

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 2011 Rate
\$695 EACH UNIT
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 long hallway leading to the trade show and registration 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@filmexpos.com) or call 212.493.4061.

MECHANICAL SPECIFICATIONS

Please provide artwork as per the requirements listed below:

ACCEPTED FORMATS: Adobe Illustrator CS4, Adobe Photoshop CS4, InDesign CS4.

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 SEPTEMBER 16, 2011.
ALL LATE ARTWORK WILL BE SUBJECT TO A \$200 LATE PROCESSING FEE.**

Include the title of the files you're sending and the number of each print you will need. You can also mail files to:

GES (Global Experience Specialists), Attn: Laura Robinson
4805 Sand Lake Rd., Orlando, FL 32819
Tele: (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. 24, 2011.

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

770 Broadway, 7th Floor, New York, NY 10003-9595
or via fax at (212) 257-6428

PLEASE RETAIN A COPY OF THIS SHEET FOR YOUR RECORDS. PAYMENT IN FULL MUST ACCOMPANY THIS CONTRACT.

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

\$695 each

Enclosed is my check for \$ _____

made payable to: ShowEast 2011.

PLEASE ACCEPT MY CREDIT CARD FOR LIGHT BOX PAYMENT.

Visa Mastercard American Express

Date _____

Card Number _____

Name on Card _____