



EXHIBITOR SERVICES KIT

Artwork Submission Deadline:
All artwork due by Friday, May 19, 2023

Print Production Artwork Requirements

PLEASE NOTE:

All artwork must be submitted in **CMYK** (not RGB/HEX).

General File Set Up

Please provide artwork in native forms whenever possible:

- **Adobe Illustrator and Adobe InDesign files are preferred**

When creating multiple-panel signs/structure graphics (booth back walls, etc.):

- **Use Adobe Illustrator for layout**
- Create artwork using one artboard for entire graphic. Don't use separate artboards for artwork spanning more than one panel.
- Include **2" bleeds** on all sides
- Convert fonts to outlines
- Embed all linked images

When creating single-panel graphics/smaller signs (meter boards, placards, etc.):

- **Use Adobe Illustrator or InDesign for layout**
- Include **1" bleeds** on all sides
- Convert fonts to outlines
- Embed or package all linked images

Images

Rasterized pixel-based images such as PSD, TIF or JPGs should be high resolution (150-300 dpi) at full size, 1:1 ratio. This includes images linked or embedded in InDesign or Illustrator files.

Based on viewing distance, below are some basic guidelines for resolution when working with formats such as PSD, TIF and JPG files.

48" x 96" Graphics and larger

Recommended resolution for graphic at full size dimensions:

- Viewing distance of 1-4 feet 200 dpi at full size
- Viewing distance of 5-9 feet 150 dpi at full size

Minimum resolution for graphic at full size dimensions:

- Viewing distance of 1-4 feet 150 dpi at full size
- Viewing distance of 5-9 feet 100 dpi at full size

Graphics smaller than 48" x 96"

- Viewing distance of 1-4 feet 100 dpi at full size

Preferred File Formats

- **Adobe Illustrator (AI or EPS):** Outline fonts and embed all links
- **Adobe InDesign:** Package all fonts and links
- **Adobe Photoshop (PSD, TIF or JPG):** For image files

Checklist

SET DOCUMENT MODE TO CMYK
USE APPROPRIATE DIMENSIONS AND SCALE
SET APPROPRIATE BLEEDS ON ALL SIDES
CHECK IMAGE RESOLUTION
CONVERT FONTS TO OUTLINES
EMBED IMAGES / SAVE & PACKAGE YOUR FILE
INCLUDE PDF PROOF

Submitting Artwork

Once your graphics are complete, please email to hello@gopearsontechnology.com

Questions?

