

SEEING IS BELIEVING

Quality graphics contribute significantly to the impact of your exhibit. With state-of-the-art design and printing capabilities, **PACK EXPO Services** brings your banners, signage, and exhibit graphics to life in a larger-than-life way. Our graphics products redefine “high definition,” which means your brand has never been seen like this before.

- Photo-quality / high-resolution printing on a variety of rigid and rolled material including honeycomb, foam, Polyfoam, PVC, acrylic, fabric, vinyl and mesh materials
- Grand Format printers provide high-resolution digital printing of single and double-sided banners in virtually any size
- Electronic file transfer, in-house printing, and company-wide procedure standardization allow us to control quality, cost and scheduling on a nationwide basis
- Extensive resources ensure that last minute repairs and replacements are handled efficiently as needed, no matter where your event may be located



CREATING VISUAL EXCITEMENT

Quality graphics contribute significantly to the impact of your exhibit. Vivid colors and sharp images attract attention, build traffic, and communicate messages more effectively. **PACK EXPO Services** has invested in the latest printing technology and has the skills to provide you with the finest high-resolution digital graphic reproduction available.

STATE-OF-THE-ART CAPABILITIES

PACK EXPO Services can provide four-color, photo-quality, high-resolution digital printing in virtually any size for banners, signage, exhibit graphics, and more.

SUPERIOR QUALITY CONTROL

Electronic file transfer, in-house printing, and company-wide standardization of procedures allow us to control quality, cost and scheduling for our customers on a nationwide basis. Last minute repairs and replacements are handled efficiently through our nationwide resources.

DEPTH OF RESOURCES

- 5M UV roll printers provide grand format, four-color, high-resolution digital printing of single and double-sided banners up to 16' wide and virtually any size with seams.
- 3M Dye Sublimation printers provide 10' fabric graphics that work perfectly in our SmartWall panel system.
- UV flatbeds print directly to a variety of ridged materials and offer a 100% recyclable graphic when using a cardboard substrate.
- **PACK EXPO Services** offers 100% recyclable substrates that can save you money and the environment.
- Large format Eco-Solvent printers produce high quality graphics for wall, carpet and window applications.
- 3M high speed digital cutters allow for precise cutting of multiple panel applications and also custom router graphic panels.
- Computer-aided graphic design & layout available for your assistance.

REPRODUCTION AND INSTALLATION

- Suspended banners
- Accent graphic photo panels
- Large format signage and banners
- Logo reproduction
- Backlit displays and murals
- Four-color carpet image printing





5931 West Campus Circle Drive
 Irving, Texas 75063
 Phone: (972) 751-9400
 Fax: (972) 751-9500
www.packexpoeast.com



March 3-5, 2020
 Pennsylvania Convention Center
 Philadelphia, PA USA

Graphics Information

Discount Deadline:
January 27, 2020
 (excludes labor)

CUSTOMER GUIDELINES FOR SUBMITTING GRAPHICS ARTWORK

Our goal is to provide you with the best possible quality graphics for your event or exhibit. You can help us in that effort by providing digital art files using the following guidelines. If you are sending us completed, print-ready files, please pass the following information on to your graphics designer. Two overall considerations for submitting acceptable artwork involves proper resolution or size of the file to avoid poor quality images and proper color matching information and proofs to ensure accurate color reproduction.

1 Please Provide the Following When Submitting Art

RASTER ART (photos, logos containing any continuous tone images):

- Art submitted at 1:1 (100%), resolution should be no less than 60 dpi (100 dpi preferred)
- Art submitted at 2:1 (50%), resolution should be no less than 120 dpi (200 dpi preferred)
- Art submitted at 4:1 (25%), resolution should be no less than 240 dpi (400 dpi preferred)

VECTOR ART:

- Logos should be vector and have outlined fonts (if provided as bitmap, please use high-res images)

FONT AND LINKS:

- Supply all fonts used in your design (zip Mac fonts). If unsure how to collect fonts, convert them to outlines.
- Supply all links used in your document. Use packaging feature if available. If unsure how to collect links, embed them in the file when saving.

COLOR:

- If PMS color matching is required, please use original Pantone + Solid Coated swatches in your artwork. Modifying Pantone names will result in printing default color (CMYK).
- CMYK artwork will be produced "As Is". Our color output is balanced and vibrant.
- Convert RGB art to CMYK if possible.
- If you are sending Certified Color Proofs (Gracol, Swop, Fogra), please provide ICC file information used to print your samples. Best option would be to include ICC chart on your prints.

