

# 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. Log in to your cyberservices account 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.

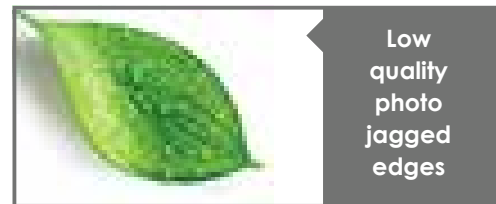
4. You must provide either a printed proof or a PDF proof when submitting artwork. This allows us to check the files for the font, color problems, missing links and more.

### 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  
 Email: [ExhibitorService@theexpogroup.com](mailto:ExhibitorService@theexpogroup.com)  
 Order Services online at [theexpogroup.com](http://theexpogroup.com)

Money20/20 2022  
 The Venetian/Sands Convention  
 and Expo Center

- ⇒ A digital set-up fee of \$125.00 is charged for all graphics.
- ⇒ All signs are printed using six color printing and are on 3/16" foam board.
- ⇒ **Final approval of graphics must be received by the deadline date or expedite fees will apply.** Please contact your Customer Account Manager for instructions on how to format your graphics and sending your files.
- ⇒ Once graphics are approved and printed, all sales are final and no refunds will be given thereafter. A 50% penalty is charged for cancellations after August 22, 2022 and prior to October 8, 2022 No refunds will be made after October 8, 2022. **No orders are guaranteed after October 8, 2022.**

Go to [www.theexpogroup.com](http://www.theexpogroup.com) for fast, easy ordering.

**DIGITAL GRAPHICS AND SIGNS**

Please indicate sign orientation:  Horizontal  Vertical

Item	Quantity	Advance Price	Standard Price	Total
7" x 11"	_____ @	\$ 62.75	\$ 62.75	= _____
11" x 14"	_____ @	\$ 77.00	\$ 77.00	= _____
14" x 22"	_____ @	\$ 79.00	\$ 79.00	= _____
22" x 28"	_____ @	\$ 99.00	\$ 99.00	= _____
28" x 44"	_____ @	\$119.75	\$119.75	= _____
40" x 60"	_____ @	\$192.75	\$192.75	= _____
Banner per Sq. Ft. (Single Sided)	_____ @	\$ 15.00	\$ 15.00	= _____
Easel Back (for up to 11" x 14")	_____ @	\$ 10.00	\$ 10.00	= _____
Double Stick Back	_____ @	\$ 10.00	\$ 10.00	= _____
Additional Design Time	_____ @	\$ 75.00/hr	\$ 75.00/hr	= _____

PLEASE SPECIFY COPY AND LAYOUT BELOW OR UPLOAD YOUR GRAPHIC FILE AT [WWW.THEEXPOGROUP.COM](http://WWW.THEEXPOGROUP.COM).

**ADDITIONAL INFORMATION**

Can't find it? Please call your Customer Account Manager (CAM) with any questions, needs, or special requests.

**CALCULATING YOUR TOTAL**

Subtotal	_____
<b>50% Expedite Fee if ordered after October 1, 2022</b>	_____
<b>100% Expedite Fee if ordered after October 8, 2022</b>	_____
<b>Expedited Shipping Rates will apply.</b> Subtotal	_____
Taxes & Fees Multiplied by 8.375% of Subtotal	_____
<b>TOTAL</b>	_____

Exhibiting Company: \_\_\_\_\_  
 Print Name: \_\_\_\_\_  
 Email Address: \_\_\_\_\_

Booth Number: \_\_\_\_\_  
 Date: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_