

AGS DISPLAY & GRAPHICS SOLUTIONS

⊕ Design. Build. Inspire.



EXHIBITOR SUCCESS KIT

NO Exhibitor LEFT Behind



Exhibiting Simplified

Planning your exhibition space and need a helping hand? Don't worry. We offer a range of affordable services to help you achieve your event objectives. Plus a dedicated project manager will ensure our products are a perfect fit. ***It just doesn't get any easier.***



Exhibits

From flexible, pre-packaged module designs to custom builds, our exhibit displays promise to engage, entertain and amaze attendees. Choose systems ranging from 10'x10' to 20'x20' and larger displays with varying configurations.



Design Services

Looking for an easy, elegant, eye-catching way to display your message? Our experienced team of designers and copy experts will transform your vision into a fully customized trade display that visitors won't forget.



Digitally Printed Graphics

Creating memorable designs and graphics for your banner stand, counter, booth or display doesn't have to cost a fortune. We offer affordable, full-color trade show graphics at the highest quality, with print resolution up to 1200 dpi.



Install & Dismantle

From free shipping to our events to on-site installation and dismantle, our specialist teams handle everything. Plus there are never any material handling or management fees.

Visit us online at www.ags-expo.com/display-solutions/

Contact your project manager at **407-292-0025** or **exhibits@ags-expo.com**

Custom Exhibits

AGS is an integrated ideas factory offering a fusion of creativity and tradeshow industry expertise. We work collaboratively with exhibitors to develop solutions based on a client's needs and budget. Project managers advise on all aspects of exhibits including structure design, material & finish, lighting, floor coverings and graphics. **Let's get started!**



Our aim is to provide an exhibit that will attract attendees, deliver your message and help you achieve your marketing objectives in a cost effective manner.

Custom Exhibit Services

- Hardwall or modular designs
- Specialty floor coverings
- Unique counters & kiosks
- A/V solutions & presentation services
- CAD rendered designs & drawings
- Multi-Level structures

Display Graphic Services

- Theme & logo design
- Computer-cut vinyl
- Back-lit images/duratrans
- Flooring/carpet graphics
- Photo-realistic prints & enlargements



Ready to Speak to Our Team?

Contact your project manager at **407-292-0025** or **exhibits@ags-expo.com**

CONTENTS

- ESSENTIAL SERIES4
- ESSENTIAL SERIES 10'X10'5
- ESSENTIAL SERIES 10'X 20'8
- ESSENTIAL SERIES 20'X 20' 12
- ESSENTIAL ACCESSORIES 14
- ELITE SERIES..... 16
- ELITE SERIES 10'X10'..... 17
- ELITE SERIES 10'X20'..... 19
- ELITE SERIES 20'X20'..... 22
- ELITE ACCESSORIES..... 27
- KIOSKS..... 29
- DISPLAY ORDER FORM 33
- CUSTOM FLOORING 39
- BANNER STANDS 41
- GRAPHIC FILE REQUIREMENT GUIDELINES ... 44





SMALL BUT IMPACTFUL. **GOT IT.**

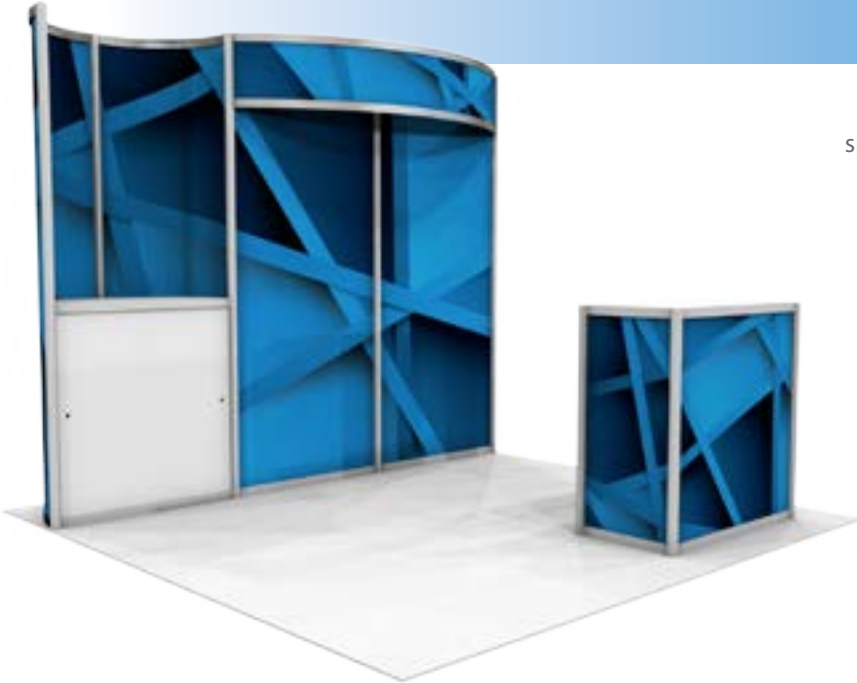
Smaller exhibits can still pack a big punch and get you noticed. Check out our large selection of 10' x 10' Essential displays to see how. You'll love their attractive look, sturdy construction and easy assembly. Plus you have plenty of room to add graphics, cabinets, counters, kiosks and more.

