

# Artwork submissions



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# Submitting your artwork

Please watch our [video tutorial](#) when preparing your artwork. It will visually take you through each of the steps that are outlined below.

1. Open the provided wall template that you have downloaded. The file can only be opened and designed using **Adobe Illustrator**. Please use this template, do not create your own file. Do not edit, resize or change any settings on the provided template.
2. Add your chosen imagery and text, ensure you are adding it to the layer that is labelled for artwork.
3. Keep any text or important imagery inside the safe zone, which will be marked on a separate layer in the template.
4. Ensure your background content reaches all the way to the bleed mark that surrounds the artboard.
5. Once you are happy with your composition, **outline any text**. To do this, go to the top menu bar and click *Type > Create Outlines*.
6. Vectorise logos and **embed all images/links**  
Make sure that any logos or illustrated assets are vectorised (outlined). Please ensure to embed all imagery by going to the top menu bar and clicking *Window > Links* to open the links panel. In the links panel select all images, go to the drop down menu at the top corner of the panel and click *embed images*.
7. **If you purchased a screen and mounting**, please follow the steps on [page 6](#) of this document. Once that is done, proceed to step 8 below. If you do not require a screen and mounting, please skip this step.
8. When saving your file, naming conventions are as follows:  
**ConferenceNameYear\_StandSize\_PartnerName**  
(e.g WebSummit2019\_2x2m\_CompanyXYZ)
9. Your artwork can then be sent to us for final approval using the keyline graphics form in the exhibitor pack. **Please send us the artwork in illustrator (.ai) format**. .pdfs, .jpgs or any format other than .ai will not be accepted.

# Using our template

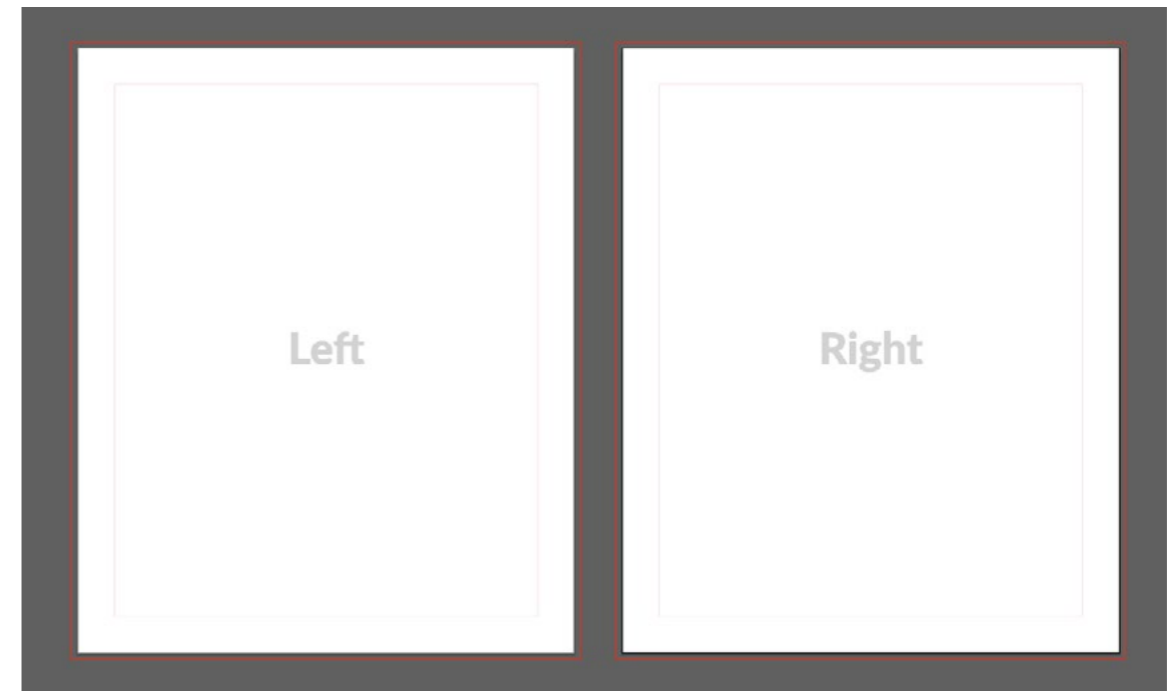
Your downloaded template should include multiple layers:

- Layer one contains a safe area and also designates your left and right wall\*.
- Layer two is for your artwork.

