



Register Here for Online Ordering...  
<http://valleyexpodisplays.com/page/register>  
 EMAIL: EVENTS@VALLEYEXPDISPLAYS.COM  
 FAX: 815.873.1544

**SIGN & BANNER ORDER FORM**

**Wisconsin State Music Conference 2019**  
**Monona Terrace, October 24-25, 2019**

ORDERING DEADLINE:  
 October 1, 2019

This form can be used to order custom show cards and banners for your exhibit booth. **Custom signs and banners can be ordered in advance only.** We must receive your order with payment by **October 1, 2019**, to guarantee delivery.

Labor to install signs or banners is not included. Please refer to the Event Labor Order Form for assistance in installing your signs if it will be needed. All signs are printed on white background. 10 word limit per sign. Additional words and logos are extra.

Valley has added the Vanguard Digital Printing Systems VR5D flatbed UV printer. It combines revolutionary technology, industry leading quality and outstanding speeds to satisfy the demands of the industry schedule. With the VR5D it gives the ability to print on a variety of substrates including foam, pvc, vinyl, acrylic and more! Our sign shop can produce any type of sign or banner you need, including multiple colors, photographic reproductions, etc. If an option or feature you want is not listed on this form, please call us for a special quote.

**Upload your artwork to:** <http://ftp.hostedftp.com/~valleyexpo> **Or email to** [events@valleyexpodisplays.com](mailto:events@valleyexpodisplays.com) **Please see the following page for artwork requirements on "Supplied Digital Arts Standards" form. Contact name, E-mail address and phone number are requested in case we have questions.**

**Contact for sign questions:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

Exhibiting Company Name: \_\_\_\_\_

	Description	Quantity	Price	Total
Foamcore Signs White Background	11' x 14'	_____	\$ 54.15	_____
	14' x 22'	_____	\$ 78.65	_____
	22" x 28"	_____	\$ 123.10	_____
	28" x 44"	_____	\$ 159.05	_____
Vinyl Banners White Background Only	2' X 4'	_____	\$ 132.00	_____
	2' X 6'	_____	\$ 159.25	_____
	2' X 8'	_____	\$ 238.40	_____
Miscellaneous	Easel Back	_____	\$ 10.30	_____
	Sign Grommets	_____	\$ 3.95	_____
	Color Background	_____	\$ Add 25%	_____

Booth Number(s) \_\_\_\_\_

Sign copy to be arranged:  Horizontally  Vertically

<b>Subtotal</b>	\$	_____
<b>5.5% Sales Tax</b>	\$	_____
<b>Total</b>	\$	_____

*Must include Recap of Cost and Payment Form along with order form.*

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**SUPPLIED DIGITAL  
ART STANDARDS**

**Wisconsin State Music Conference 2019**  
**Monona Terrace, October 24-25, 2019**

DISCOUNT PRICE DEADLINE:  
October 1, 2019

## Supplied Digital Art Standards

In an effort to provide you with the best graphics for your display, Valley requests that you review these file and media requirements when you supply digital art. Supplying the proper files insures that your output will look the way you expect, and keep additional charges to a minimum. If you have questions about file formats, resolution, or other graphics concerns, please call us at **815-873-1500** or e-mail [events@valleyexpodisplays.com](mailto:events@valleyexpodisplays.com)

### Raster (Pixel-based) Art -

Raster art is the way most continuous tone images are produced. Scanned images, Photoshop files, tif, jpg, & bmp are examples of raster or pixel-based art. Resolution for these files should be at least 300dpi *at output size*. For example, a file for 16 x 20 inch output should be 4800 pixels by 6000 pixels. Both cmyk and rgb are acceptable but **cmyk is preferred**. **Its helpful if all your files are consistently one or the other.**

#### Use for:

**Photographic or continuous tone** images.

### Vector Art -

Vector art is 'resolution independent', meaning it can be scaled to any size with no loss of quality. Illustrations created in Adobe Illustrator or Freehand are vector art. EPS files are the most common format for vector art.

**NOTE:** A Raster image imported or placed, and then saved in these programs is not changed into vector art...*it is still a raster image* and may not be suitable for some output options.

Logos & illustrations produced as cut vinyl **MUST** be vector art. If you cannot supply vector art, you may be charged for the time required to convert/recreate your art in the proper format.

#### Use for:

**Cut vinyl, large format text, logos, graphic elements.**

**Art Size:** Art files should be submitted with at least 0.5" bleed. (ex. 22" x 28" sign would be 22.5" x 28.5")

**Raster Art** can be supplied as Photoshop, jpg, tif, eps, bmp or other standard raster formats.

**Vector Art** should be **Adobe Illustrator (.ai), InDesign (.indd) or .eps (from Illustrator or InDesign)** files with text converted to paths. Include all linked files. If text is not converted to paths, all fonts must be included. When sending vector art use the package option in Illustrator or InDesign to properly export all necessary files.

**QuarkExpress** users, supply eps files with fonts embedded. Native Quark files are no longer supported.

**Media:** CD or DVD. For FTP access contact your Valley representative.

**Please include a color hardcopy or pdf. Critical PMS colors should be indicated on the hardcopy.**

## Still have questions?

Call 815-873-1500

or

E-mail: [events@valleyexpodisplays.com](mailto:events@valleyexpodisplays.com)

