FUTUREPROOF

FUTURE PROOF FESTIVAL 2025 EXHIBIT ART GUIDELINES

DEADLINES

- **July 10, 2025:** Submit artwork and tent all-white topper logo to avoid penalties.

- **July 11–July 31, 2025:** Artwork submitted during this window incurs following fee

    - **Two walls:** $630.00

    - **Four walls:** $1,260.00

- **July 31, 2025:** Final deadline for artwork submission (with the above penalty fee applied).

WALL ART COUNTS

- **Recommended:** We do not recommend continuous wall art. Each brandable wall should have complete art for that wall, continuous wall art does not appear continuous in the print or hang well.

- **10x10 Exhibit** – (2) walls

- **10x20 Exhibit** – Choice of 2 or 4 walls (4 walls include: 2 across back of tent and 1 on each side)

- **20x20 Exhibit** – no walls

WALL ART SUBMISSION PROCESS

- Submit artwork before the deadline to avoid late fees (July 10)

- RHEG will provide a proof of the combined wall art and tent topper via email within 48 hours of receipt.

- Return email approval within 48 hours.

- Artwork proceeds to production.

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WALL ART FILE REQUIREMENTS

Setup, Scale, and Resolution

- **Resolution**: 125 DPI at full size
- **Color Mode:** CMYK (Pantone colors are not supported)
- **Scale:** Files should be set at 100% scale per template
- **Fonts**: Must be outlined
- **Images:** Must be embedded
- **Proof:** Include a low-resolution PDF proof, if possible
- **Template:** Refrain from using "Template layer colors" from our template for your artwork. Using these will cause a color dropout in your artwork.

- **Sample: [Exhibit Wall Art Template](#)**

  - **Graphic Size:** 115"W x 82.5" H

  - **Viewable Area:** 115"W x 82x5"H

  - **Safe Area:** 107"W x 74"H

File Formats

Please submit artwork in one of the following formats:

- Vector: .ai, .eps
- Print-ready PDF

*Check with your marketing team to confirm the correct file format.

File Naming:

Label files as follows:

Example: Future Proof Festival - {Company Name} - Wall Art {Orientation: Side/Back}

Example: Future Proof Festival - {Company Name} - All White Logo

CANOPY TOPPER REQUIREMENTS

Canopy toppers are designed by Future Proof, we will just need your logo and company name exactly as it should be displayed on-site.

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CANOPY TOPPER REQUIREMENTS (Cont.)

- **Logo Process:** Logos are requested in the Future Proof Welcome Email. If we have partnered together previously, we have your logos on file. If we are missing your logo, or have the incorrect format we will contact you via email to request. If you have updated your logo, or have not yet shared your logo with Future Proof, please upload using the link below.

- [Upload logo here](#)

- **Logo Specs:** All-white logo, must be a vector .ai, .eps or print-ready PDF file. We do not accept png. *Check with your marketing team to confirm the correct file format.

- **Text:** The name entered in the Exhibitor Form's "Canopy Name" field will be printed exactly as entered. Double-check spelling.

- **Font:** Future Proof standardized font (no changes permitted).

- **Design:** Company name will be capitalized and printed on all four sides of the valance; the white logo will appear at the top of all four sides.

- Canopies are standardized to ensure a cohesive festival appearance. Canopy colors are pre-determined by Future Proof, *we cannot accept tent color requests.*

WALL ART SUBMISSION METHODS

[Submit via Dropbox Here](#) OR If Dropbox is unavailable, you may use:

- WeTransfer

- Google Drive

- Box

- Email (for files under 20MB)

- Your company's server

For alternate file transfer methods or questions, please notify Mike at mike@rheventgroup.com and CC Merry at merry@rheventgroup.com.