



Graphics & Signage Order Form

RETURN TO: PDC/GES Exposition Services • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Phone: 800.475.2098 • FAX: 866.329.1437
 International Exhibitors Only: Phone: 702.515.5970 • FAX: 702.263.1520 Contact us Online: www.ges.com/contact

All orders are governed by the PDC/GES Payment Policy and PDC/GES Terms & Conditions of Contract as specified in this Exhibitor Manual.

AFCEA / USNI West 2007

San Diego Convention Center • January 31 - February 2, 2007

DISCOUNT DEADLINE DATE:

January 8, 2007

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
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Price List

ITEM #	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE
5905	7" x 11" Sign	\$ 50.00	\$ 75.00
5906	7" x 44" Sign	\$ 64.50	\$ 96.75
5907	11" x 14" Sign	\$ 66.50	\$ 99.75
5908	14" x 22" Sign	\$ 76.25	\$ 114.50
5909	14" x 44" Sign	\$ 104.25	\$ 156.50
5910	22" x 28" Sign	\$ 104.25	\$ 156.50
5911	28" x 44" Sign	\$ 150.50	\$ 225.75
5912	10" x 60" Sign	\$ 111.75	\$ 167.75
5913	20" x 60" Sign	\$ 169.50	\$ 254.25
5914	40" x 60" Sign	\$ 229.25	\$ 344.00
5915	48" x 96" Sign	\$ 450.00	\$ 675.00
5930	Additional Words	cost/word \$ 1.30	\$ 2.00
5931	Easel Back	\$ 4.30	\$ 6.40

All standard signs are digitally produced on foamcore. Standard sign price includes up to 10 words and a selection of colors on a single side.

CUSTOM SIGNS PDC/GES maintains fully-equipped graphics shops that offer:

Graphic Design	Large Format Printing
Desktop Publishing	POP Displays
Backlit Graphics	Lamination
Vinyl Graphics	Logo Reproduction
Graphics Presentation	Vinyl Banners

For custom work and quotation, please contact us at:
 gesgraphics@ges.com

Please Indicate Choice Place Order Here

- **Background Color** (Item #'s 5905-5915 ONLY). White will be provided if no color is indicated below:

<input type="checkbox"/> Black	<input type="checkbox"/> Green	<input type="checkbox"/> White
<input type="checkbox"/> Blue	<input type="checkbox"/> Red	<input type="checkbox"/> Yellow
- **Copy Color** (Item #'s 5905-5930 ONLY). Black will be provided if no color is indicated below:

<input type="checkbox"/> Black	<input type="checkbox"/> Green	<input type="checkbox"/> White
<input type="checkbox"/> Blue	<input type="checkbox"/> Red	<input type="checkbox"/> Yellow
- **Indicate Physical Alignment** (Item #'s 5905-5915 ONLY).

<input type="checkbox"/> Horizontal	<input type="checkbox"/> Vertical
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ITEM #	DESCRIPTION	PRICE	QTY	TOTAL PRICE
				\$
				\$
				\$
				\$
				\$
				\$
				\$
				\$

I agree in placing this order that I have accepted PDC/GES Payment Policy and PDC/GES Terms & Conditions of Contract.	1. Total All Items Ordered	\$
	2. 7.75% Applicable Tax	\$
	3. Payment Enclosed	\$
Authorized Signature – Please Sign:	<input checked="" type="checkbox"/>	
AUTHORIZED NAME - PLEASE PRINT	DATE	

COMPLETE COPY

Please Print. Attach a layout to this form if necessary.



Digital File Submission Guide

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Sending your graphic and image files to the PDC/GES Creative Services Department

We want your graphics and images to look their absolute best. We are committed to partnering with you in order to provide the most comprehensive and effective solutions in the trade show industry. The graphic print and production industry is continuously evolving. In order to insure the best quality graphics and images from your digital files, and to make file transfers as seamless as possible, we are pleased to provide you with guidelines for submission of your art to PDC/GES. If you are unable to provide digital artwork for your signage needs, PDC/GES is capable of providing you with layout services. Additional fees will apply. Contact your PDC/GES representative for details.

Acceptable Media

- CD-ROM (CD-R or CD-RW)
- DVD-ROM (DVD-R *only*)
- Email attachment (limited to maximum size of 2mb)
- FTP (mandatory .zip or .sit compression)

When sending disks, label them as follows: *Exhibitor Name / Show / Show Date / City of event*

Name your files appropriately for easy identification. **Do not** send files that will not be used for output. Failure to follow these instructions may result in delays in order processing and final production.

Optimal File Types and Resolution

VECTOR: This is the preferred file type. Vector-based artwork is resolution independent and can be enlarged or reduced without loss of quality. See the table below for authoring software capable of creating this type of file.

BITMAP: This type of file is resolution dependent, and will reproduce poorly if the appropriate file resolution is not supplied. If you supply bitmap art, it is best to save your artwork in a 1 to 1 (full size) output ratio at 72 dpi. Lower resolutions will result in reduced image quality.

AVOIDING ADDITIONAL COSTS: Files obtained from the internet (.jpg or .gif) or artwork created in MS Office applications (Word, Excel, PowerPoint, etc.) are often not suitable for high quality output, and often require additional hourly charges. To avoid additional costs associated with these file types, please supply files in accordance with the defined herein.

Acceptable Software

Program	Version	File Extension	Description	Special Considerations
Adobe Acrobat	7.0	.pdf	Portable Document	Convert to .pdf using appropriate high-quality output settings
Adobe Illustrator	CS2 (12.0)	.ai, .eps	Vector Drawing	Avoid embedding bitmap images
Adobe InDesign	CS2 (3.0)	.indd	Page Layout	Include appropriate links/fonts/images
Adobe Photoshop	CS2 (8.0)	.tif, .psd, .eps	Bitmap Editing	File should be in CMYK color space
CorelDraw	12.0	.cdr	Vector Drawing	Avoid embedding bitmap images
QuarkExpress	6.5	.qxd	Page Layout	Include appropriate links/fonts/images

Page/Artwork Dimensions

Documents should be created at 100% the actual finished size. If your software application has restrictions on page sizes, create your document in a reduced scale (10% reduction increments). Please indicate the scale used on all files which are scaled. Bleeds are not necessary. Failure to supply documents at exact, final sizes, will result in additional charges.

Color Specifications & Proofs

Supplied bitmap files should be in the CMYK color space. All colors in Vector and Page Layout applications should be specified using the Pantone Matching System (PMS®). PDC/GES will not be responsible for color variations or matching colors on final output if these requirements are not met. Always send 100% accurate proofs (color laser prints) with your disk.

Typefaces/Fonts

Convert all fonts to outlines before saving your file for transfer. If you do not convert your fonts to outlines, font substitution will occur, resulting in unexpected output. Remember that once fonts are converted to outlines they are no longer editable.

Still Have Questions?

If you still have questions or concerns about your artwork or method of delivery, please contact us at gesgraphics@ges.com (please indicate what city your event is being held in).

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