

ORGANICS ZONE STAND SPECIFICATION



FURNITURE PACKAGE

2x Ava Timber Chairs & 1 x Oasis Timber Table

DIGITAL PRINT SIGNAGE

2x digital print signage panels. High resolution, print ready artwork for these panels, is to be supplied by the exhibitor. Each panel is 970mm wide x 1155mm high. Artwork specifications guideline is included on the next page

WALLING

2.5mH Plywood Panels walls in an aluminium Octanorm frame.

FLOORING

Black carpet tiles.

FASCIA SIGN

Clear acrylic fascia signage with black text, attached to Astro Turf backing. Each sign will be a maximum of 30 UPPERCASE characters including spaces.

COMPANY NAME & STAND NUMBER

The company name style is uniform and may not be altered. Words such as Company, Limited, Brothers etc will be abbreviated. No punctuation will be used.

LIGHTING

1 x 150w arm light, attached to the back wall.

POWER

1 x 4amp power point & test and tag, is provided as part of your package.

SUPPORT PANELS (if required)

These stands will have overhead bracing, as shown within the above render. These braces are installed to structurally support a stand and to comply with OH&S requirements.

ADDITIONS

Additional items for your stand may be ordered directly from the official contractor ExpoNet, by contacting their Exhibitor Services Department at esd@exponet.com.au or 02 9645 7000. Alternatively, you may place your order via the ExpoNet Online Portal.

Items Allowed on Walls:

When attaching anything to the walls exhibitors are asked to use only Blutac, double sided tape or 3M removable products.

Wall mounted shelving and slat wall is available to hire through ExpoNet. Digital print wall graphics can be purchased through ExpoNet.

Items Not Allowed:

Do not use pins, staples, screws, nails, bolts, glue or paint as these items cause permanent damage to the walling panels.

Charges will apply to ALL damage caused.

Do not assume anything can be attached to the walls as it may compromise the strength of the wall. Contact ExpoNet for advice on more detailed mounting or dressing requirements pre-show.

GRAPHIC DESIGN REQUIREMENTS

Artwork Requirements for Signage

FILE FORMATS ACCEPTED

PDF • ADOBE ACROBAT

- All fonts and strokes must be converted to outlines, or provide fonts with artwork.
- A hi res PDF file exported as specified in 'Linked Files / image' instructions.

AI • ADOBE ILLUSTRATOR

- CMYK or specified PMS colours.
- All fonts and strokes must be converted to outlines.
- Images are to be supplied or embedded as specified in 'Linked Files / Images' instructions.

INDD • ADOBE INDESIGN

- A packaged InDesign document must be supplied including all fonts and links

EPS • ENCAPSULATED POSTSCRIPT

- CMYK or specified PMS colours.
- All fonts and strokes must be converted to outlines.
- Images are to be supplied or embedded as specified in 'Linked Files / Images' instructions.

SCALING AND RESOLUTION

- Resolution - 1000dpi (10% Scale) or 100dpi (100% Scale).
- Scaling - 10% (1000dpi) or 100% (100dpi).

FONTS

- Outline all fonts to maintain integrity of artwork, otherwise you will need to supply the font and will delay output.

LINKED FILES / IMAGES

- All linked files should be supplied with the final art.
- All linked images must be converted to CMYK Process.
- DPI must be 100dpi at 1:1 and 1000dpi at 1:10.

LOGOS

- Please supply logos in vector format i.e. EPS or AI

FILE DELIVERY

- Email (files smaller than 5MB)
- WeTransfer.com
- Dropbox.com

Glossary of Terms

Resolution

The number of dots/pixels per unit of measure to form an image. In the United States, image resolution is calculated per inch, hence the abbreviation dpi/ppi.

Pixelation

A phenomenon in bitmap images that results from insufficient or overenlargement. Individual pixels become visible, especially on the edges of objects, creating a stairstepped or jagged look.

Vector

Vector-based drawing applications such as Adobe Illustrator build images by using mathematical formulas to describe points, lines, and shapes. Unlike scans, which depend on proper resolution for realistic rendering, vector graphics are resolution independent and can be enlarged to any size without loss of quality.