

BOOTH SIGN FORM

DEADLINE DATE: July 24, 2009

In order to have your company name correct on the sign provided by AFA, please provide the exact information on how you want your company name listed.

The size of the sign to be provided is 7" (height) x 44" (width). The sign will contain up to two lines, with the company name listed on the first line, and the city and state on the second line.

Example:

**FLOORTEK EXPO
DALTON, GEORGIA**

Company information for sign: (MAXIMUM CHARACTERS PER LINE: 27)

Company: _____

City/State: _____

**THIS FORM IS ONLY FOR THE SIGN PROVIDED FREE OF CHARGE WITH THE RENTAL OF BOOTH SPACE AT FLOORTEK EXPO 2009.
ADDITIONAL SIGNS MAY BE ORDERED FROM AMERICAN FLOORCOVERING ALLIANCE.**

Booth #: _____

Contact Name: _____

Company: _____

Street Address: _____

Mailing Address: _____

City/State/Zip: _____

Email Address: _____

FOR ADDITIONAL SIGNAGE ONLY! NOT FOR "FREE OF CHARGE"

American Floorcovering Alliance

210 Cuyler Street • Dalton, Georgia 30720 USA
Ph: 706-278-4101 • Fax: 706-278-5323

**DISCOUNT PRICE
 DEADLINE DATE
 September 10th, 2007**

**METHOD OF PAYMENT MUST
 ACCOMPANY YOUR REQUEST**

NAME OF SHOW: FloorTek Expo/October 23-25, 2007

EXHIBITING COMPANY NAME: _____ BOOTH#: _____

PRINT NAME: _____ EMAIL: _____

SIGNATURE: _____ DATE: _____

STANDARD SIGN SIZES

- Signs are based on full color copy, white styrene and 10 words or less per sign.

	<u>QTY</u>		<u>Discount Price</u>	<u>Std Price</u>	<u>Total</u>
7" x 11"	_____ @		\$35.00	\$50.00	= \$ _____
7" x 22"	_____ @		\$38.00	\$56.00	= \$ _____
7" x 44"	_____ @		\$40.00	\$63.00	= \$ _____
9" x 44"	_____ @		\$45.00	\$82.00	= \$ _____
11" x 14"	_____ @		\$38.00	\$58.00	= \$ _____
14" x 22"	_____ @		\$40.00	\$63.00	= \$ _____
14" x 44"	_____ @		\$50.00	\$94.00	= \$ _____
22" x 28"	_____ @		\$50.00	\$94.00	= \$ _____
28" x 44"	_____ @		\$55.00	\$115.00	= \$ _____

OPTIONAL SERVICES

	<u>QTY</u>		<u>Discount Price</u>	<u>Total</u>
Colored Showcard	_____ @		\$7.50 per sign	= \$ _____
Change in Color of Copy	_____ @		\$7.50 per change	= \$ _____
Easel Back on Sign"	_____ @		\$7.50 per sign	= \$ _____
Weather Protection	_____ @		\$3.00 per sq.ft.	= \$ _____
Logo Sign	_____ @		Quoted on Request	= \$ _____
Banner	_____ @		Quoted on Request	= \$ _____

ADDITIONAL SERVICES

- Please indicate here if you would like us to provide more information and pricing on banners, cutout letters, logos, silk screening, special graphics or any other item.

QUICK TIPS FOR EASY EXHIBITING

Remember to order in advance to save time and money. Orders received after the deadline date or without payment will be charged standard price.

If you have any questions or need assistance with any items not listed, please call AFA @ 706-278-4101.

TOTAL COSTS

_____ + _____ = \$ _____
 Subtotal 7% Tax Total Cost

**Deadline for ordering
 Additional Signage is
 October 1, 2007**

**Remember!
 Discount Deadline is
 September 10, 2007**

SIGNS & GRAPHICS

FloorTek Expo 2007

PRINTER'S GUIDELINES FOR SUBMITTING ARTWORK ON DISK

Artwork should be submitted on the following formatted disks:

Preferred Formatted Disk: IBM

In order for (Printer) to use a graphic file, it must be saved in one of the following formats:

Vector Files

Ai – EPS - CDR

Raster Files

JPEG – TIFF – EPS

Document Files

.doc Word Document

Compressed Files

WinZip

RESOLUTION & RASTER FILES:

When submitting a raster file, the optimal resolution is 150 dpi for a 1 to 1 ratio. Depending on the scale, lower resolutions may result in a decrease in image quality and/or increase in labor.

THE HIGHER THE RESOLUTION; THE BETTER THE FINAL OUTPUT

The following information should be provided with the disks:

- **PRINTED COPY OF ARTWORK, SEPARATIONS AND PMS COLORS**
- **We CAN NOT guarantee, correct duplication of artwork without a hard copy.**
- **File Format**
- **Indicate if you used a compression utility.**
- **Make sure your proportions are correct to the desired final size and contains proper resolution for when it is enlarged.**
- **CONVERT ALL TEXT TO CURVES and/or embed the fonts.**
- **Include a complete list of files on your disk.**