



Exclusive - Marketing	Section: On Site
<p>Product name:</p> <p>Footprints</p>	<p>Sample picture:</p> 
<p>Information:</p> <p>Make sure that your visitors can track you down easily and let them follow in your footsteps – to your stand! Right in the hall, you will meet the trade visitors with your footprints and lead them straight to your stand!</p>	
<p>Utilize:</p> <p>Visibility ★★ ★</p> <p>Leads ★ ★</p> <p>Range of coverage ★</p>	

Book the service now directly in the Online ExhibitorShop. You will find the access link on the cover page.

Fact Sheet - Marketing	Section: On Site
Product name:	Sample picture:
Footprints	
Artwork until:	Data:
4 weeks before the start of the exhibition	Print PDF (as of version X3 and higher); fonts completely integrated or converted into character paths.
Net size (W x H):	Resolution:
400 mm x 160 mm	100 dpi (1:1)
Trims/Bleed:	Colour management:
3 mm trims/bleed all around	CMYK – Coated FOGRA39 (ISO 12647-2:2004)
Special colours:	Transparencies:
Converted in advance to 4c	Please supply only PDF files in which the transparencies are reduced. With PDF files that have not been reduced (saved compatibility via Acrobat 4 PDF 1.3) may result serious errors may occur in the printout.

Information:
<u>Please note</u>
Included coloured pixel images must be saved as CMYK EPS with JPEG compression (maximum quality). Files from PowerPoint, Word or Excel cannot be processed, as this often leads to faulty printing results.
Please create a cutting / punching outline of the foot (individual) for the file The cutting outline has to be generated as special colour CutContour and has to be regulated for over printing.
Please mark the outline of a shoe on the picture; the print is then cut out along this line. The parts of the picture outside the line are not included in the footprint.

Site map (Please see the specific hall plan of the event as well as the adjoining service areas and passageways):

