

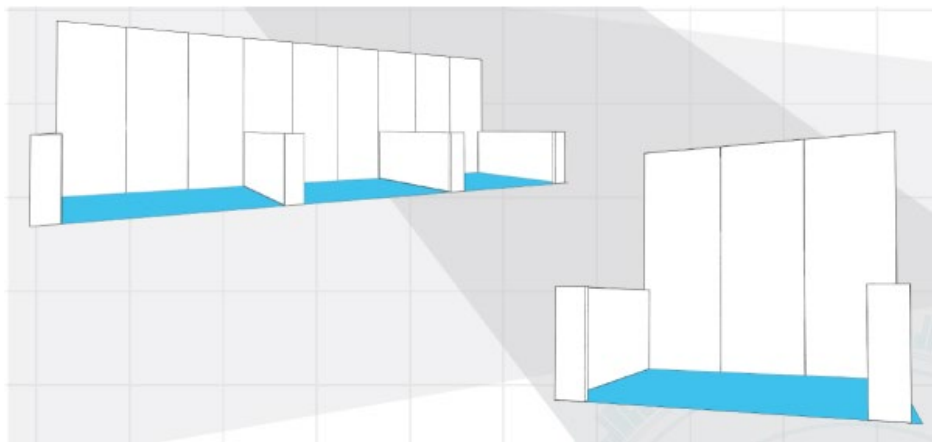
## Rezzed Zone – Open Booth

On this type of stand you will be provided with –

**A 3m x 3m space with stand, built by us – back wall and low-level walling enclosing the rest of the space. Includes carpet, power and lighting.**

Artwork and hardware need to be supplied by you or can be added on to your booking as additional options.

Here is a picture of what it will look like:



### **Furniture**

Furniture can be arranged by contacting the Furniture supplier visible in our supplier directory [here](#).

### **Artwork**

This is not included unless you have added this on to your booking.

For exhibitors added artwork to their booking, **the submission deadline 15<sup>th</sup> September 2023.**

There are 2 ways to send your artwork:

**Email** – [mark@pertonsigns.co.uk](mailto:mark@pertonsigns.co.uk)

If you are sending your file via email please archive the file with a popular compression program such as Winzip or Stuffit – please include in the email subject line 'EGX', your booth number and company name.

**Web** - upload your artwork [here](#)

Please make sure your firewall is set to accept 'active connection back to network' Any issues, refresh the page. Ensure your company name is included in the file name.

So that we can manage the uploaded artwork, please send a supporting email with 'EGX' in subject line providing company name, booth number and artwork file name to [mark@pertonsigns.co.uk](mailto:mark@pertonsigns.co.uk)

Please find the Artwork Specifications towards the end of this document.

When uploading your artwork, please refresh the page until you see the options appear. When the page is up, please click the 'Upload' tab and then submit your artwork file as indicated.

If not, you will need to supply artwork to cover the dimensions below:

**Back wall:** 3030mm wide x 2740mm high

**Side wall:** 2740mm wide x 1010mm high

### Hardware

For hardware options please [click here](#)

## Details for all Rezzed Stands

### What do I need to organise?

- Code for your game to install on to the hardware
- Any hardware/ peripherals/ additional cables you need in addition to what we supply within your contract
- Additional seating if required
- Any additional promo materials you would like (such as a Cheat Sheet, decorations for the table etc.) and freebies/ giveaways (stickers, badges, posters etc.)

**If you have any problems on site with electrics, internet, hardware, or anything else, please come to the Organisers' Office, which will be clearly signed, and we'll be happy to help.**

### Do's:

- Be at the venue between 0800-2000 on Wednesday 11<sup>th</sup> October to collect passes, install your code & set up your stand
- Please ensure that you have redeemed your passes ahead of the show as per the guidelines in this manual
- Introduce yourself to your neighbours and make people aware of who you are
- Be aware of your surroundings and make sure you're not encroaching on another exhibitor's stand - let's keep the community vibes strong and work together to make the show a success for everyone!
- Please come to the Organiser's Office with any queries and we'll be happy to help!
- Please take a moment to read our code of conduct in the manual which applies to everyone in the venue

### Don'ts:

- Do not start breaking down your stand until we have made an official announcement that the venue is clear of visitors and safe for breakdown
- Please note that the sale or display of counterfeit or unlicensed goods at EGX is strictly prohibited. Anyone found doing so will be removed without refund.

## **COVID-19 Guidance**

- Keep your stand designs open to allow good ventilations and space for people to move freely.
- Provide hand sanitiser and / or hand wash facilities within your stand design for your staff and visitors
- Ensure you have enhanced cleaning of all high touch points within your stand e.g., handles, shared equipment etc.
- Review your promotional material and consider more sustainable, non-contact methods to distribute information such as digitally
- If demonstrating games or equipment you must have safety measures in place to reduce the transmission risks.

Applications	Preferred File Format
Adobe Acrobat	PDF*

\*PDF - These are print files only and can not be altered to fit different sizes, artwork must be setup at the correct proportion and at Print Ready Quality. Make sure images are saved at High Resolution (300dpi).

Applications	Other File Format
Adobe Illustrator CC	ai, eps
Adobe Photoshop CC	psd, tiff, eps, jpeg**
Adobe InDesign CC	indd

When supplying artwork to us setup in 'InDesign' please ensure all fonts and images are collected and included in the file. Artwork setup in 'Adobe Illustrator' ensure all fonts are vectored/outlined, also include with all files a low res PDF of the final artwork, this way there will be a quicker and faster turnaround of the end result.

\*\*JPEG - We accept this format but only if used to compress a file for ease of sending, the original artwork should have been created at High Resolution (300dpi) or vector eps to print at the best possible quality.

## IMAGE RESOLUTION (dpi)

To get the best results before going to print, images should be set up to the following spec:

- 1/4 size @ 250-300dpi
- 1/2 size @ 150-200dpi
- Full Size @ 52-72dpi

## COLOUR SETUP

Where solid colours are used, for example corporate logos or text please supply relevant Pantone colour references for colour matching.

**Digital Photo/Flattened Images should be converted to CMYK. All Blacks should be setup as C60/M40/Y40/K100**

**Always supply a hard copy to ensure the end product is as you require it.**

## SENDING ARTWORK

- Email: [mark@pertonsigns.co.uk](mailto:mark@pertonsigns.co.uk)

If you are sending your file via email please archive the file with a popular compression program such as Winzip or Stuffit

**So that we can manage the uploaded artwork, please include in the email subject line 'EGX', the booth number and company name.**

### OR

- Web: <http://pertonsigns.ftpstream.com> (no username or password)

Please make sure your firewall is set to accept "active connection back to network" Any issues, refresh the page.

Ensure company name is included in file name.

**So that we can manage the uploaded artwork, please send a supporting email with 'EGX' in subject line providing company name, booth number and artwork file name to [mark@pertonsigns.co.uk](mailto:mark@pertonsigns.co.uk)**