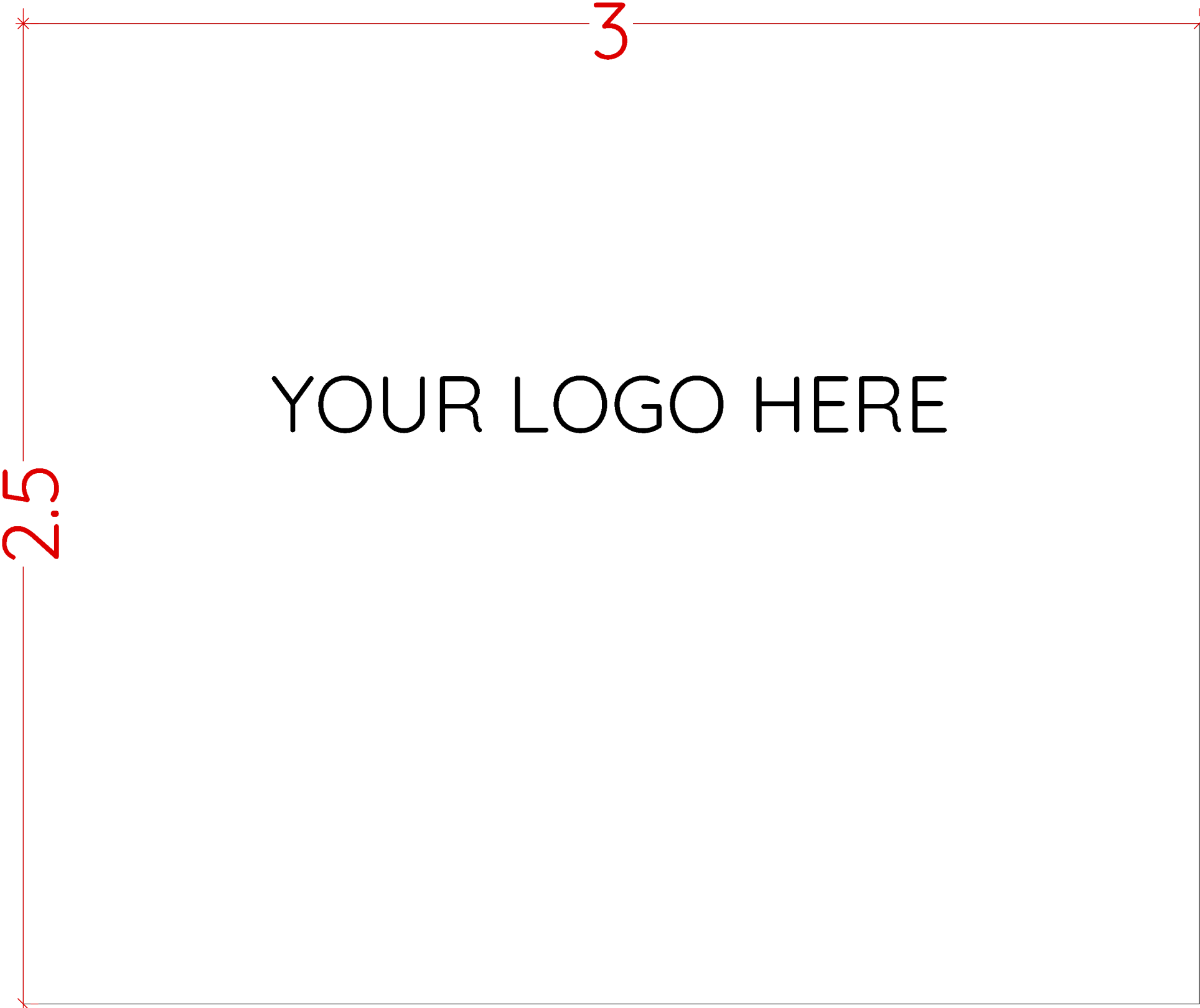
Questions regarding artwork may be emailed to:

Exhibitor Graphics
