

## 2021 ESCALATOR GRAPHIC SPECIFICATIONS

**DEADLINE: FRIDAY, AUGUST 20**

### MINIMUM REQUIREMENTS FOR ARTWORK

At least 100-150 dpi resolution at full size of actual finished product. All related PMS and/or CMYK color codes. If submitting a “vector” type file, include all fonts, or convert fonts to outlines or paths.

### ACCEPTABLE FILE TYPE

Files we can use, in order of preference, include:

- EPS and AI (Vector Based Graphics)
- JPG or TIFF
- High Resolution PDF

Note: We cannot use GIF files, Microsoft Office software files such as Word (.doc) or PowerPoint (.ppt), or self-extracting files such as EXE or SEA files.

All copy and artwork must be approved by show management. Any sponsor assets implying preference or association with show management will not be allowed.

### ACCEPTABLE SOFTWARE FILE FORMAT

We are capable of working with both PC and MAC based software, and can accept art created with the following software. Files should always be saved in their native format.

- ADOBE—Illustrator, InDesign and Photoshop
- COREL DRAW or QUARK XPRESS

### SEND MATERIAL TO

**Gretchen Nielsen**

Director of Marketing

407-265-3131 x115 or 800-335-7469 x115

**[gretchen@premiereshows.com](mailto:gretchen@premiereshows.com)**

No more than a 5 MB file should be sent at a time. Compress larger files with WINZIP or similar program. Online file sharing such as Hightail, WeTransfer or Dropbox are acceptable.

### ARTWORK DIMENSIONS

See next pages for dimensions based on your location and type of graphic (side glass or center steel).

LEVEL	LOCATION	LOBBY
2	Location #8-11	C Lobby
3	Location #15	C Lobby

### ONSITE PLACEMENT

Upon receipt of your graphics by the deadline, Show Management will handle production, installation and dismantle. Due to the adhesive and installation process, items are not able to be re-used.

## SAMPLE

### ESCALATOR GRAPHIC

Photos provided are for reference only and may not refer to your exact location.

#### Side Glass



#### Center Steel

