

Want to Promote your company
to its MAXIMUM potential?

Here's an exciting way to do it!

SPOTLIGHT YOUR COMPANY AT **SHOWEAST**



...on Promotional Light Boxes

24 HOURS A DAY, promotional light boxes
will get your message to ShowEast attendees.
It's the perfect way to market your product or film.

ShowEast 2014 Rate
\$750 Each Unit
(includes electric and graphics production)
DON'T MISS OUT!

Orders of 5 or more, take \$50 off each box.

DUE TO SPACE LIMITATIONS, A MAXIMUM OF 8 LIGHT BOXES PER COMPANY APPLIES.

Promotional Light Boxes will be placed in the trade show and registration lobby areas.
This is a no-brainer to help guarantee increased visibility of your company and products. To take advantage of this marketing opportunity, fill out the form on the next page and return it to the ShowEast office via fax or email.

Questions? Contact Jordan Scherzer (jordan.scherzer@filmexplos.com) or call 212.493.4061.

MECHANICAL SPECIFICATIONS

Please provide artwork as per the requirements listed below:

ACCEPTED FORMATS: Adobe Illustrator CS5, Adobe Photoshop CS5, Adobe InDesign CS5.5.

FILE FORMAT: Please make sure all photo images are in .TIF or .EPS format. Artwork should be submitted on one of the following: CD or DVD, or directly to the GES ftp website. Contact Laura Robinson at lrobinson@ges.com for site information. When exporting, please convert text to curves. If the fonts are not converted, the closest font available will be substituted.

MISCELLANEOUS FILE INFORMATION: All artwork must be sent graphic-ready for production. Please include a 100% accurate hard copy proof of your artwork and copy mailed to the GES address below. All images and files should be in CMYK formatted colors. Please provide all images at a high resolution (175dpi) and at 100% of their reproduced size. Also include all linked and embedded images.

ANY ADDITIONAL WORK ON FILMS NOT COMPLETELY READY FOR PRINT WILL BE CHARGED AT \$75 PER HOUR.

ARTWORK IS DUE NO LATER THAN SEPT. 22, 2014.

ALL LATE ARTWORK WILL BE SUBJECT TO A \$200 LATE PROCESSING FEE PAID DIRECTLY TO GES.

Include the title and quantity of the files you're sending. You can also mail files to:

GES (Global Experience Specialists), Attn: Laura Robinson-Ivey
4805 Sand Lake Rd., Orlando, FL 32819
Tel: (407) 370-3924

THE DISPLAY: The actual image size measures $36\frac{15}{16}$ inches x $56\frac{5}{16}$ inches. The size of the entire Light Box unit is $38\frac{1}{8}$ inches x 8 feet. Your artwork will be displayed as backlit. All Light Boxes will be on display 24 hours a day, beginning Oct. 27, 2014.

Please fill out the following information and return to Jordan Scherzer at the ShowEast office at:

jordan.scherzer@filmexpos.com
or via fax at (212) 257-6428

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Contact Name (if different from above) _____

Number of Light Boxes (maximum of 8 per company) _____

PAYMENT OPTIONS

\$750 each

Enclosed is my check for \$ _____

made payable to: ShowEast 2014.

PLEASE ACCEPT MY CREDIT CARD FOR LIGHT BOX PAYMENT.

Visa ☐ Mastercard ☐ American Express ☐

Date _____

Card Number _____

Name on Card _____