hello@gopearsontechnology.com

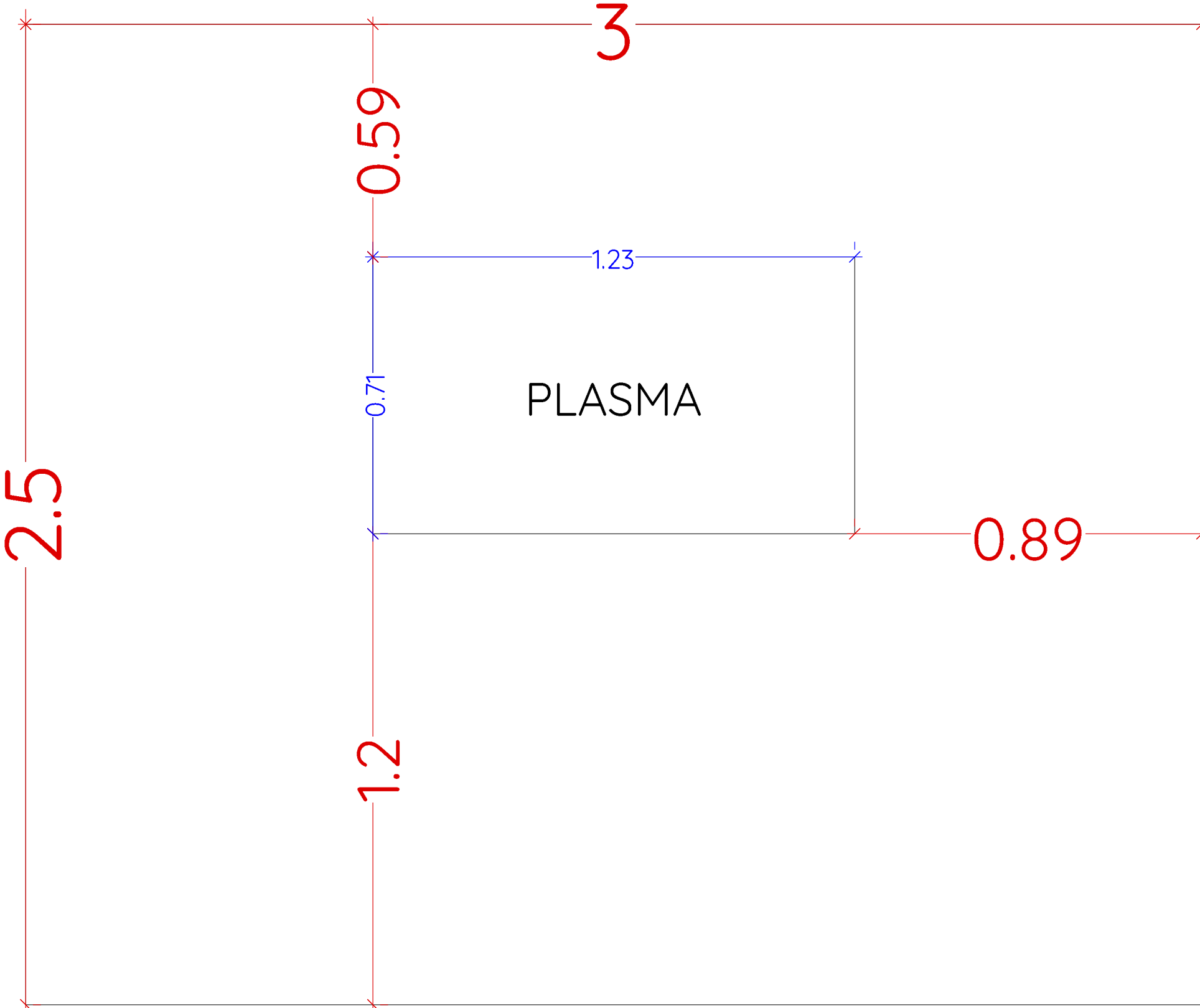
Please include, in all inquiries:

