

# FREEMAN

(888) 508-5054 Fax: (469) 621-5603  
 ExhibitorSupport@freeman.com



**DISCOUNT PRICE  
 DEADLINE DATE  
 JUNE 14, 2021**

graphics

NAME OF SHOW: **THE ASI SHOW CHICAGO 2021 / July 14 -15, 2021**

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COMPANY NAME: \_\_\_\_\_ BOOTH #: \_\_\_\_\_

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CONTACT NAME : \_\_\_\_\_ PHONE #: \_\_\_\_\_

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E-MAIL ADDRESS : \_\_\_\_\_

For fast, easy ordering, go to [www.freeman.com/store](http://www.freeman.com/store).

## GRAPHICS

To order your graphics, complete this order form and attach your sign copy or electronic file.  
 Please see artwork guidelines for electronic files on page 2 of this form.  
**Note: All graphics are subject to a 100% Cancellation Charge.**

### 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 virtually any size for banners, signage, exhibit graphics and more.

\_\_\_\_\_ L X \_\_\_\_\_ W = \_\_\_\_\_ sqft

\_\_\_\_\_ sqft \$ 19.25 per sqft discount price  
 x or = \$ \_\_\_\_\_  
 \$ 28.90 per sqft standard price

- Minimum order per graphic 9 sqft (1296 sqin)
- Double sqft for double-sided graphics
- Round sqft to next whole increment
- 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 sqft.**

File Information:  
 Electronic File Name \_\_\_\_\_  
 Application \_\_\_\_\_  
 PMS Colors \_\_\_\_\_

### Backing Material:

- |   |  |
|---|--|
| <input type="checkbox"/> Freeman Foam (Foamcore)        | <input type="checkbox"/> Masonite                      |
| <input type="checkbox"/> Freeman PVC (PVC)              | <input type="checkbox"/> Plexi                         |
| <input type="checkbox"/> Freeman HD Foam (Gatorfoam)    | <input type="checkbox"/> Freeman Honeycomb (Eco-Board) |
| <input type="checkbox"/> Freeman Polyfoam (Ultra Board) | <input type="checkbox"/> Other                         |

The product offered has recycled content or has eco-friendly attributes and is 100% recyclable according to the manufacturer's specifications.

Vertical Horizontal Use Your Judgment For Sign Layout

**Special Instructions** \_\_\_\_\_

### STANDARD SIZES

#### CHOOSE YOUR SIZE:

QTY.	Discount Price	Standard Price	TOTAL
7" x 11"	35.65	53.50 =	_____
7" x 22"	35.65	53.50 =	_____
7" x 44"	50.10	75.15 =	_____
9" x 44"	64.65	97.00 =	_____
11" x 14"	35.65	53.50 =	_____
14" x 22"	50.10	75.15 =	_____
14" x 44"	100.10	150.15 =	_____
22" x 28"	100.10	150.15 =	_____
28" x 44"	202.05	303.10 =	_____
20" x 60"	202.05	303.10 =	_____

(white only)

Note: File conversion, retouching, cloning or color may incur additional labor charges. (See reverse side for graphic guidelines.)

### 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	+	10.25 % Tax
		= Total Cost

## CUSTOMER GUIDELINES FOR SUBMITTING GRAPHICS ARTWORK

*Our goal 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 or art department. Artwork must be submitted in the proper resolution and/or file size to produce quality images. Please provide proper color matching information and proofs to ensure accurate color reproduction.*

### PLEASE PROVIDE THE FOLLOWING WHEN SUBMITTING ART

**RASTER ART** (photos, logos containing any continuous tone images):

- Art submitted at 1:1 (100%), resolution should be no less than 60 dpi (100 dpi preferred)
- Art submitted at 2:1 (50%), resolution should be no less than 120 dpi (200 dpi preferred)
- Art submitted at 4:1 (25%), resolution should be no less than 240 dpi (400 dpi preferred)

**VECTOR ART:**

- Logos should be vector and have outlined fonts (if provided as bitmap, please use high-res images)

**FONTS and LINKS**

- Supply all fonts used in your design (zip Mac fonts). If unsure how to collect fonts, convert them to outlines
- Supply all links used in your document. Use packaging feature if available. If unsure how to collect links, embed them in the file when saving.

**COLOR**

- If PMS color matching is required, please use original Pantone + Solid Coated swatches in your artwork. Modifying Pantone names will result in printing default color (CMYK)
- CMYK artwork will be produced "As Is". Our color output is balanced and vibrant.
- Convert RGB art to CMYK if possible.
- If you are sending Certified Color Proofs (Gracol, Swop, Fogra), please provide ICC file information used to print your samples. Best option would be to include ICC chart on your prints.

**ARTWORK IN THE STRUCTURE**

- Please note that any panels going in the metal frame will hide 1/4" of your art all the way around. If you have a continuous wall where individual panels are divided by metal, use 1.25" spacing in between each panel to account for gaps and the natural flow of the graphics.

### ACCEPTABLE FILE SOFTWARE

We are capable of working with both PC and MAC based software, and can accept art created with the ADOBE Creative Suite - Illustrator, InDesign, and Photoshop

Always provide the following:

- Native files with fonts and links (zipped)
- High-res PDF-X/4 exports of the files

### ACCEPTABLE FILE TYPES and SUPPORT FILES

**NATIVE FILES:**

- AI CLOUD (CC) file with Packaged supporting links and fonts. You may keep images linked but Packaging feature must be used.
- AI (CS6, CS5, CS4...) file with embedded links and outlined fonts
- EPS file with embedded links and outlined fonts
- INDD file with Packaged supporting links and fonts

**PRINT FILES:**

- High-res PDF-X/4 (preferred)
- AI with PDF content (choose this option when saving file)
- EPS files with embedded links and outlined fonts

**RASTER OR BITMAP ART:**

- Photoshop EPS (preferred, use 8-bit preview, Max, Quality JPG compression)
- PSD (make sure font layers are rasterized)
- TIFF, JPG (quality 8 and higher)

Mac users: Use Zip or Stuffit programs when submitting fonts other than OTF (Open Type Fonts)

### WAYS TO SEND ARTWORK

• Files below 10 MB can be delivered via email. Larger files may 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 of the files on CD-Rom/DVD may be required to be sent via overnight delivery in addition to posting the electronic files. Please call (888) 508-5054 for assistance.