

WANT TO PROMOTE YOUR COMPANY  
TO ITS MAXIMUM POTENTIAL?

HERE'S AN EXCITING WAY TO DO IT!

ShowWest

Spotlight Your Company at



...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.

**ShoWest 2010 Rate  
\$625 EACH UNIT  
Don't Miss Out!**

**Orders of 5 or more, take \$50 off each box.**  
Due to the 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, simply fill out the form below and return it to the ShowEast office via fax or email.

**Questions?** Contact Matt Pollock ([matt.pollock@nielsen.com](mailto:matt.pollock@nielsen.com))  
or call (646) 654-5164.

# 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. When exporting, please convert text to curves. If the fonts are not converted, the closest font available will be substituted.

MISCELLANEOUS FILE INFORMATION: Please include a 100% accurate hard copy proof of your artwork and copy. 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 FEBRUARY 15, 2010.**

**ALL LATE ARTWORK WILL BE SUBJECT TO A \$200 LATE PROCESSING FEE.**

Please be sure to 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 Exposition Services, Attn: Jennifer Maness, 7000 Lindell Rd., Las Vegas, NV 89118  
Tele: (702) 515-5615

THE DISPLAY: The actual image size measures 36 <sup>15</sup>/<sub>16</sub> inches x 56 <sup>5</sup>/<sub>16</sub> inches. The size of the entire Light Box unit is 38 <sup>1</sup>/<sub>8</sub> inches x 8 feet. Your artwork will be displayed as a duratram image and will be backlit. All Light Boxes will be on display 24 hours a day, beginning on March 15, 2010.

Please fill out the following information and return to Matt Pollock at the ShoWest office at:

770 Broadway, 7th Floor, New York, NY 10003-9595  
Or via fax at (646) 654-7694

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

Name \_\_\_\_\_

PAYMENT OPTIONS

Company \_\_\_\_\_

\$625 each

Address \_\_\_\_\_

Enclosed is my check for \$\_\_\_\_\_ made payable to

\_\_\_\_\_

ShoWest 2010

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Please accept my credit card for Light Box payment.

Phone \_\_\_\_\_ Fax \_\_\_\_\_

\_\_\_\_ Visa \_\_\_\_ MC \_\_\_\_ AMEX Exp. \_\_\_\_\_

E-mail \_\_\_\_\_

Date \_\_\_\_\_

Contact Name (if different from above) \_\_\_\_\_

Card Number \_\_\_\_\_

Number of Light Boxes (maximum of 8 per company) \_\_\_\_\_

Name on Card \_\_\_\_\_