Turn-Key Simple Means...

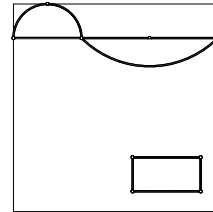
- Standard Carpet
- Lights
- Pre-installed White Sintra Panels
- Hassle Free, Install and Dismantle
- No Material Handling on Rental Unit

ESSENTIAL SERIES 10'x10'

Mod 1 (10' x 10')



With a distinct curved header and a 2 meter wide graphic space for branding and messaging, the MOD 1 unit is one of our most popular structures.



Custom Options:

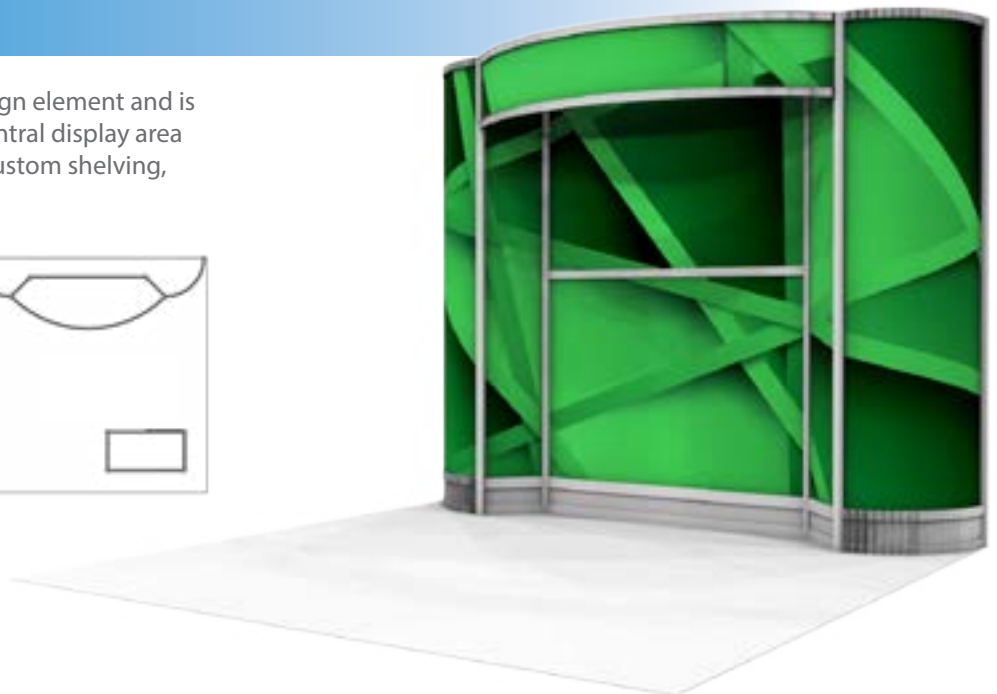
- Digital Print Graphic Panels
- Unique Floor Coverings
- Additional Counters
- Lockable Counters
- LCD Display or Mount

Mod 2 (10' x 10')

The MOD 2 display has a unique curved design element and is both stylish and within your budget. The central display area is perfect for a wide-format LCD display or custom shelving, with ample room for content and branding.