ARTWORK IN THE STRUCTURE:

Please note that any panels going in the metal frame will hide 1/4" of your art all the way around. If you have continuous wall where individual panels are divided by metal, use 1.25" spacing in between each panel to account for gaps and the natural flow of the graphics.

2 Acceptable File Software

We are capable of working with both PC and MAC based software, and can accept art created with the ADOBE Creative Suite - Illustrator, InDesign and Photoshop.

Always provide the following:

- Native files with fonts and links (zipped)
- High-res PDF-X/4 exports of the files



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3 Acceptable File Types and Support Files

NATIVE FILES:

- AI CLOUD (CC) file with Packaged supporting links and fonts. You may keep images linked but Packaging feature must be used.
- AI (CS6, CS5, CS4...) file with embedded links and outlined fonts.
- EPS file with embedded links and outlined fonts.
- INDD file with Packaged supporting links and fonts.

PRINT FILES:

- High-res PDF-X/4 (preferred).
- AI with PDF content (choose this option when saving file).
- EPS files with embedded links and outlined fonts.

RASTER OF BITMAP ART:

- Photoshop EPS (preferred, use 8-bit preview, Max. Quality JPG compression).
- PSD (make sure font layers are rasterized).
- TIFF, JPG (quality 8 and higher).

MAC users: Use Zip or Stuffit programs when submitting fonts other than OTF (Open Type Fonts).

4 Ways to Send Artwork

Files below 10 MB can be delivered via email. Larger files may be posted to PACK EXPO Services' FTP site. You may get the password and other needed information from your Customer Account Manager in order to post files. However, a hard copy proof and backup of the files on CD-Rom/DVD may be required to be sent via overnight delivery in addition to posting the electronic files. Please contact your Customer Account Manager for assistance.



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**All Basic Graphics are
 for purchase, not rental.**

Basic Graphics

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To order your graphics, complete this order form and attach your sign copy or electronic file. Please see guidelines for electronic files on the previous page.

		Quantity	Advanced Price	Standard Price	Total
1 Standard Sizes	File conversion, retouching, cloning or color correcting may incur an additional labor charge of \$82.75 per hour.				
	7" x 11"	X	\$ 34.70	\$ 49.57	=
	7" x 22"	X	\$ 37.00	\$ 52.86	=
	9" x 44"	X	\$ 67.00	\$ 95.71	=
	11" x 14"	X	\$ 37.00	\$ 52.86	=
	14" x 22"	X	\$ 51.85	\$ 74.07	=
	14" x 44"	X	\$103.75	\$148.21	=
	20" x 60"	X	\$209.50	\$299.29	=
	22" x 28"	X	\$ 97.10	\$138.71	=
	28" x 44"	X	\$196.00	\$280.00	=
2 Digital Graphics	PACK EXPO Services has the capabilities to provide you with the finest digital graphic reproduction available. Capabilities include four-color, photo-quality, high-resolution digital printing in virtually any size for banners, signage, exhibit graphics and more.				
	_____ L x _____ W = _____ sq. ft.				
	<ul style="list-style-type: none"> • Round sq. ft. to next whole increment. • Minimum order of 9 sq. ft. (1296 sq. in.) • Double sq. ft. for double-sided graphics. • File conversion, retouching, cloning or color correcting may incur additional labor charges. 				
	Digital Graphics up to 80 sq. ft.	X	\$19.95/ sq. ft.	\$28.50/ sq. ft.	=
Digital Graphics over 80 sq. ft.	X	Call for quote	Call for quote	=	

Cancellation Policy: A 50% penalty is charged for cancellations prior to sign fabrication. No refunds will be made thereafter.

ADDITIONAL INFORMATION

Please fill out the Graphics Details form on the following page and return with your order.

A 10% Rush Fee will be added to the above standard rates for all signs ordered after Exhibitor Move-In has begun.

CALCULATING YOUR TOTAL

Basic Graphics Subtotal _____

Add 8% Sales Tax _____

TOTAL _____

Exhibiting Company: _____

Booth Number: _____

Print Name: _____

Date: _____

Authorizer's Signature: _____



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Graphics Details

Sign Layout: Vertical Horizontal

SPECIFY COPY AND LAYOUT BELOW

Background Color: _____

Lettering Color: _____

Size: _____

Backing Material: Foamcore Masonite PVC
 Plexi Gatorfoam Other: _____

File Information:

Electronic File Name: _____

Application: _____

PMS Colors: _____

Special Instructions: _____

Exhibiting Company: _____

Booth Number: _____

Print Name: _____

Date: _____

Authorizer's Signature: _____