

DIGITAL GRAPHICS AND SIGNS

Progressive Insurance Norwalk Boat Show, Norwalk Cove Marina, September 21-24, 2017

Your presentation is everything!!!

Impress your potential new customer and stand out from your competitors with high impact digital graphics in your booth. Let our team of graphic designers and sign professionals bring your booth to the next level with high impact digital graphics.

The next pages are graphics order forms. Use these forms as a guideline or consult with our graphics team to determine what will be best for your booth.

Contact us at 860.882.0003.



SIGN & GRAPHICS ORDER FORM

To order your graphics, complete this order form and attach your sign copy or electronic file. Please see artwork guidelines for electronic files on the following page. Note: All graphics are subject to a 100% cancellation charge.

DIGITAL GRAPHICS

Demers Expo can provide the finest state-of-the-art digital graphic reproduction available on the market today. Capabilities include full-color spectrum, photo-quality, high-resolution digital printing in any size for banners, easel signage, and more.

PRICING GUIDE

<input style="width: 80%;" type="text"/>	L X	<input style="width: 80%;" type="text"/>	W =	<input style="width: 80%;" type="text"/>	Square Feet
Round length and width up to nearest foot					
<input style="width: 80%;" type="text"/>	Square Feet X	\$9.00 per Sq. Ft. Discount Price or \$14.00 per Sq. Ft. Standard Price	=	<input style="width: 80%;" type="text"/>	Total

In order to receive discounted pricing, your order must be received by September 7, 2017.

Minimum order per graphic 6 sq. ft.; Double sq. ft. for double-sided graphics; File conversion, retouching, cloning or color correcting may incur additional labor charges (Demers will advise of charges before work is performed).

Please call an Exhibitor Sales Specialist for price quotes on graphics over 80 sq. ft.

BACKING MATERIAL

Standard:

Foam Core
 PVC Fluted

Upgraded: (additional 15% charge)

Sintra
 Gator Board
 Plexi

If backing material is not selected, PVC Fluted will be used.

SIGN LAYOUT



Vertical



Horizontal



Designer to decide

SPECIAL INSTRUCTIONS

Please indicated the file name that will be e-mailed or uploaded to our FTP (see next page)

<input style="width: 80%;" type="text"/>	Total X	<input style="width: 80%;" type="text"/>	+ 6.35% Sales Tax	+ <input style="width: 80%;" type="text"/>	8.00% Admin Fee =	<input style="width: 80%;" type="text"/>	Grand Total
--	---------	--	-------------------	--	-------------------	--	-------------

If you will be ordering more than one sign, please use one order form per graphic/sign.

Order Online and Save the 8% Administrative Fee

Company Name: _____	Booth #: _____
Address: _____	Authorized by: _____
City/State/Zip: _____	Signature: _____
Phone: _____ Fax: _____	Date: _____
Email Address: _____	

Progressive Insurance Norwalk Boat Show, Norwalk Cove Marina, September 21-24, 2017



ARTWORK & FILE GUIDELINES

Demers Expo will provide you with the best possible quality graphics for your event or exhibit. You can assist us in that effort by providing digital art files using the guidelines listed below. If you are sending us completed, print-ready files, please pass the following information on to your graphics designer. The two overall considerations for submitting acceptable artwork includes: proper resolution or size of the file to avoid poor quality images, and proper color matching information and proofs to ensure accurate color reproduction.

PREFERRED SOFTWARE AND FILE FORMATS

We are capable of working with both PC and MAC based software, and can accept art created with the following software programs:

- ADOBE—Illustrator, InDesign, and Photoshop
- COREL DRAW

The following files can be submitted for graphic reproduction:

- EPS and AI
- TIF
- PDF
- JPG

Vector formats are best to use.

When using vector based formats, include all fonts, or convert fonts to outlines or paths.

File types that **cannot** be used to reproduce high quality graphics include:

- GIF
- Microsoft Office software files such as Word (.doc), or PowerPoint (.ppt)
- Self-extracting files, such as EXE or SEA files

HOW TO SEND ARTWORK

- Artwork files that are of acceptable resolution as listed above will typically be too large to send via email. Files may be saved and sent via overnight delivery on either a CD-ROM or a DVD, along with the hard-printed proof copy (floppy disks and zip drives are not a good option for sending large graphics files).
- Files may also be posted to DES-DEMERS FTP site. You may get the password and other needed information from your DES service representative in order to post files. However, a hard copy proof and back-up of the files on CD-Rom/DVD, while not necessary, are requested for our convenience. Please call (860) 882.0003.
- If your artwork files are below 6 megabytes, they can be e-mailed to info@demersexpo.com.