Custom Options:

- Digital Print Graphic Panels
- Unique Floor Coverings
- Additional Counters
- Lockable Counters
- LCD Display or Mount

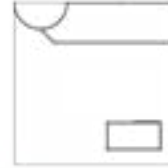


ESSENTIAL SERIES 10'x10'

Mod 3 (10' x 10')



The MOD 3 Display has a distinct column-like graphics structure and a wide back-wall space for extended marketing content.



Custom Options:

- Digital Print Graphic Panels
- Unique Floor Coverings
- Additional Counters
- Lockable Counters
- LCD Display or Mount

Mod 6 (10' x 10')

Maximize your area for branding with the MOD 6 Display which features a side-wall and optional counter.

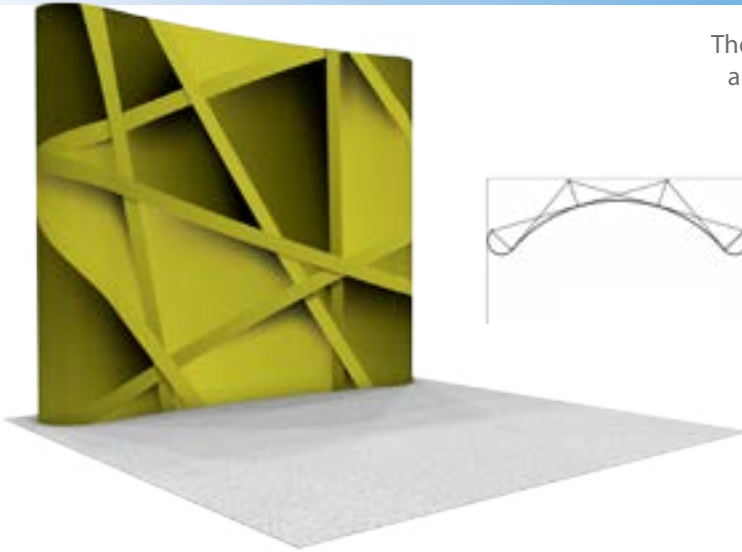
Custom Options:

- Digital Print Graphic Panels
- Unique Floor Coverings
- Additional Counters
- Lockable Counters
- LCD Display or Mount



ESSENTIAL SERIES 10'x10'

Mod 8 (10' x 10')



The MOD 8 pop-up display combines strength, reliability and style in a lightweight and easy-to-use system. Total area for branding 153" x 87.5625".

Custom Options:

- Lights (*custom option*)
- Fabric or Digital Print Graphic Panels
- Unique Floor Coverings
- Additional Counters

Mod 9 (10' x 10')

Product Features:

- 10' vertically curved frame structure
- Designed for 10' or wider booth
- Seamless stretch fabric graphic
- Overall Size: 114"w x 9"h
- Full color graphics printed on polyester stretch fabric
- State-of-the-art brushed 30mm aluminum tube frame



Custom Options:

- Shelves & counters
- Lights (*custom option*)





HAVE YOU GROWN? NO PROBLEM

Some of our 10' x 10' Essential Displays are available in 10' x 20' configurations.

