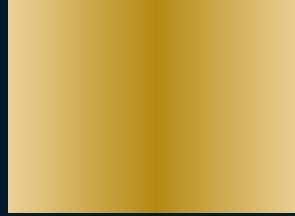


SIZES



FULL PAGE



DOUBLE PAGE



HALF PAGE
LANDSCAPE

	PRINTED AREA	TRIM
FULL PAGE (EU SHOWS)	210 x 297 mm	216 x 303 mm
DOUBLE PAGE	420 x 297 mm	426 x 303 mm
HALF PAGE LANDSCAPE (EU Shows)	210 x 148.5 mm	216 x 154.5 mm
FULL PAGE (US SHOWS)	8.375 inch x 10.875 inch	8.5 inch x 11 inch
HALF PAGE (US SHOWS)	8.375 inch x 5 inch	8.5 inch x 5.125 inch

YOUR AD

HIGH RESOLUTION IMAGES

Please use high resolution images on your adverts. If you provide low quality files, both print and digital ads will be affected and you may not be happy with the outcome. Please send your ads as High quality PDFs, ideally with crop marks and a 3mm bleed.

BODY COPY

Make sure your advert has all the correct information on it. You want viewers to recognise what product or service you are providing.

CALL TO ACTION

For more engagement with your stand you may want to add a call to action on your advert.

DEADLINE

We work to rigid deadlines, so if you're late in providing any of the above, we can't guarantee your advert or editorial will make it into the publication. Therefore, it is strongly advised you supply your adverts as soon as possible.

This can be anything from 'Visit us on stand number xxxx,' to 'visit our website.'

HEADLINE

A crafty headline will really capture the reader but make sure it relates to your service!

FILE FORMAT

For printed adverts please provide a PDF file with bleed & crop marks included (3mm for Europe shows & 0.125in for US shows). Digital adverts are required to be PDF also but bleed & crop marks are optional. All files supplied are required to be named corresponding with your company name e.g Company_Name_Full_Page