



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

October 5 - 7, 2009
 Las Vegas Convention Center, Las Vegas, Nevada USA
 Co-located with PROCESS EXPO
 And with Converting & Package Printing EXPO

**30% Discount Off Published Rates If
Ordered By August 24, 2009**

Preferred Format(s) for Incoming Graphics

Logos: Vector-based files always work best to create large-format graphics and signage.

Graphics Supplied by Client: PDF files distilled at high resolution with fonts and graphics embedded are preferred as each individual graphic **MUST** be scaled to proper size and dimension for final output/printing. In case of file corruption, always include all mechanicals, support files, and fonts.

Other file formats are accepted:

Software	Type of file
Adobe Photoshop:	EPS (Raster Based), PSD, TIFF (PC/MAC)
Adobe Illustrator:	EPS (Vector based), .AI (PC/MAC)
Adobe In Design	(PC/MAC)

File Format

Where possible, use EPS or TIFF format. Although there are many graphic file formats to choose from, it is safest when printing to a PostScript device to use EPS for vector graphics and TIFF for raster/bitmap graphics. Vector-based graphics are object-oriented files which contain drawing instructions and are used by applications such as Illustrator or Freehand. (99.9% of logos fall into the "Vector" category) Fonts in these EPS files should be converted to "create outlines" or "convert to paths" this will eliminate the need to download the fonts for outputting. Raster-based graphics are bitmapped files such as scans or screen shots. For TIFF files, be sure to have the correct amount of data in the file for the line screen which will be printed. Use an image-editing program such as Photoshop or Live Picture for TIFF files. Allow bleed for all graphics.

Resolution

Minimum resolution of 100 dpi at final output size is required. Internet Graphics downloaded or saved from Web pages are not acceptable for print products. These graphics have low resolution images (usually 72 PPI), which are fine for screen display, but far below acceptable quality standards for print.

Color

All work submitted for digital color should be in the CMYK (Cyan/Magenta/Yellow/Black) mode; which is mode required for the printing process. Authors must ensure that color saturation-color balance is correct before sending files. If an RGB (Red/Green/Blue) file is submitted, dramatic color shifts can occur when we convert to CMYK. Be aware that most desktop scanners, digital cameras, and video capture systems save files as RGB so it will be necessary for you to convert to CMYK. This can be accomplished in many ways, please consult your software manual for details. If your logo or graphics use Pantone colors, include the PMS color information.

Fonts

Include your screen and printer fonts when sending PC files. All fonts used must be postscript fonts. True Type fonts are not acceptable in a postscript environment. As a rule, always convert text to curves to eliminate font issues. If True Type fonts are used, they must be converted into pixels or outlines and the entire file saved as an EPS or TIFF.

Size

Ensure your graphics are submitted in the correct dimensions and proportions. Include a sufficient amount of bleed.

Proof

Always supply a hard copy or digital proof of the artwork being submitted. This allows us to double-check the image.

Accepted Media and Transfer Methods

- CD-ROM
- DVD
- We prefer to use the ftp in emergency cases only.

Please submit materials on time. If materials arrive late, we may not have enough time to notify you about problems and your graphic may be printed incorrectly. If you have any questions, please call and ask. If a graphic does not meet the required specifications, the graphic may not appear as you expect it.



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11a 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 Form 11.

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.

Sq. ft. _____ x \$18.65 = \$ _____

- \$18.65 per sq. ft.
- Minimum order 9 sq. ft. (1296 sq. in.)
- Double sq. ft. for double-sided graphics
- Round sq. ft. to next whole increment
- File conversion, retouching, cloning or color correcting may incur additional labor charges.

LARGE DIGITAL GRAPHICS

Please call your Customer Account Manager for price quotes on graphics over 80 sq. ft.

