



Education and Events: September 11–14, 2019
Trade Show: September 12–14, 2019
Baltimore Convention Center, Baltimore, MD USA

LOGISTICS & SPECIFICATIONS: New Product Line

Thank you for purchasing a New Product Line. In order to meet the deadlines and specifications for this opportunity, please read the following information in its entirety. If you have any questions, contact Katie McCoy at kmccoy@newhope.com

Details: Your New Product Line will feature company-produced artwork on the showcase header, inside back panel, and side panel of the showcase. The artwork should be inserted directly into the [templates provided](#).

<ul style="list-style-type: none"> • (1) Showcase Header 42 ³/₄" W x 10 ¹/₈" H • (1) Back Panel* 36 ³/₁₆" W x 86 ¹/₄" H • (1) Side Panel 17 ⁷/₈" W x 96" H <p>*copy for back panel should start 12" down from top as the header will block that portion</p> <p>Showcase unit will include 3 shelves that are all 36" W x 11" D</p>	
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Guidelines:

- **Supplies:** Exhibitors are responsible to bring any necessary supplies to set up New Product Showcases. We recommend bringing tape, scissors, staplers, and markers.
- **Weight:** Product displays **CANNOT exceed 20lbs** in weight. Anything exceeding this limit will be removed.
- **Electricity:** Electricity is not provided or allowed in the showcases. Battery operated lights or moving display objects are welcome.
- **Security:** Although we make every effort to secure the Product Showcase area, New Hope Network is not liable for any lost or damaged goods while in display area.
We advise that you utilize empty bottles & packages for displays
- **Removal:** Remove everything from the showcase at the time listed below under "Product Removal". All products left in the showcase after the "Left Products Donated" time will be donated to the Maryland Food Bank.

Setup Schedule:

Location: Pratt Street Lobby or Charles Street Lobby				
	Wednesday, 9/11	Thursday, 9/12	Friday, 9/13	Saturday, 9/14
Set-Up	10:00am – 5:30pm			
Adjustment Times		8:30am – 9:30am 12:00pm – 1:00pm 5:30pm – 6:30pm	8:30am – 9:30am 12:00pm – 1:00pm	9:00am – 9:30am
Product Removal				4:00pm – 5:30pm
Left Products Donated				5:30pm

Please submit artwork to Katie (kmccoy@newhope.com) no later than Friday, August 2, 2019. See [templates](#) and [Print Artwork Guidelines](#), attached, for further details.

Questions? Contact me!

Katie McCoy
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(m) 720.601.7953
(e) kmccoy@newhope.com

Artwork must be setup at the correct proportion and at print-ready quality. Final print files should include at least a **1/8 inch bleed**. Artwork should be created at actual size, however for larger files, such as banner artwork, files can be scaled down (should be no smaller than 300dpi at quarter size) to accommodate the limits of the software. Ensure all images are saved at high resolution 300dpi (or a minimum of 100dpi at final size).

When providing packaged InDesign or Illustrator files, please ensure all links and fonts are included. Photoshop files with text or vector smart objects need to be saved out as .EPS or .PSD to retain vector properties. If your artwork uses Pantone colors (PMS), please supply a Pantone color reference. Due to printer limitations, some colors are more likely to be achieved than others. Pantone colors are matched to the best possible interpretation for the specific output device. Hard copies such as brochures or print-outs can be used as a reference for color matching.

Example Print File – NewHopeNetwork_EW18_BloggerSign.pdf



Print Artwork Checklist

- 1/8 inch bleed included
- Files submitted at actual size (or correct proportion if scaled down – no smaller than 300dpi at 1/4 size)
- All images converted to CMYK, 300dpi
- All links and fonts included (if providing packaged InDesign or Illustrator files)
- PMS color references provided (if artwork uses Pantone colors)
- PDF (Press Quality Setting)