**As per the steps on the previous page, all stand artwork must be submitted as follows:**

- Please don't edit, move or resize any of the templates.
- Please make sure all of your important design elements, like text or logos, are inside the designated safe area.
- All logos need to be **vector files** and fonts need to be outlined in the final artwork.
- If your artwork includes large images, please save them as **CMYK in 150dpi resolution**, and make sure to embed them in the illustrator file.

\*Other dimension templates (e.g 4x2m) do not designate which wall is left and which is right.



Above: Template/keyline of a 2x2m stand, showing left and right walls, along with safe zone and bleed mark lines.

Right: A 2x2m stand in situ.



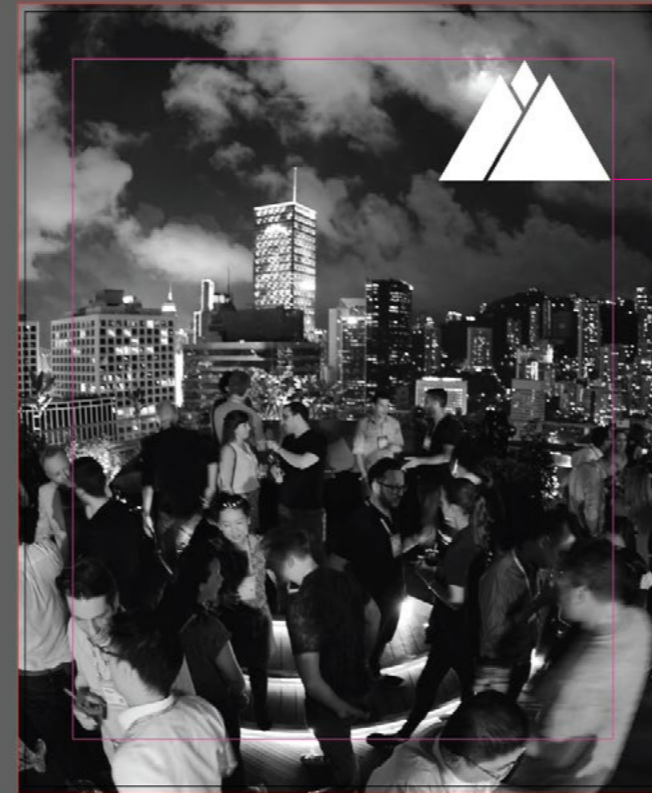
# Using our template

Below is an example of the artwork template used correctly

Text in safe zone and font size legible

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh quat, amet, consectetur lobortis nisl ut aliquip ex ea commodo con

Template not changed, background reaching all the way to bleed marks



Vectorised logo within safe zone

Embedded image reaching all the way to bleed marks

**Note** before sending the file to us, please ensure it is in CMYK format. To do this go to the top menu bar and click *File > Document Colour Mode* and select *CMYK* if it is not already selected.

# Using our template

## Vectorising and embedding

### Vectorising your artwork

Firstly, please ensure that any logos or vector-based artwork are vectorised or outlined. To check this, go to the top menu bar and click *View > Outline*. If your vectorised assets are outlined/vectorised correctly, they should look like the image on the right.