File Information:

Electronic File Name _____

Application _____

PMS Colors _____

Backing Material:

- | | |
|------------------------------------|-----------------------------------|
| <input type="checkbox"/> Foamcore | <input type="checkbox"/> Masonite |
| <input type="checkbox"/> PVC | <input type="checkbox"/> Plexi |
| <input type="checkbox"/> Gatorfoam | <input type="checkbox"/> Other |

Sign Layout:

Vertical Horizontal

Special Instructions _____

➔ Cancellation Policy

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

STANDARD SIZES

CHOOSE YOUR SIZE:

Size	Qty	x	Price	=	Total
7" x 11"	_____	x	\$ 81.80	=	_____
7" x 22"	_____	x	\$ 83.90	=	_____
7" x 44"	_____	x	\$ 86.00	=	_____
9" x 44"	_____	x	\$ 91.05	=	_____
11" x 14"	_____	x	\$100.40	=	_____
14" x 22"	_____	x	\$103.15	=	_____
14" x 44"	_____	x	\$123.15	=	_____
22" x 28"	_____	x	\$129.20	=	_____
28" x 44"	_____	x	\$156.15	=	_____
20" x 60"	_____	x	\$255.05	=	_____

Note: File conversion, retouching, cloning or color correcting may incur an additional labor charge of \$78.00 per hour.

SPECIFY COPY AND LAYOUT BELOW

Background: _____

Lettering Color _____

Size: _____

ADDITIONAL INFORMATION

A 10% Rush Fee will be added to the above published rates for all signs ordered on site.

CALCULATING YOUR TOTAL

Basic Graphics Subtotal	_____
Less 30% Discount if Ordered & Paid by 8/24/09	_____
Subtotal	_____
Add 8.1% Rental Tax	_____
TOTAL	_____

Exhibiting Company: _____ Booth Number: _____



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11b Fabric Graphics

30% Discount Off Published Rates If Ordered By August 24, 2009

STANDARD PURCHASE - Standard Framing, Sizes, and Fabric

- Single-sided graphics, frame hardware and harness included.
- Complete the "Hanging Sign" order form. (Labor and hardware to hang sign are NOT included.) See Forms 14a-f
- Orders received after the deadline date are subject to availability and will be charged standard prices.

	Item	Regular Price	Quantity	Total
1 Square Signs	10' x 10' 3' High 40 linear ft. All Sides	\$ 6,645.60		
	10' x 10' 4' High 40 linear ft. All Sides	\$ 7,889.15		
	15' x 15' 3' High 60 linear ft. All Sides	\$ 9,394.20		
	15' x 15' 4' High 60 linear ft. All Sides	\$11,095.35		
2 Rectangle Signs	10' x 15' 3' High 50 linear ft. All Sides	\$ 8,370.55		
	10' x 15' 4' High 40 linear ft. All Sides	\$ 9,721.05		
3 Circle Signs	10' diameter 3' High 31.42' Circumference linear ft.	\$ 5,867.10		
	10' diameter 4' High 31.42' Circumference linear ft.	\$ 6,782.30		
	15' diameter 3' High 47.12' Circumference linear ft.	\$ 8,269.50		
	15' diameter 4' High 47.12' Circumference linear ft.	\$ 9,575.45		
4 Triangle Signs	10' x 10' 3' High 30 linear ft. All Sides	\$ 5,115.35		
	10' x 10' 4' High 30 linear ft. All Sides	\$ 5,960.70		
	15' x 15' 3' High 45 linear ft. All Sides	\$ 7,898.10		
	15' x 15' 4' High 45 linear ft. All Sides	\$11,267.70		
5 Serpentine Signs	15' long 3' High 30 linear ft. Double Sided	\$ 4,299.70		
	15' long 4' High 30 linear ft. Double Sided	\$ 5,390.20		
	20' long 3' High 40 linear ft. Double Sided	\$ 6,464.35		
	20' long 4' High 40 linear ft. Double Sided	\$ 7,611.35		
	30' long 3' High 60 linear ft. Double Sided	\$ 8,473.05		
	30' long 4' High 60 linear ft. Double Sided	\$10,252.95		

CUSTOM PURCHASE - Custom Framing, Various Custom Sizes, and Fabrics

Please check the box to have your Customer Account Manager contact you regarding FREE samples of materials and/or quotes.

➔ Cancellation Policy

A 50% penalty is charged for cancellations prior to sign fabrication. 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.	Fabric Graphics Subtotal _____
	Less 30% Discount if Ordered & Paid by 8/24/09 _____
	Subtotal _____
	Add 8.1% Rental Tax _____
	TOTAL _____

Exhibiting Company: _____ Booth Number: _____