

Producing Effective Digital Graphics.

Design Center

Our full service Design Center features a team of experienced designers, the latest technology and large format digital printers to provide you and your clients with the best quality visuals for every tradeshow or presentation experience.

Our designers can assist you through all phases of planning and design, and are experts at incorporating existing marketing strategy and images into powerful visual marketing tools. Our team is prepared to handle projects of any scope, whether it's simple adaptation of existing advertising or marketing collateral to complete redesign and

development of new materials from concept to completion.

To help insure the success of your project, we've chosen to cover a variety of subjects that we feel will help in providing a successful, hassle free, and timely project. If the answers to your questions are not covered here, please do not hesitate to call. We can suggest the best possible way to create and execute your project for maximum efficiency and economy.



Large Format Questions & Answers.

How do I submit my digital files for print?

ExpoGoods offers three options for submitting files.

Option 1: Upload files over 5mb to our FTP site:
ftp.ExpoGoods.com User ID: **graphics**
 Password: **graphics** (login info is case sensitive).

Option 2: Files 5mb or less can be emailed directly:
info@ExpoGoods.com

Option 3: Files can be sent to us on DVD or CD:
EXPOGOODS.COM
 15 a Melanie Lane Unit 3a
 East Hanover, NJ 07936

In what format should files arrive? What software applications do you prefer?

Preferred applications are Illustrator, Photoshop and InDesign, however we accept files in eps, jpg, tiff, psd, and pdf formats. Before submitting files please download our **Graphics Specifications Sheet** at ExpoGoods.com

What is the proper resolution for print files?

Image resolution should be from 100dpi-150dpi (dots/pixels per inch) at the final print size of the graphic. 300dpi images are overkill for large format digital printers. It is also strongly recommended that you create your graphics at 100% of the final print size in order to avoid any problems associated with the scaling of graphics.

What do I do if a specific part or element of my image needs to match a particular PMS color (like a logo)?

If specific elements of a Photoshop file need to match a particular color, the file must be submitted as a layered Photoshop file with the element or elements on their own individual layers. We can not color match a specific element if it is part of a flattened Photoshop file.

Preprint Checklist

- ✓ **Verify that all images are the proper resolution for print (100 dpi - 150 dpi).**
- ✓ **Include a hard copy proof, jpeg or pdf file to confirm the layout is correct.**
- ✓ **Include placed images and fonts. If possible, outline or convert all text to paths.**
- ✓ **If color matching, include a hard copy proof or PMS color for reference.**
- ✓ **When uploading files to our FTP site, please notify us: graphics@expostar.com**



How do I insure the best possible color match?

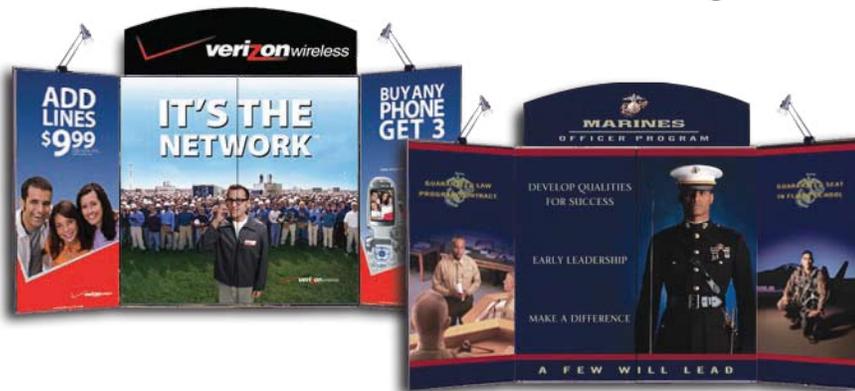
You must provide hard copy proofs, specific Pantone color values or previously printed materials reflecting the colors you wish to match. We cannot guarantee a color match based solely on information embedded in a digital file.

Color Matching

If color proofing is critical, please order a test print proof when putting in your order. It is important that you allow for the extra time needed to have your proof sent to you. A test print is a portion of your image printed at 100% from our large format printer. Standard prints are about two feet square.

Downloads Templates

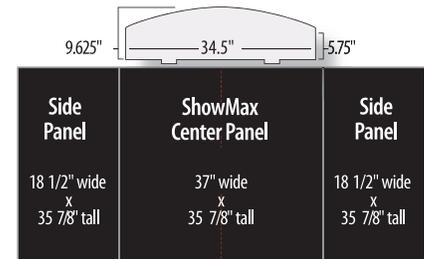
Make Design Easy.



