

## ASIA FRUIT LOGISTICA 2008 - USA PAVILION:

### BOOTH DESIGN

#### CUSTOM GRAPHICS

Enhance your show presence and appearance by customizing your booth with a number of attractive custom signage, graphics and décor options:

#### Overhead Sign:

In addition to the standard EXHIBITOR NAME signs, each individual booth in the USA Pavilion has an overhead banner (300/118" x 112cm/44") with EXHIBITOR NAME in standard typeface:



This banner can be customized with your logo, product picture or other graphics, example:



#### Booth Wall Décor:

Order customized graphics for your booth walls (9 sqm booth: 7 wall sections; 12 sqm booth: 8 wall sections): Banners (70x200cm / 27½"x78¾") or Graphics Panels (70x120cm / 27½"x47¼").

#### **Custom Graphics Artwork Specs:**

- All text has to be converted to outlines
- Files must have a resolution of 300 dpi at scale 1:1
- Color standard: CMYK
- Files must be in "Freehand" or "Illustrator" and provided as eps-Vector files, Version CS2 preferred, (plus jpeg file for reference)
- For scans, files must be in tif or psd (Photoshop) format
  
- Artwork files has to be uploaded on the following ftp server:

ftp://mail.artelec.com  
User Name: remex  
Password: r2m2x

*Please notify Emily Chin ([emily\\_chin@artelec.com](mailto:emily_chin@artelec.com)) when you have uploaded artwork.*

Deadline for submitting Custom Graphics Orders and Artwork is August 15.  
Submit the enclosed *Custom Graphics & Optional Equipment Order Form* by the **August 15 deadline**.

**Questions?**

Contact Sharon Wong [swong@exhibitpro.com](mailto:swong@exhibitpro.com) or 540-373-9935.