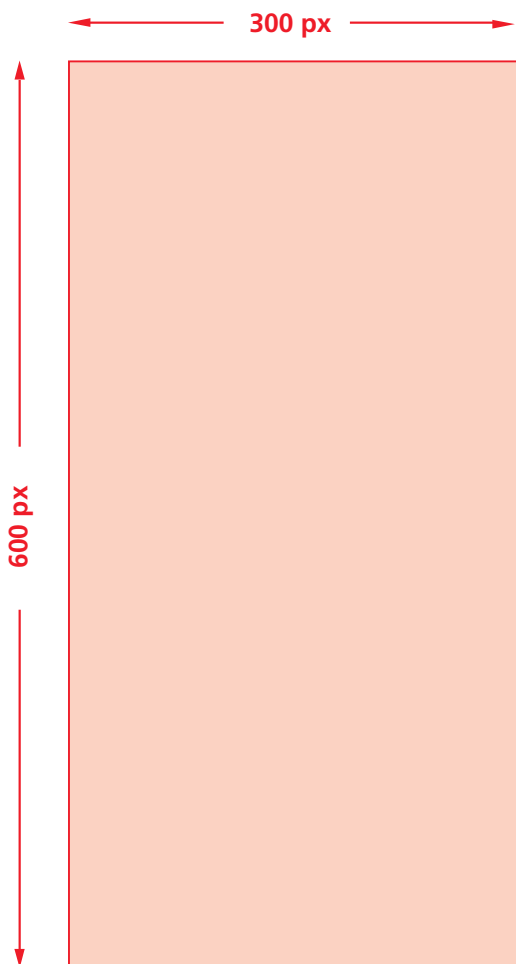
The resolution of image graphics should be at least **300 dpi**. Make sure that you always use high-resolution images for your artwork, otherwise your print product may appear (slightly) pixelated.

FILE FORMAT

Save your document in **PDF** format. Make sure that you embed fonts and reduce transparencies (as far as possible).

PAGES

Send multi-page documents chronologically in the correct order as **individual PDF files** with consecutive page numbers.



Final format: 300 x 600 px

The grafik must be created in this format.

Only static motifs possible,
no animated graphics

File types: **JPG, PNG**

Colour mode **RGB**

The desired link must be sent with graphic

3 TIPS FOR THE ERROR-FREE DESIGN OF YOUR GRAFIK

COULOR MODE The colour mode of your graphic must be **RGB**, as otherwise a (strongly) altered overall visual impression may result after uploading. We cannot guarantee special colours.

RESOLUTION The resolution of image graphics should be at least **72 dpi**. Make sure that you always use high-resolution images for your artwork, otherwise your print product may appear (slightly) pixelated.

FILE FORMAT Save your document as a **JPG or PNG** file.

LOGO WEB

FILE FORMAT

The file must **not be larger** than **1080 x 1080 px**, otherwise it will have to be edited before it can be uploaded to the homepage. Please adhere to this pixel size.
A smaller format can of course be used.
Save your document as a **JPNG or PNG** file.

COULOR MODE

The colour mode of your graphic must be **RGB**, as otherwise a (strongly) altered overall visual impression may result after uploading. We cannot guarantee special colours.

RESOLUTION

The resolution of image graphics should be at least **72 dpi**. Make sure that you always use high-resolution images for your artwork, otherwise your print product may appear (slightly) pixelated.

LOGO PRINT

FILE FORMAT

Save your document in **PDF** format. Make sure you embed fonts and keep the background as transparent as possible.

COULOR MODE

The colour mode of your logo must be **CMYK**, as otherwise a (slightly) altered overall visual impression may result after the printing process. We cannot guarantee special colours.

RESOLUTION

The resolution should be at least **300 dpi**. Make sure that you always provide your artwork in high resolution, otherwise your print product may appear (slightly) pixelated.
How can you check this yourself? Open your logo and set the 100% view. If your logo is pixelated, the resolution is not correct.

CHECK BEFORE PRINTING: PRINT PREVIEW

Before you export the PDF file, you can use the print preview in InDesign to recognise errors:

Go to **Window > Output > Print Preview**.

Select the **Separation** preview or **Transparency flattening preview** option to check the print result.

These steps should help to eliminate common sources of error. If the problem persists, a direct consultation with the print shop or a test print may be helpful to further narrow down specific sources of error. A conventional office printer cannot be used for a test print.

POSSIBLE SOURCES OF ERROR AND HOW THEY CAN BE RECTIFIED

1. Transparencies or effects

Problem: Transparencies or effects such as shadows and glows are displayed correctly on the screen but cannot be printed.

Solution in InDesign: Select **Window > Output > Transparency flattening preview**. This preview shows you which elements contain transparent effects and how they will appear when printed.

To 'flatten' the transparencies, go to **File > Export and select PDF format PDF/X-1a:2001** (this standard reduces transparencies and increases compatibility). Alternatively, you can select a transparency flattening preset such as 'High resolution' in the export dialogue under **Advanced**.

2. Hidden layers or masking

Problem: Hidden layers or masking cause some elements to be missing when printing.

Solution in InDesign: Open the **Layers panel** under **Window > Layers** and check that all layers are visible and printable (tick in the panel). To ensure that elements are not covered by masking, you can check **Object > Effects > Masking** or change the mask removal in the Path panel.

3. RGB instead of CMYK colour space (when printing)

Problem: Elements in the RGB colour space cannot be reproduced correctly when printing.

Solution in InDesign: Select **Edit > Convert to CMYK** and check that all graphics and colours are in CMYK.

For PDF output, you can select the option **Convert to target profile** (retain values) in the Export settings in the Output tab under **Colour conversion** and set the target profile to a suitable CMYK standard, e.g. Coated FOGRA39.

4. Overprint setting

Problem: Overprinting colours causes certain elements to be missing or changed when printing.

Solution in InDesign: Activate the Attributes panel via **Window > Output > Attributes**.

Select the affected object and check whether the overprint option is activated. Deactivate the tick box if it is unnecessary. To ensure that there are no unwanted overprint effects, go to **Window > Output > Separation preview** and activate the **overprint preview** there.

5. Fonts or embedded graphics

Problem: Fonts or vector elements do not appear or appear incorrectly when printing.

Solution in InDesign: **Convert fonts to paths:** Select the text, click on **Font > Convert to Paths**.

Make sure all embedded graphics and images are in high quality: Select **Links** and check that the graphics are linked correctly and do not display any warning symbols. **When exporting, you can ensure that images and fonts are embedded in the Advanced tab of the PDF export settings.**