Templates

ExpoGoods.com

provides templates for our displays and headers on our web site. Clear, concise measurements make these pdf files an invaluable tool to designers creating graphics for one of our displays.



ShowMax Panel Sizes

Simple Steps For Successful Graphics.

1 Place your order

Pick up the phone and give our customer service team a call. Our representatives are standing by to give you quick and courteous service from 8:30am to 5pm EST Monday through Friday.

2 Download templates and graphic specs sheet

Please download our product templates and Graphics Specifications Sheet, prior to building your artwork, from our dealer web pages at: www.expogo.com/downloads.asp. Files built to our specs help insure the best possible output.

3 Provide color matching materials

We are very aware of how important color matching is to the success of your print job. For this reason it is always necessary to provide a target printed proof, specific Pantone colors, or previously printed materials where color matching is called for.

4 Submit your files

Please see FAQ section for information on submitting graphics. To avoid errors or misunderstandings please label your submissions with a job description or job order.

5 Look for your proofs

Our designers will provide you with email proofs of your artwork. Your review and approval of proofs is necessary before we will print your graphics. To avoid delays in the production of your project, please be on the lookout for any email correspondence from ExpoGoods.

Graphics Production

Standard Lead Time

Our standard production time is five business days from final approval of proofs. Your final approval is required before production begins.

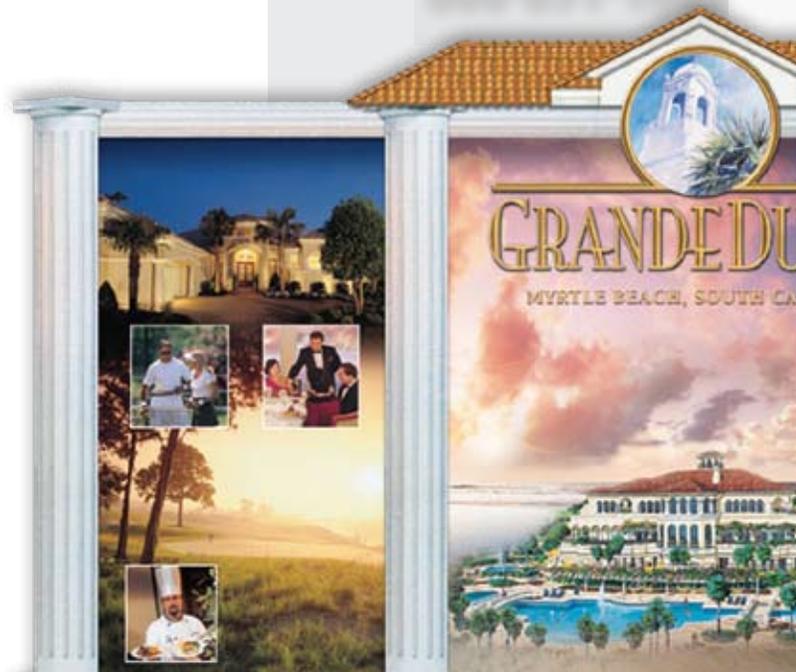
Expedited Graphic Service

When your final approval requires less than five days turnaround we offer an expedited service at the following additional rates.

3 days +10% • 2 days +20% • 24 hour +25%

Call

973-515-5151



ShowStyle®

Case Construction: Blow-molded polyethylene

Case Color: Charcoal Gray

Header: White .080 styrene arched top

Recommended Media and Application:

Panel Graphics: Not to exceed thickness of 1/16"

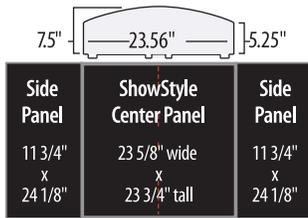
Adhere Velcro® fasteners to back of image.

Header Graphics: Digital prints, cut vinyl, or screen print can be applied directly to styrene header.

Display Unit Outside Dimensions: 4" x 13" x 24.5"

ShowStyle Stage Actual Wt. 11 lbs. **Ship/Dim Wt.** 14 lbs.

ShowStyle Stage II Actual Wt. 17 lbs. **Ship/Dim Wt.** 19 lbs.



ShowStyle Panel Sizes

Display Area: 48" x 24"

Inside panels have different dimensions than outside panels. If your center panel graphics include text allow for the center cut in your layout to avoid letters being split.