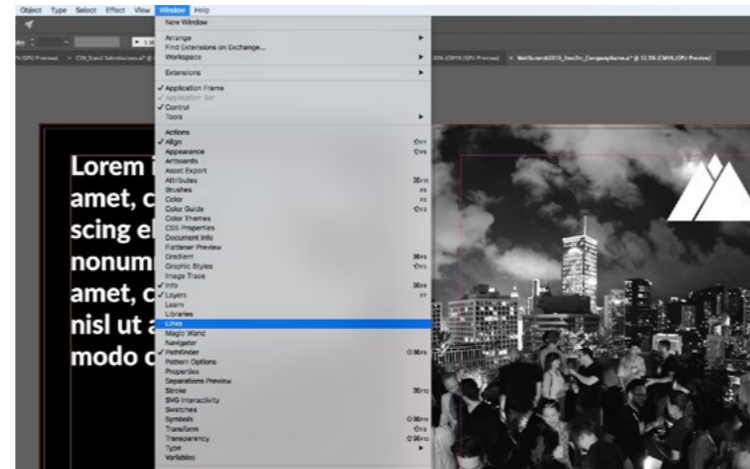


Vectorised logo example

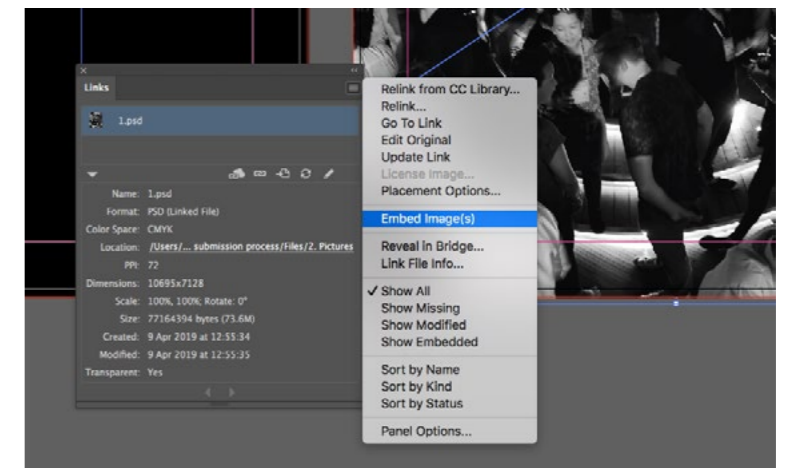
### Embedding your images

As outlined on page 2, to embed images go to the top menu bar and click *Window > Links* to open the links panel. In the links panel select all images, go to the drop down menu at the top corner of the panel and click *embed images*.

See the two images on the right.



Go to the top menu bar and click *Window > Links* to open the links panel.

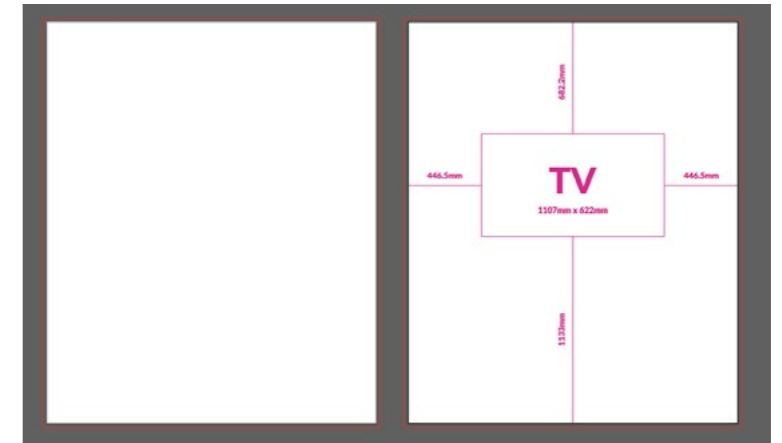


In the links panel select all images, go to the drop down menu at the top corner of the panel and click *embed images*.

# TV render

If you have purchased a screen and mounting, please follow these steps:

1. Television sizes will vary. To find the dimensions of your screen, go to the product description in the [Web Summit partner store](#).
2. Once you have the correct dimensions, create an additional layer in the illustrator file. Using the shape tool, create a rectangular shape with the exact dimensions of your screen.
3. The layer must clearly show the measurements from the edge of the screen to the top, bottom, right and left edge of the artboard. Please ensure the screen measurements are placed over the correct wall (e.g if your screen is to be mounted on the right wall, add the screen layer to this wall).
4. Once you are happy with placement of the screen, **leave all layers switched on** before sending to us (we will turn off the appropriate layers once we have reviewed your artwork).



Example of TV screen render (with artwork layer turned off)



Example of TV screen render (with artwork layer turned on)



Example of mounted TV screen at our event

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