

## 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 Troy Cushman at [tcushman@newhope.com](mailto:tcushman@newhope.com).

**Details:** Your New Product Line will feature your company's artwork on the showcase header, inside back panel, and side panel of the showcase. Please use the template provided. Final Artwork Due: **Friday, January 17th 2025**

- **(1) Showcase Header**

42  $\frac{3}{4}$ " W x 10  $\frac{1}{8}$ " H

- **(1) Back Panel\***

38  $\frac{3}{16}$ " W x 86  $\frac{1}{4}$ " H

- **(1) Side Panel**

17  $\frac{7}{8}$ " W x 96" H

\*copy for back panel should start 16" down from top as the header will block that portion

Showcase unit will include 3 shelves that are all **36" W x 11" D**



### Guidelines:

- **Supplies:** Exhibitors are responsible for bringing any necessary supplies to set up New Product SLines. 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.

**Setup Schedule:**

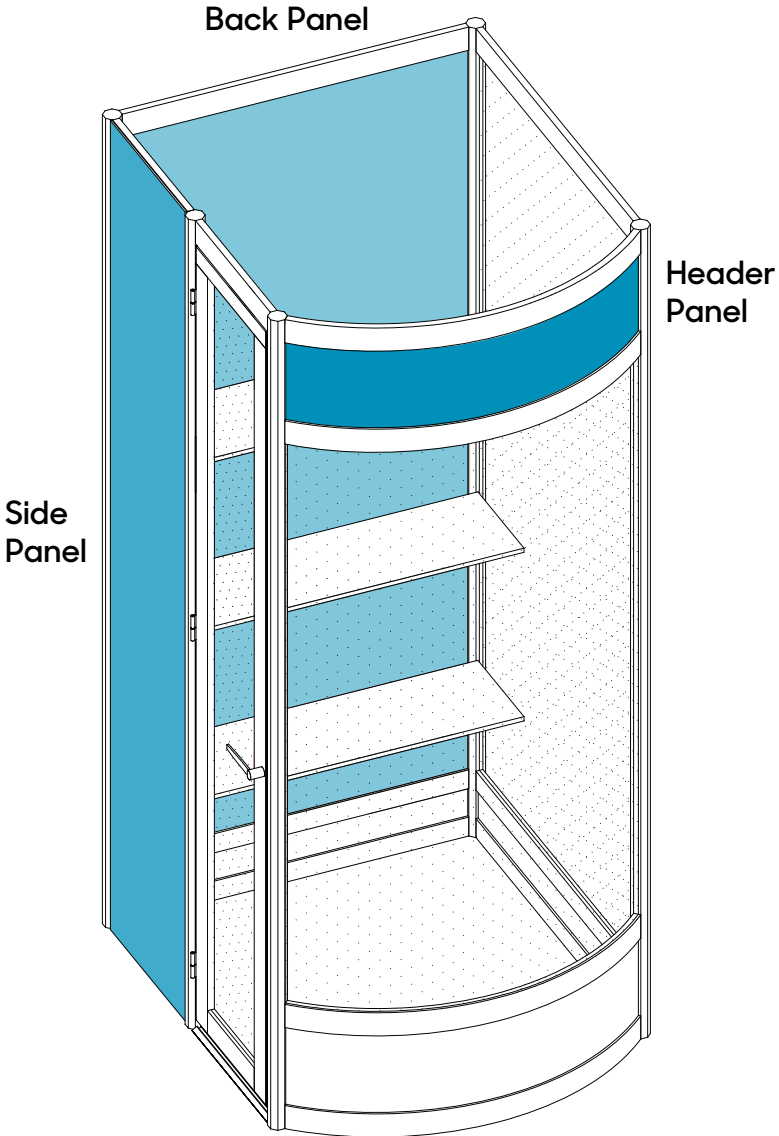
<b>Location:</b> ACC Main Lobby, Level 1 B ACCA Plaza Level					
	<b>Monday 3/3</b>	<b>Tuesday 3/4</b>	<b>Wednesday 3/5</b>	<b>Thursday 3/6</b>	<b>Friday, 3/7</b>
<b>Set-Up</b>	10:00am – 5:30pm	10:00am – 5:30pm			
<b>Adjustment Times</b>			8:30am – 10:30am FREE { } Á FREE { } Á 5:00pm – 6:00pm	8:30am – 10:30am FREE { } Á FREE { } Á 5:00pm – 6:00pm	8:30am – 10:30am
<b>Product Removal</b>					2:00pm – 1:00pm
<b>Left Products Donated</b>					4:00pm

Please submit artwork to Troy ([tcushman@newhope.com](mailto:tcushman@newhope.com)) no later than Friday January 17th, 2025. See templates and Print Artwork Guidelines below for further details.

**Questions? Contact me!**

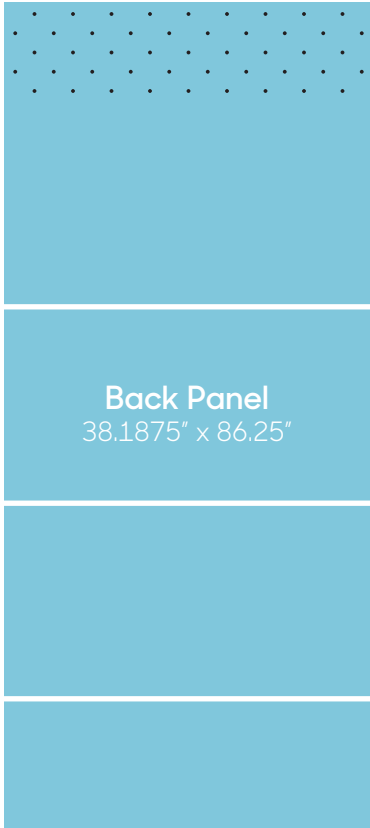
Troy Cushman  
303-917-2047  
[tcushman@newhope.com](mailto:tcushman@newhope.com)

# New Product Line



**Header Panel**  
42.75" x 10.125"

**Side Panel**  
17.875" x 96"



**All Panels**  
.25" bleed, 1" margin

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\_EW25\_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)