- DattoCon2023
- Company name
- Contact information

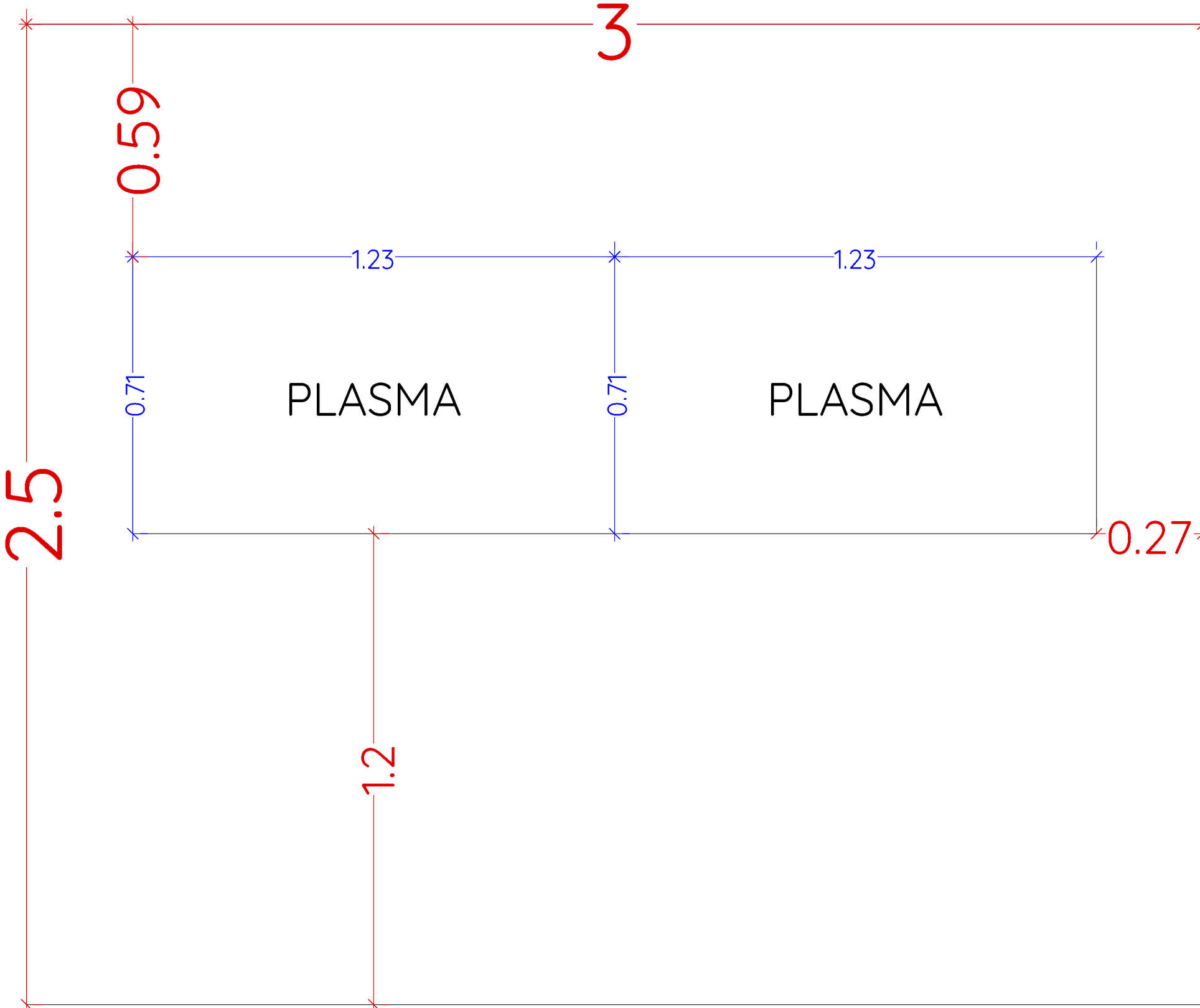
Option 1



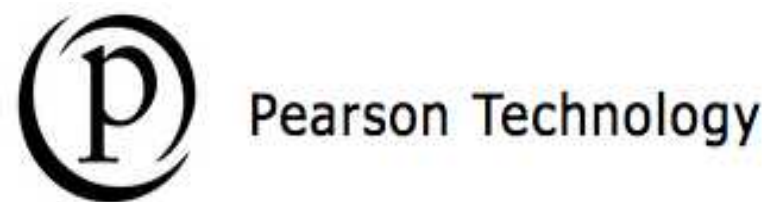
Option 2



Option 3



Scale accurate only if printed on 24 x 36 sheet



NOTES:

Exhibit Booths
Booth Options

Revisions		
NO.	Date	Note

PM:

Booth Options

CAD FILE: Kaseya Booth.vwx

SCALE: 1:12

DATE: 5/4/2023

DRAWN BY: Pearson Technology

DESIGNED BY:

ALL DESIGNS, CONSTRUCTION, AND OTHER DISCLOSURES SET
FOURTH HEREIN ARE THE PROPERTY OF PEARSON TECHNOLOGY
AND SUCH INFORMATION IS IMPARTED TO YOU IN CONFIDENCE. IN
ACCEPTING THIS INFORMATION YOU AGREE NOT TO REPRODUCE
IT, MANUFACTURE IT, DISCLOSE IT, OR HAVE IT MANUFACTURED
IN WHOLE OR IN PART WITHOUT WRITTEN PERMISSION.

Desk Option 1 - 1 METRE DESK FOR 3 METRE WALLS.



Desk Option 2 - 800 WIDE LOCKABLE COUNTER FOR 1 METRE DISPLAY



DESK OPTION 1

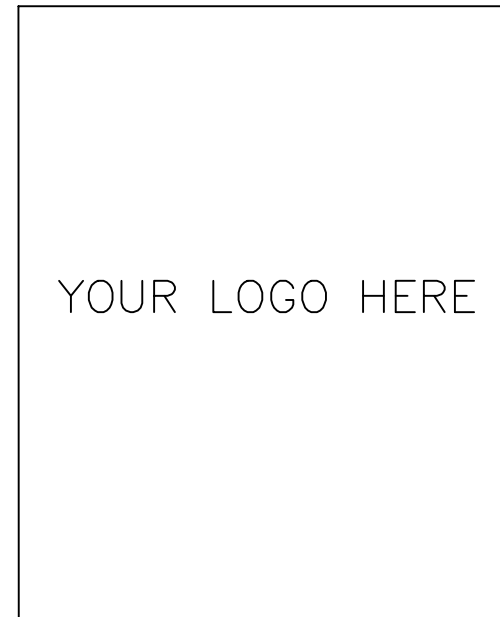
—————1M—————




1M

DESK OPTION 2

—————800MM—————



1M

Venue:	Convention Center Dublin
Room:	Exhibit Hall
Date:	5/8/23
Client	dattoCON 2023
Job #:	2585
	DESKS