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ATSSA's Convention & TRAFFIC EXPO 2027

**ATSSA's Convention & Traffic Expo 2027**
February 7-9, 2027
Long Beach Convention & Entertainment Center
Long Beach, CA

**Artwork Submission Deadline:**
**All artwork due by Wednesday, January 6, 2027**

# Print Production Artwork Requirements

**PLEASE NOTE:**
All artwork must be submitted in **CMYK** (not RGB/HEX).

## General File Set Up

Please provide artwork in native forms whenever possible:

- Adobe Illustrator and Adobe InDesign files are preferred

When creating multiple-panel signs/structure graphics (booth back walls, etc.):

- Use Adobe Illustrator for layout
- Create artwork using one artboard for entire graphic. Don't use separate artboards for artwork spanning more than one panel.
- Include **2" bleeds** on all sides
- Convert fonts to outlines
- Embed all linked images

When creating single-panel graphics/smaller signs (meter boards, placards, etc.):

- Use Adobe Illustrator or InDesign for layout
- Include **1" bleeds** on all sides
- Convert fonts to outlines
- Embed or package all linked images

## Images

Rasterized pixel-based images such as PSD, TIF or JPGs should be high resolution (150-300 dpi) at full size, 1:1 ratio. This includes images linked or embedded in InDesign or Illustrator files.

Based on viewing distance, below are some basic guidelines for resolution when working with formats such as PSD, TIF and JPG files.

### 48" x 96" Graphics and larger

**Recommended** resolution for graphic at full size dimensions:

- Viewing distance of 1-4 feet ..... 200 dpi at full size
- Viewing distance of 5-9 feet ..... 150 dpi at full size

**Minimum** resolution for graphic at full size dimensions:

- Viewing distance of 1-4 feet ..... 150 dpi at full size
- Viewing distance of 5-9 feet ..... 100 dpi at full size

### Graphics smaller than 48" x 96"

- Viewing distance of 1-4 feet ..... 100 dpi at full size

## Preferred File Formats

- **Adobe Illustrator (AI or EPS):** Outline fonts and embed all links
- **Adobe InDesign:** Package all fonts and links
- **Adobe Photoshop (PSD, TIF or JPG):** For image files

## Checklist

- ☐ SET DOCUMENT MODE TO CMYK
- ☐ USE APPROPRIATE DIMENSIONS AND SCALE
- ☐ SET APPROPRIATE BLEEDS ON ALL SIDES
- ☐ CHECK IMAGE RESOLUTION
- ☐ CONVERT FONTS TO OUTLINES
- ☐ EMBED IMAGES / SAVE & PACKAGE YOUR FILE
- ☐ INCLUDE PDF PROOF

## Artwork Submission and Template Download

CLICK HERE to upload your graphic files once they're complete or to download graphic templates.

## Questions?

**Questions regarding artwork may be emailed to:**

Exhibitor Graphics
graphics@t3expo.com

**Please include, in all inquiries:**

- Event name
- Company name
- Booth number
- Contact information