

THE EXPO GROUP

Today. Tomorrow. Together.®

GRAPHICS

Watch your booth come to life with digital graphics created in-house by The Expo Group. Send us any graphical elements you want included or work with our expert team to create a stunning sales atmosphere using custom graphics. Visit theexpogroup.com/graphics to upload images.



Graphic Panels and Headers

Let your booth graphics convey information to attendees, create interest among potential clients, enhance your standing in your industry and help close deals. Standard Graphic Panels fit any of our Modular Rental Exhibits and Custom Panels can be built to accommodate unique layouts. Backlit Panels and Custom Headers are also available.



Banners

A wide banner across your booth's threshold, or perhaps in a sponsored conference room, is another effective way to promote your company, products or services. Vinyl and foam core banners can be ordered from The Expo Group.



Signs

The Expo Group creates signs in any size, for any purpose. Order an eye-catching sign to promote your latest product, announce a giveaway or invite show attendees to a demonstration. Popular easel-displayed sizes are 22" x 28" and 28" x 44". Smaller 7" x 11" signs are ideal for creating a tabletop. We produce large signs and cut-outs too!

To order, proceed to the Graphics order form.
theexpogroup.com | 800-736-7775

Company names and logos are the property of the respective company

GRAPHIC SUBMISSION GUIDELINES

When submitting your artwork, these guidelines are vital to ensure your graphics look the very best.

1. All logos must be in a ***vector format**, saved in Adobe Illustrator or as an EPS file. Raster images will not be accepted- this includes .jpg, .png or .gif files copied directly from a web site.

* Art that can be scaled to any size without losing quality



2. All text should be converted to outlines or with the fonts provided. PC fonts only. All fonts must be embedded.

3. Photographic images should be 300 dpi at the final size in the layout in either JPG or TIF file format. **Sorry, Internet images cannot be used.**

- Large continuous graphic walls 10ft wide or more need only be between 90 -150 dpi at actual size.
- How an image is originally acquired will determine its resolution, and thus the size it can print at for clear and crisp printing.
- Resolution and size (dimensions) are inversely proportional to each other. If you enlarge an image, you lower its resolution.

4. You must provide either a printed proof or a PDF proof when submitting artwork. This allows us to check the files for the font, color problems, missing links and more.

Acceptable Art Work



Good quality photo clean edges

Unacceptable Art Work



Low quality photo jagged edges

.ai - Adobe Illustrator (Fonts outlined - images embedded)

.eps - Encapsulated Post Script

.tiff - (300 dpi at layout size)

.doc - Word Document - text only

.psd - Photoshop Document (All layers flattened)

.zip - Windows Compression Format

.jpg

.pdf

.ind - InDesign

.qxd - QuarkXpress

.ppt - PowerPoint

.art - AOL compressed image/clip art file

.gif - Graphic Interchange Format

.vsd - Visio Drawing File

.png - Portable Network Graphics

.cdr - CorelDraw

5931 Campus Circle Drive West, Irving, Texas 75063
 Phone: 972.580.9000
 Order Services online at theexpogroup.com

DEMA Show 2019
 November 13-16, 2019
 Orange County Convention Center
 Orlando, FL

Enhance your booth with custom graphics from The Expo Group. Graphics and signs are created in-house and our Design Team offers many options to fit your needs.

Our Design Team can create digital custom graphics that fit your exhibit. Send us your logo and any graphics you want to expand and let us do the rest. Let your attendees know about your giveaways, show specials or speaking engagements. All signs are printed using six color printing and are on 3/16" foam board. Signs are priced per square foot. A digital set-up fee of \$125.00 is charged for all graphics.

	Qty	Price	Total
Digital Graphics and Signs 7" x 11"	X	\$ 62.75 =	
11" x 14"	X	\$ 77.00 =	
14" x 22"	X	\$ 79.00 =	
22" x 28"	X	\$ 99.00 =	
28" x 44"	X	\$119.75 =	
40" x 60"	X	\$192.75 =	
Banner per sq. ft. (Single-Sided)	X	\$ 15.00 =	
Easel Back (for up to 11" x 14" sign)	X	\$ 10.00 =	
Double Stick Back	X	\$ 10.00 =	
Additional Design Time	X	\$ 75.00/hr =	

PLEASE SPECIFY COPY AND LAYOUT BELOW.

Sign Options Please choose one:

Orientation Horizontal Vertical

Please contact your Customer Account Manager for instructions on how to format your graphics and sending your files.

Final approval of graphics must be received by the deadline date or expedite fees will apply.

Cancellation Policy: Once graphics are submitted, all sales are final and no refunds will be given thereafter. A 50% penalty is charged for cancellations after the Discount Deadline date and prior to 2-weeks prior to first day of exhibitor move-in. No refunds will be made thereafter.

ADDITIONAL INFORMATION	CALCULATING YOUR TOTAL
Can't find it? Please call your Customer Account Manager (CAM) with any questions, needs, or special requests.	Subtotal _____
	50% Expedite Fee if ordered after 3-weeks prior to first day of Exhibitor Move-in _____
	100% Expedite Fee if ordered after 2-weeks prior to first day of Exhibitor Move-in _____
	Expedited Shipping Rates will apply. Subtotal _____
	Taxes & Fees Multiplied by 6.5% of Subtotal _____
	TOTAL _____

Exhibiting Company: _____
 Print Name: _____
 Authorizer's Signature: _____

Booth Number: _____
 Date: _____