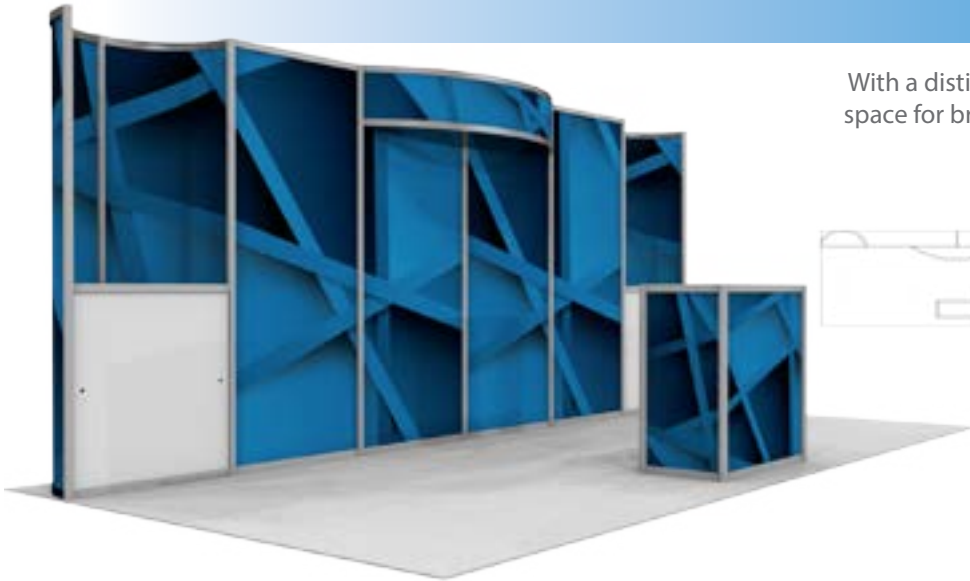
Our 10' x 20' Essential Displays maximize the benefits of a larger footprint, providing better branding, bigger product displays and extra storage. These highly functional rentals are beautifully designed and constructed to last. Plus they can be re-purposed as one or even two separate 10' exhibits.

Turn-Key Simple Means...

- Standard Carpet
- Lights
- Pre-installed White Sintra Panels
- Hassle Free, Install and Dismantle
- No Material Handling on Rental Unit

ESSENTIAL SERIES 10'x 20'

Mod 1 (10'x20')



With a distinct curved header and two 2 meter wide graphic space for branding and messaging, the MOD 1 unit is one of our most popular structures.



Custom Options:

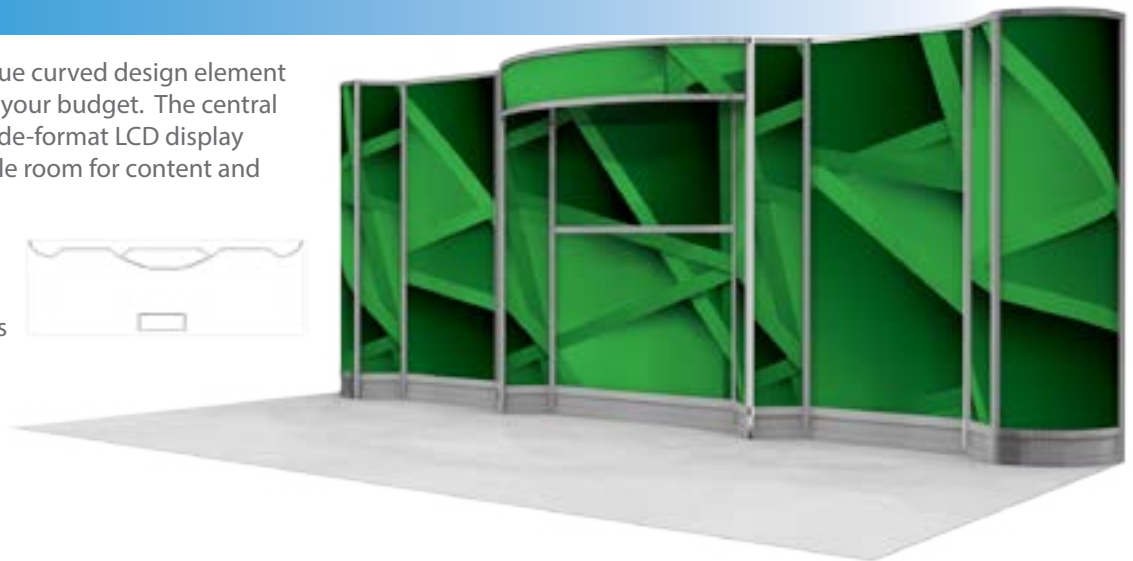
- Digital Print Graphic Panels
- Unique Floor Coverings
- Additional Counters
- Lockable Counters
- LCD Display or Mount

Mod 2 (10'x20')

The MOD 2 display has a unique curved design element and is both stylish and within your budget. The central display area is perfect for a wide-format LCD display or custom shelving, with ample room for content and branding.