ShowMax®

Case Construction: Blow-molded polyethylene

Case Color: Pearlescent Plum

Header: White .080 styrene arched top

Wheels: Inline skate type with sealed bearings

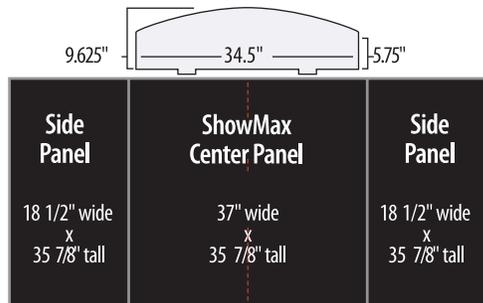
Recommended Media and Application:

Panel Graphics: Not to exceed thickness of 1/16" if graphics are to remain inside for transport.

Header Graphics: Digital prints, cut vinyl, or screen print can be applied directly to styrene header.

Display Unit Outside Dimensions: 43" x 19" x 7"

Actual Wt. 39 lbs. **Ship/Dim Wt.** 44 lbs.



ShowMax Panel Sizes

Display Area: 74" x 35.875". Graphics can be designed and created as one full size image. When designing, take into account the 1/4" break in the middle of the unit.

TranZibit™

Table Construction: Steel frame/injection molded ABS top

Case Color: Black

Wheels: Four heavy-duty casters

Recommended Media and Application:

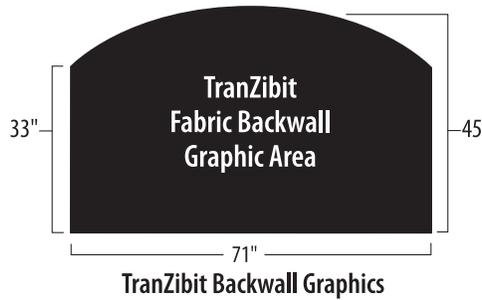
Backwall Graphics: Custom printed fabric backwall

Table Graphics: Polypropylene digital print with 10 mil Lexan overlamine

Table Case Dimensions Folded: 35.75" x 23.5" x 4.25"

Table Dimensions Set Up: 71.5" x 23.5" x 29-39"

Actual Wt. 53 lbs. **Ship/Dim Wt.** 66 lbs.



SmartPak IQ®

Case Construction: Blow-molded high density polyethylene

Colors: Blue pearlescent or gray

Wheels: Inline skate wheels with sealed bearings

SmartPak Case	Case Dimensions	Actual Weight	Ship/Dim Weight
12/32	34" x 18" x 15"	15 lbs.	48 lbs.
12/38	40" x 18" x 15"	18 lbs.	56 lbs.
12/50	52" x 18" x 15"	23 lbs.	73 lbs.
12/62	64" x 18" x 15"	25 lbs.	90 lbs.
12/72*	74" x 18" x 15"	29 lbs.	103 lbs.
16/36	38" x 22" x 19"	26 lbs.	82 lbs.
16/42	44" x 22" x 19"	27 lbs.	95 lbs.
16/50*	52" x 22" x 19"	29 lbs.	113 lbs.

* Subject to \$40-\$45 oversize charges from carriers. All cases subject to a \$6.50 charge when not shipped in a corrugated box. FedEx and UPS determine dimensional weight by multiplying length by width by height of each package (in inches) and dividing by 194.

Note: Maximum Graphics Heights (after rolling) to allow for proper fit in the case.

12/32=31" 12/38=37" 12/50=49" 12/62=61"
12/72=71" 16/36=35" 16/42=41" 16/50=49"

MagicPak®

Case Construction: Extruded aluminum

Display Unit Case Dimensions: 4" x 4" x 34"

