10 Tips

For Designing Large Format Graphics For Your Next Event:

1 **4 SECONDS** Average amount of time spent on first glance of a large format banner or graphic. Focus on the core message, keep copy short.

2 **FONT SIZES** Formula to calculate font sizes:
Viewing distance (in feet) x 0.034 = Height of text (in inches)
Height of text (in inches) x 72 = Point size of text

3 **SIMPLICITY** Keep your design simple with good use of negative space for legibility of the message.

4 **ENVIRONMENT** Know the environment your graphic will be used in and the consumer experience you are trying to achieve — When, How, Where, and by Whom will it be viewed.

5 **FILES** Larger graphics can be built at 50% actual size in order to keep file sizes manageable.

6 **VEHICLE GRAPHICS** Less is more, especially on moving vehicles. Focus on key information that can be gleaned at a glance: location, website, phone number, business name.

7 **IMAGE RESOLUTION — PPI** Use this formula to calculate what your PPI should be:
PPI = 1/((viewing distance in inches x 0.000291) / 2)

8 **PDF'S** Always provide a low-res PDF proof of your artwork when submitting files.

9 **VECTORS & TEXT** Shapes and text should be created and output as vector art, which is scalable to any size.

10 **SUBSTRATE** Always get expert advice on choosing the right substrate. Weight, composition, and durability should be chosen based on environment and use.

BONUS TIP: DPI VS PPI

DPI refers to the number of printed dots contained within one inch of an image when printed. PPI refers to the number of pixels contained within one inch of an image displayed on a computer monitor. Traditional print methods use a 300 DPI range, while large format prints using a 72 DPI range.

Example: An image with 3000 (width) X 2000 (height) pixels, printed with an output resolution of 300 DPI will have a print size (width) of 10 inches [3000 pixels / 300 DPI]. The same image (3000 x 2000 pixels) printed with an output resolution of 72 DPI (for large format) will have a print size (width) of 41 inches (3000 pixels / 72 DPI).
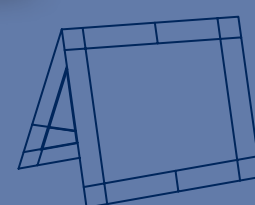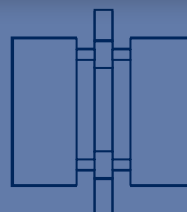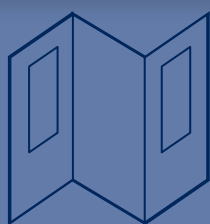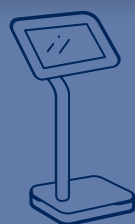
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To speak with one of our experts to learn more about large format design and print.
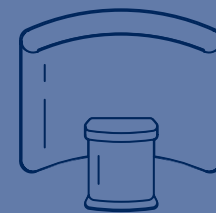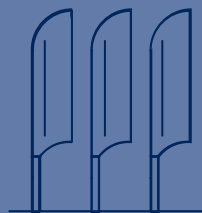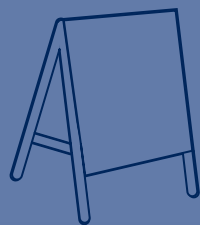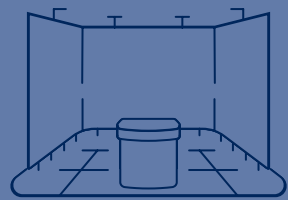
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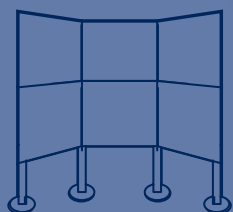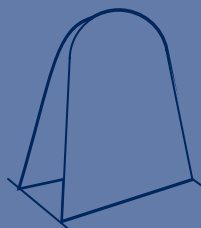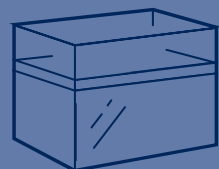
7 Simple Hacks for Trade Show Success

Face-to-face event and trade show ideas to reel'em in!

1. Signage, messaging, and special offers should be clear and concise.
Check out the range of sight and legibility of any signage you are using by walking toward your exhibit and observing the distance at which you can read your messaging. Is it long, medium, or close range? Your company logo should also be oversized so it can be spotted from a distance.

2. Build it and they will come.
Only if you give them a great reason! Think about catching their eye with movement and action using interactive media, opportunities to experience virtual reality presentations, games or contests, prize wheels, infotainers, or refreshment and charging station lounges. Don't be one of those boring booths!

3. Have a pre-event social media strategy.
Getting social should start long before the doors to the trade show floor open. Follow the sponsoring organization of the event, use their hashtags in your own posts, re-tweet, and build anticipation about what you'll be offering or showcasing at the show.

4. Be the first to follow up.
Studies show that on average 54% of attendees you had dialogue with at your trade show would be willing to hear from you again after the show and talk further, while only 22% of exhibiting companies follow up within 24-48 hours!

5. Look up.
Don't be limited by your booth dimensions on the ground. Create an eye-catching ceiling of balloons or banners that can be seen from afar.

6. Video.
Invest in a great video presentation to start the sales cycle right there in the booth. Keep in mind that transparency and authenticity are paramount when you're creating marketing videos today.

7. Interactive experiences.
Consider digital quizzes to test the visitors knowledge on fun topics related to the industry or the show and award prizes. Host on-the-spot quiz competitions where attendees compete for prizes. Have tablets readily available for attendees to take short surveys and post the results on a live board for everyone to see in real time.