✔ The Rental price excludes shipping costs, which will be added based on the location of the trade show. All rentals ship from Portland, OR.

✔ Please provide the name, dates, and location of the trade show when requesting a quote.

✔ The Rental price is the sum of the Rental Hardware and Graphics. The costs are separate for two reasons:

  ▸ The hardware is a rental. The graphics are a purchase.

  ▸ On future rental(s), the graphics may be reused if the configuration remains the same. On those orders, the Rental price would be "hardware only" (excluding vinyl graphics and shipping).

✔ Per your request, we will store your graphics for one year at no charge.

✔ The minimum production lead time is 10 days which includes producing and staging the display but excludes shipping. Lead times start when a complete order is received, including graphic files. Shorter lead times are available depending on the production schedule.

✔ For graphic file specifications, see the Specs tab of the rental design and the art file guidelines.

Details	Description	Specs

✔ For setup and dismantle services at the trade show, contact Alliance, the General Show Contractor.

*NOTE: Because new kits are added frequently, not all graphic templates are available for immediate download. Please click the "Request Graphic Dimensions" link to request.
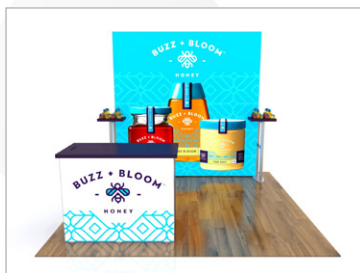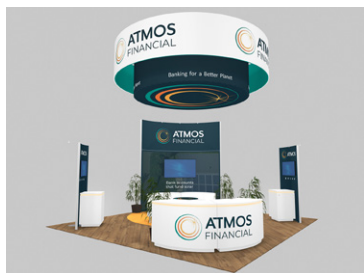
Please proof your artwork prior to submission.

While we do review your files internally for image quality and sizing, Classic cannot be held responsible for typos or errors on supplied production files.

Digital proofs are provided at no cost and are typically available within (2) business days from file submission. All art is reproduced in a low-resolution format for review purposes, and does not reflect print quality or color accuracy. Most digital proofs will include a yellow or pink line near the edge of your artwork. This represents the finished size and shape, and does not print.

For color-critical projects, we recommend ordering **printed proofs.** They will be printed on the same press and substrate as your order, and can be a full-scale swatch, a reduced overall print, or a color map to choose an exact color match. Each printed proof has a nominal fee, and will impact your timeline. Check with your project manager for details.

Art Changes

Submitting revised artwork after digital proofs have been processed will result in an **art change fee.** This fee is applied for each new graphic, and will result in new digital proofs with the standard (2) business day lead time. To keep your project on track, it is strongly recommended to approve any items that do not require changes during this step. Fees can vary in cost depending on complexity of the artwork. Your project manager will notify you of cost and any impact to the timeline.

FILE SETUP

SOFTWARE / FILE TYPES
Adobe Creative Cloud (Illustrator, InDesign, Photoshop, Acrobat) are recommended.

We do not accept files from Microsoft software (PowerPoint, Excel, Word or Publisher).

- **Preferred Formats:** .ai, .indd, .pdf
- **Other Supported:** .psd, .psb, .jpg, .png, .tif, .eps, .svg

Files should be packaged to include all fonts and links. Unflattened files with live fonts are preferred in case minor edits are needed.

If possible, include a proof or rendering for design content and graphic install location.

TEMPLATES
Many templates are available through our website. Check with your project manager if you cannot locate a template.

FILE SUBMISSION
You can send files via a direct download link, or request an upload link. There are no automated notifications issued when files have been uploaded to our server; **please notify your project manager when the upload is complete.**

FILE SETUP
Color Settings: Files should be built in CMYK and should not include printers marks (i.e., crop marks or registration marks). **Do not use trapping or overprinting attributes.**

Bleed: Include at least 1" of bleed on all sides beyond the "Safe/Live Area" for fabric, and 1/2" for vinyl or direct prints.

Pantone Colors: Include the official color swatch or create a custom spot color swatch and label appropriately. The preferred library is **Pantone+ Coated.** Apply the preferred color to all affected areas in your document.

Some Pantone colors are outside the color gamut for print, resulting in a color shift. Review your color using a Pantone Color Bridge for approximated changes.

Pantone color matching is not supported for raster images.

Rich Black: See below for CMYK color builds.
- Backlit Fabric (85/90/90/100)
- Frontlit Fabric / Direct Print / Vinyl (60/40/40/100)

Safety Margin: Keep all critical design elements from the edge of the Safe/Live Area. 2" is recommended for fabric graphics and 1" for vinyl or direct print graphics.

Fonts: Please include all fonts or convert to outlines. Outlined fonts are not editable.

Gradients: Raster gradients are recommended and print with smoother transitions. Color matching cannot be performed on gradients (vector or raster).

Scale: Please build your file to 100% scale if possible, or use 10%, 25% or 50% of actual size and include output scale in the document.

Resolution: 100 ppi raster images at full scale is acceptable quality when viewed at final printed size. Increase ppi to match reduced scale (ex., 200 ppi for 50% scale). For low-resolution or low-quality images, include an approval note to speed up the preflight process.

Profile Cuts: A vector cut path is required for any non-standard shape and should be on a layer designated as "Cut."

Line-Up: If your art is used across multiple panels, please design as one continuous image on a single page or art board, with standard bleed on the exterior perimeter. Our preflight department will tile as needed.