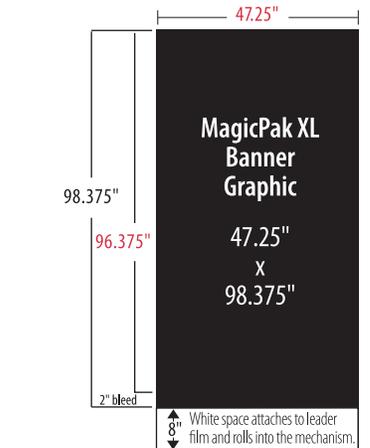
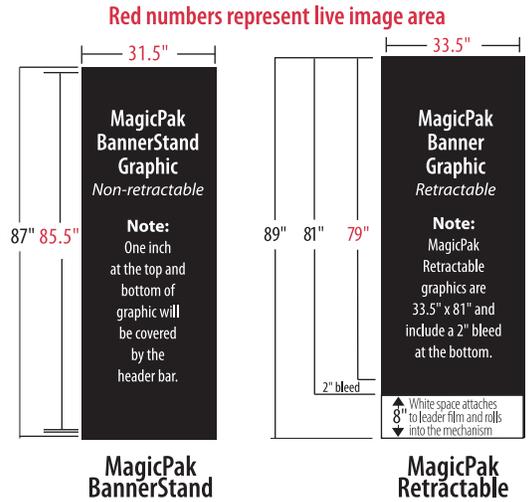
Inkjet Media: 7 mil polypropylene with a 5 mil laminate

Important: Laminate must be flexible enough, and cut square to allow the banner to retract properly.

Retractable Actual Wt. 10 lbs. **Ship/Dim Wt.** 10 lbs.

Non-Retractable Actual Wt. 7 lbs. **Ship/Dim Wt.** 7 lbs.

Retractable XL Actual Wt. 16 lbs. **Ship/Dim Wt.** 16 lbs.

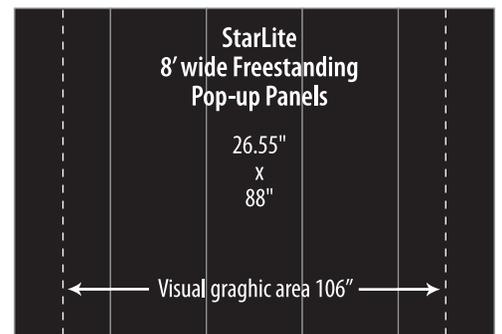


Pop-up Panels

Panels: 6.5 mil polypropylene media, 10 mil backer, 5 mil laminate

Tabletop Pop-up: 4-panels 24" x 54" (Visual area 72" wide)

Freestanding 10': 6-panels 26.55 x 88" (Visual area 130" wide)

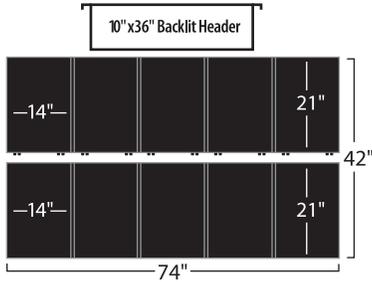


Pactiva®

Case Construction: Custom extruded styrene panels with injection molded ABS endcaps. **Panel Thickness** 1/2"

Weights: See catalog page 8 for actual and ship/dim weights.

Fabric Colors: Standard Pactiva fabric colors are Black, Gray, Blue, Royal Blue, and Burgundy. Custom colors are available on request.



Pactiva 10-Panel Stacking Tabletop



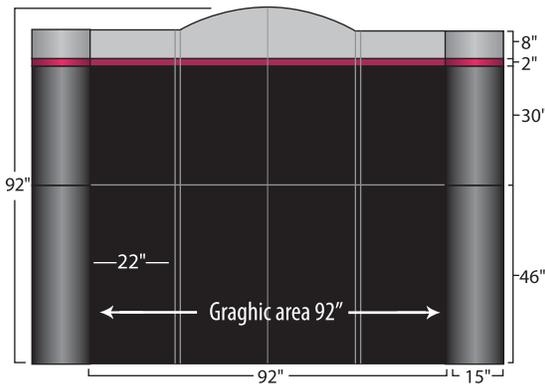
NextDayDisplays®

Panel Construction: Lightweight folding panels available in 35 colors of FrontRunner, Foss and Tempo fabrics.

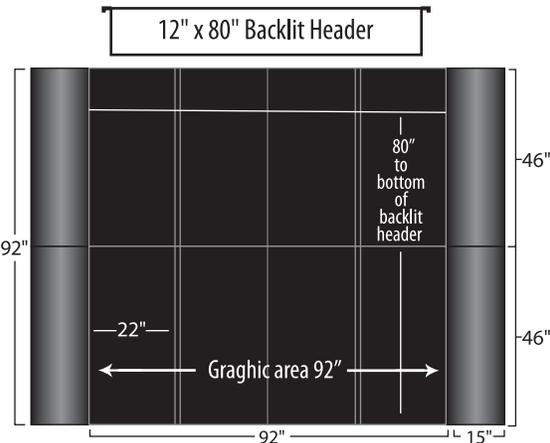
Panel Thickness: 3/4"

Column Flat Dimensions: 46" tall x 48" wide.

