

## EXHIBITOR BRANDING

If you want to make sure that your stand is a focal point of the exhibition for visitors, we recommend that you follow our handy tips for designing your images:

- Include your hall and booth number on all versions of your images to remind your visitors where they can find you when they first arrive.
- Position your logo against a colored background or include it as part of an image that is not too busy. A logo on its own may get lost or come across as too forceful.
- When designing your starting page image, make sure that the introductory text in the middle does not cover up any important parts of your background design.
- The ideal background image is an eye-catching graphic element that also features heavily at your booth and evokes an emotional reaction.
- Stick to the set sizes when designing your images to ensure that no part of your design is cut off.
- If you use a slogan as part of your branding, you should only include it as part of the larger images (starting page and digital ticket) so as to prevent your smaller designs from becoming too busy.

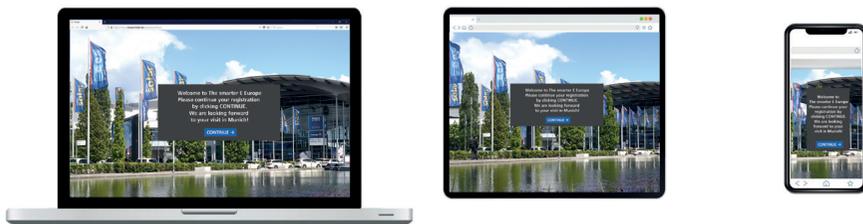
### Ticket Shop Website Branding

Visitors start preparing for an exhibition from the moment you invite them. Instead of being directed to the general ticket shop, visitors will start off on your own branded ticket shop website. On the website, there is space for a background image with introductory text in the middle that is set by the event organizer.

Formats: .PNG | .JPG | .JPEG | .GIF  
Resolution: 1920 x 1080 px

1024 x 768 px

640 x 1080 px



### Ticket Shop Banner

Stand by visitors' sides at every stage of the ticket-buying process: Your company's banner will appear throughout registration. Include your logo and booth number on this banner.

Formats: .PNG | .JPG | .JPEG | .GIF  
Resolution: 1170 x 150 px



### Ticket Banner

Visitors will have their hands on your branded ticket from registration to the exhibition itself. Your banner will appear both on visitors' digital and mobile tickets.

Formats: .PNG | .JPG | .JPEG | .GIF  
Resolution: Digital ticket: 2173 x 608 px

Mobile ticket: 624 x 168 px (retina)  
312 x 84 px

