

We use a '3-star rating' to show what we need for your contract package, and how your images can qualify for extra uses in print for our on-site show presentation. You'll see these ratings when you upload JPG or TIF images to our site.



1 STAR ... good! our basic requirements for your contract package.

Every designer has a featured page in 'The Book' handed out to buyers at the show. Also, a large full-color poster with your image is placed outside your suite door to direct buyers down the hallways. The requested digital file size for 1 STAR is 1500 pixels wide by 2100

pixels tall. This means an image that would print at 5" by 7" at 300 dpi (standard print resolution). These could be well-lit images taken by a 4 to 5 Megapixel camera. Good lighting is crucial for the cameras with smaller lenses as found in general use point-and-shoot products.



2 STARS ... better! may also be suitable for a hallway poster.

In addition to the suite signs given every designer, four to seven designers are featured in posters on every floor (24 to 42 different designers in September and February, 12 to 21 designers in May). We hang large 6' wide posters as well as fill picture frames with images that are 2'-6" to 3' square. In addition, two designer images are printed on tall 2' by 6' posters for the stairway doors. The required

digital file size to rate 2 STARS is 1500 pixels wide by 2100 pixels tall up to 2700 pixels wide by 3900 pixels tall. This means an image that would print between 5" by 7" and 9" by 13" at 300 dpi (standard print resolution). These would be images taken by a 6 to 8 Megapixel camera with a large 35mm lens (digital SLR).



3 STARS ... excellent! may also be suitable for large banners or hallway posters.

Currently, Atelier uses two very large 3' by 8' display banners in the lower lobby and show registration areas. The required digital file size to rate 3 STARS is a file greater than 2700 pixels wide by 3900 pixels

tall. This means an image that would print larger than 9" by 13" at 300 dpi (standard print resolution). Generally these images must be taken by a 10 to 40 Megapixel professional-level camera (digital SLR).