Weights: See catalog page 18 for actual and ship/dim weights.

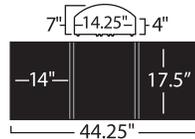


Palladian 8-Panel with 15" diameter Columns
Column flat dimensions 46" tall x 48" wide



3-Panel Tabletops

Pactiva 18" 3-Panel



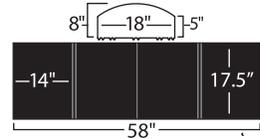
Panel Sizes

14"x18"

Pactiva 18" Tall Panels
◀PTV-3MRH
PTV-4MRH▶

4-Panel Tabletops

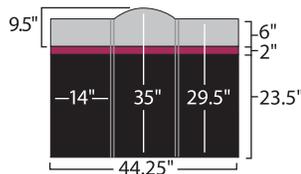
Pactiva 18" 4-Panel



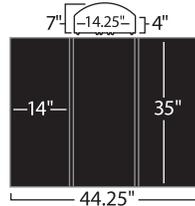
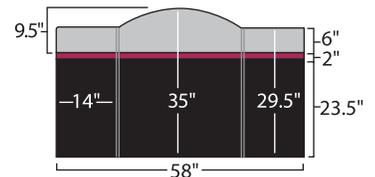
Pactiva 35" 3-Panels

14"x35"

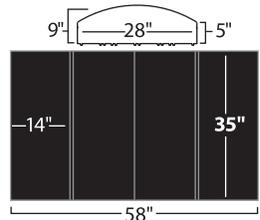
Pactiva 35" 4-Panels



Pactiva Arch-Top
◀PTV-03A1
PTV-04A2▶



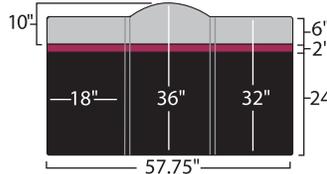
Pactiva 35" Tall Panels
◀PTV-03AH
PTV-04AH▶



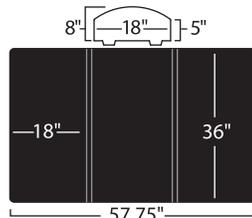
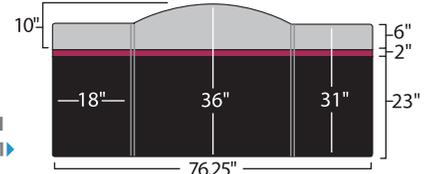
ExpoStar 36" 3-Panels

18"x36"

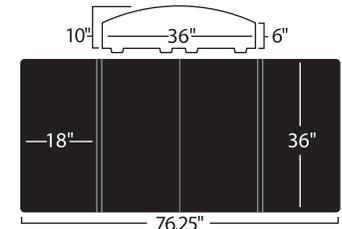
ExpoStar 36" 4-Panels



Palladian Arch-Top
◀EPMT-03A1
EPMT-04A1▶



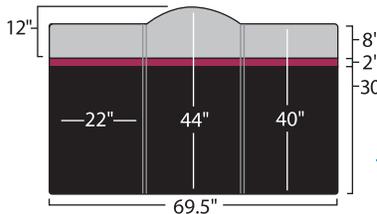
Ready-Set-Show! 36" Tall Panels
◀RSS-3MT
RSS-4MT▶



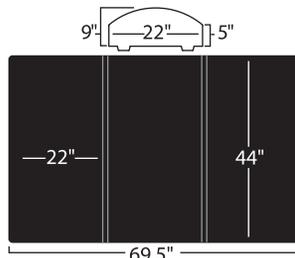
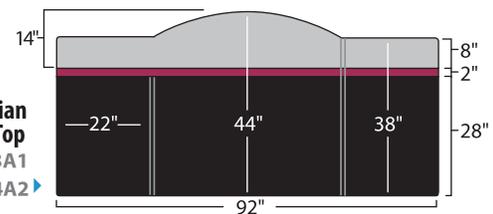
ExpoStar 44" 3-Panels

22"x44"

ExpoStar 44" 4-Panels



Palladian Arch-Top
◀EPT-03A1
EPT-04A2▶



Ready-Set-Show! 44" Tall Panels
◀RSS-3T
RSS-4T▶

