

The Premium Turnkey Booth Package is available in 10' x 10' and 10' x 20' configurations and includes booth space with upgraded furnishings and branded exhibit elements.



- 10' fabric wall exhibit with graphic
- 10' x 10' gray carpet
- Three (3) arm lights (electrical included)
- One (1) counter-height cabinet
- One (1) stool
- Three (3) side chairs
- One (1) 30" x 36" cafe table
- One (1) wastebasket
- One (1) 500-watt electrical outlets
- Two (2) days of carpet cleaning



- 20' fabric wall exhibit with graphic
- 10' x 20' gray carpet
- Four (4) arm lights (electrical included)
- Two (2) 6' x 30" black draped table
- One (1) counter-height cabinet
- One (1) stool
- Four (4) side chairs
- One (1) 30" x 36" cafe table
- One (1) wastebasket
- One (1) 1,000-watt electrical outlet
- Two (2) days of carpet cleaning

Additional show services, including lead retrieval, are not included and must be ordered separately through the Exhibitor Services Kit. **Furniture substitutions are not permitted.**

Graphics must be submitted to Freeman by TUESDAY, SEPTEMBER 29, 2026. For ordering, please contact Karen Rodgers at Karen.Rodgers@freeman.com.

Basic Turnkey Packages also include:

- Three (3) complimentary conference registrations per 10' x 10' (100 sq. ft.) of booth space purchased
- Two (2) discounted client registration codes per 10' x 10' (100 sq. ft.) of booth space purchased (Discount codes are available for use for exhibitor housing provider clients only)
- Exhibitor listing and profile in the online exhibitor directory and mobile app
- Company name and booth number listing in the printed conference guide
- Access to the registered attendee list via the OPTECH website (no email addresses or contact information is provided)
- Complimentary Wi Fi
- Carpeted ballroom
- Access to official event graphics for marketing purposes

Guidelines for submitting graphics

Maximum resolutions

In some instances, resolution on files are excessive. This causes long/incomplete download times and possible editing/processing delays. Please do not exceed 250dpi at full scale. If you are not sure what resolution would be sufficient, please [contact us](#).

Minimum resolutions for 4-8 ft (normal) viewing distance

Resolution should be 100dpi (100dpi is preferred). 100 dpi produces good looking images from a normal viewing distance of 4-8 ft.

Minimum resolutions for 15 ft (normal) viewing distance

For very large prints, such as hanging banners, when viewing distance is over 15 ft, the minimum resolution can drop down to 75dpi (at 100% scale).

If your file already has a greater resolution, leave it as is. A higher dpi is always preferred.

Complex images

If your images contain layers, clipping paths, spot colors, effects, etc., save as TIF.

Tip: Select LZW compression. It's a lossless compression that allows you to preserve layers, while decreasing file size.

Adobe Creative Cloud

We welcome the use of Creative Cloud Libraries and invite you to include Adobe Stock images and Adobe fonts in your CC Library.

Vector art

Logos should be vector and have outlined fonts. If a vector version is not available, provide hi-res (high resolution) images.

Native version (editable)

We strongly recommend submitting editable version of the files as well as the high resolution pdf, including links and fonts. This is valuable in case a new PRINT file has to be generated.

The best way to provide native files is by "Packaging" (File/Package) in Illustrator or InDesign. If you are a Mac user and your fonts are other than .otf, please zip packaged files.

PMS colors

We recommend including PMS colors, or Pantone, for color matching. RGB colors are for screen graphics, and CMYK colors are preferred when PMS colors are not available. Gradients need to be converted to CMYK.

For our full graphic guidelines, please [click here](#).

