



EVENT GRAPHICS

GET YOUR MESSAGE ACROSS

High quality graphics will add a huge contribution to your exhibit success. From our electronic file transfer for graphics proofing, to our in-house direct printing or roll to roll printing allow us to get you the best quality for cost. We offer high quality resolution printing on a variety of substrates including pvc, foam, acrylic, dibond, vinyl and more.





Your booth design can make or break the success of your promotional event. Stand out from the competition! We've got you covered with our comprehensive line of trade show display printing products. 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. Get the attention of attendees with bold and graphic printed banners, pop-up displays, feather flags and other indoor signs that show off your brand logo and colors. Make sure all your trade show displays feature design elements to form a strong, cohesive look that represents what your brand is all about.

PVC	PAPER	STONE	METAL
VINYL	FOAM	BRICK	PLASTIC
ACRYLIC	COROPLAST	PORCELAIN	GLASS
CANVAS	STYRENE	RUBBER	CARDBOARD
LEATHER	WOOD	FABRIC	AND MORE!!!!

With Valley's VR5D from Vanguard Digital Printing systems, you are only limited by your imagination.. Exhibitors have already put the VR5D through its paces by printing on:

Upload your artwork to: <https://spaces.hightail.com/uplink/valley> Please see the following page for artwork requirements on "Supplied Digital Arts Standards" form.

Orders received after, Monday, December 19, 2022 will receive an additional 30% rush

	Description	Product ID	Pricing
Foamcore Signs White Background	11" x 14"	S10	\$45.08
	14" x 22"	S20	\$63.27
	22" x 28"	S50	\$392.60
	28" x 44"	S60	\$535.05
Vinyl Banners White Background	2' X 4'	S70	\$278.05
	2' X 6'	S80	\$333.90
	2' X 8'	S90	\$501.85
	Grommets for hanging are included		
Miscellaneous	Easel Back	S100	\$22.00
	Sign Grommets	S110	\$8.20
	Color Background		Add 25%

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 press 1 for exhibitor services department or e-mail 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: Click here to submit files to <https://spaces.hightail.com/uplink/valley>

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