

CUSTOMER GUIDELINES FOR SUBMITTING GRAPHICS ARTWORK

Our desire 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.

PLEASE PROVIDE THE FOLLOWING WHEN SUBMITTING ART

Minimum requirements for original artwork, such as logos, when Freeman is providing design and layout:

- 300 dpi resolution at a size of 8 x 10 inches (higher resolution files will result in improved final product)

Minimum requirements for final artwork that Freeman will reproduce exactly as provided:

- 100 dpi resolution at full size of actual finished product

Minimum requirements for both:

- All related PMS and/or CMYK color codes (if submitting CMYK values, please supply accurate color swatches)
- Accurate color proof print of artwork
- Contact name, phone number and e-mail address of art creator if applicable
- If submitting a "vector" file, include all fonts, or convert fonts to outlines or paths

ACCEPTABLE FILE SOFTWARE FORMATS

We are capable of working with both PC and MAC based software, and can accept art created with the following software programs (listed in order of preference):

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

Files should always be saved in their native format.

ACCEPTABLE FILE TYPES

Files that Freeman **can use** in order of preference, include:

- EPS and AI (especially when submitting logos)
- TIF (especially when submitting photos)
- JPG (provided resolution is high enough for photo images; not recommended for logos)

File types that Freeman **cannot use** to reproduce high quality graphics include:

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

WAYS TO SEND ARTWORK

- Artwork files that are of acceptable resolution as listed above will typically be too large to send via e-mail. Files should be sent via overnight delivery on either a CD-ROM or a DVD. A printed hard proof needs to accompany the files.
- Files may also be posted to Freeman's FTP site. You may get the password and other needed information from your Freeman service representative in order to post files. However, a hard copy proof and backup must be sent via overnight delivery in addition to posting the electronic files.

Please visit us at: www.freemanco.com/store

FREEMAN

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**DISCOUNT PRICE
DEADLINE DATE
OCTOBER 7, 2011**

INCLUDE THE FREEMAN METHOD OF
PAYMENT FORM WITH YOUR ORDER

NAME OF SHOW: **SEMA SHOW 2011 / NOVEMBER 1-4, 2011**

COMPANY NAME: _____ BOOTH #: _____

CONTACT NAME: _____ PHONE #: _____

E-MAIL ADDRESS: _____

For Assistance, please call 702-579-1700 to speak with one of our experts.

For fast, easy ordering, go to www.freemanco.com/store

GRAPHICS AND SIGNS

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

DIGITAL GRAPHICS

Freeman 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.
\$12.00 per sq.ft. discount price
 sq. ft. _____ x or = \$ _____
\$18.00 per sq.ft. standard price

- Minimum order per graphic 9 sq. ft. (1296 sq. in.)
 - Double sq. ft. for double-sided graphics
 - Round sq. ft. to next whole increment
- Note: File conversion, retouching, cloning or color correcting may incur additional labor charges. (See reverse side for graphic guidelines.)

LARGE DIGITAL GRAPHICS

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

File Information:

Electronic File Name _____

Application _____

PMS Colors _____

Backing Material:

- Foamcore Masonite
 PVC Plexi
 Gatorfoam Other

Vertical Horizontal Use Your Judgment For Sign Layout

Special Instructions _____

STANDARD SIZES

CHOOSE YOUR SIZE:

QTY.	Discount Price	Standard Price	TOTAL
7" x 11" _____ @	\$41.50	\$62.25 = \$	_____
7" x 22" _____ @	\$49.25	\$74.00 = \$	_____
7" x 44" _____ @	\$51.25	\$77.00 = \$	_____
9" x 44" _____ @	\$53.00	\$79.50 = \$	_____
11" x 14" _____ @	\$53.50	\$80.25 = \$	_____
14" x 22" _____ @	\$60.75	\$91.25 = \$	_____
14" x 44" _____ @	\$71.25	\$107.00 = \$	_____
22" x 28" _____ @	\$78.75	\$118.25 = \$	_____
28" x 44" _____ @	\$123.00	\$184.50 = \$	_____
20" x 60" (white only) _____ @	\$129.00	\$193.50 = \$	_____

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INDICATE YOUR SIGN COPY HERE:

- Please feel free to attach additional sign copy on separate page.

Vertical Horizontal Use Your Judgment For Sign Layout

Background Color: _____

Lettering Color: _____

TOTAL COST

Sub-Total _____ + Tax (8.1%) _____ = TOTAL _____

FREEMAN graphics & signs