

# DIGITAL GRAPHICS AND SIGNS

New England Boat Show, Boston Convention Center, January 10-14, 2024

## 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	\$25.00 per Sq. Ft. Discount Price or \$35.00 per Sq. Ft. Standard Price		=	<input style="width: 80%;" type="text"/> Total

**In order to receive discounted pricing, your order must be received by Friday, December 15, 2023.**

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

The quick brown fox ran over the steep hill.



☐ Vertical

The quick brown fox ran over the steep hill.



☐ Horizontal

The quick brown fox ran over the steep hill.

The quick brown fox ran over the steep hill.

☐ Designer to decide

## SPECIAL INSTRUCTIONS

Please indicate 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"/>	6.25% Sales Tax	+	<input style="width: 80%;" type="text"/>	8.00% Admin Fee	=	<input style="width: 80%;" type="text"/>	Grand Total
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*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# (if known):
Address:	Phone:
City/State/Zip:	Date:
Authorized by:	Signature:
E-mail:	

DES-DEMERS EXPOSITION SERVICES, INC. - 151a Park Ave – East Hartford, CT 06108  
 860.882.0003 – Fax 860.579.3976 – Email [info@demersexpo.com](mailto:info@demersexpo.com)  
[www.demersexpo.com](http://www.demersexpo.com)



**Demers  
Events  
& Expo  
Services**

# ARTWORK & FILE GUIDELINES

DES-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. 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.

## 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 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

## 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 shared via online file sharing with program of your choice, 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 uploaded to DES-Box Files. Please contact Demers at 860-882-0003 to obtain access.
- If your artwork files are below 6 megabytes they can be e-mailed to [info@demersexpo.com](mailto:info@demersexpo.com).