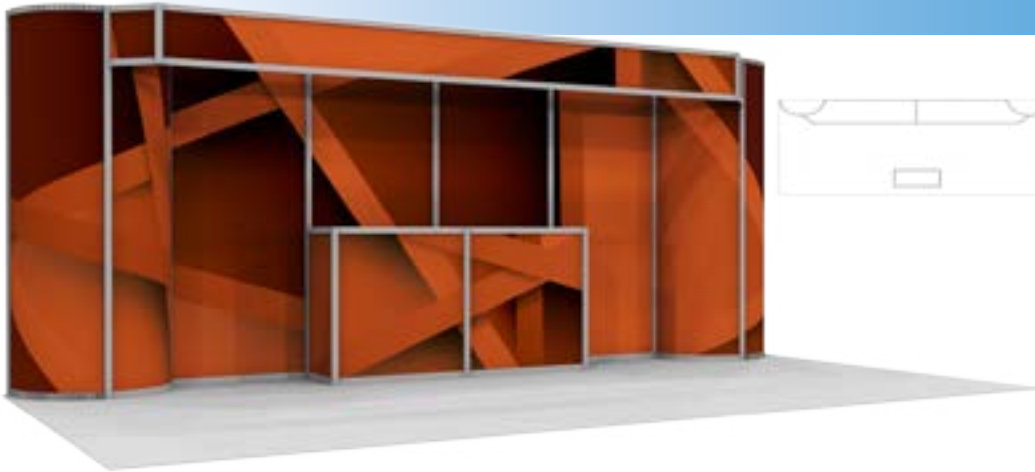
Custom Options:

- Digital Print Graphic Panels
- Unique Floor Coverings
- Additional Counters
- Lockable Counters
- LCD Display or Mount



ESSENTIAL SERIES 10'x 20'

Mod 3 (10'x20')



The MOD 3 (10' x 20') Display has a distinct column-like graphics structure and a wide back-wall space for extended marketing content.

Custom Options:

- Digital Print Graphic Panels
- Unique Floor Coverings
- Additional Counters
- Lockable Counters
- LCD Display or Mount

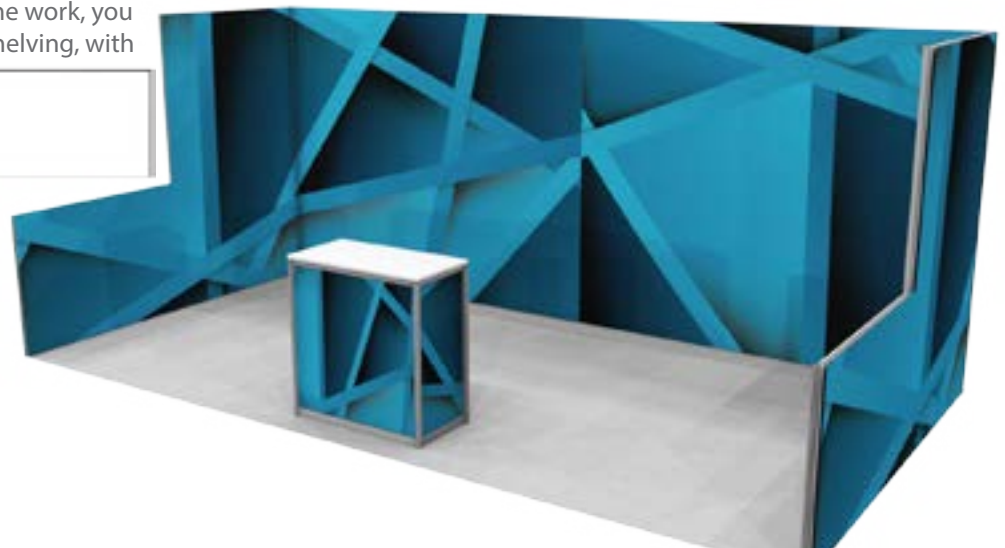
Mod 6 (10'x20')

The MOD 6 offers a modern flare to a backwall-style structure. Seamless plant-on graphics run edge-to-edge giving this wildly simple structure breathtaking graphic appeal. Supported by our robust system frame work, you can add pieces like LCD displays or custom shelving, with ample room for content and branding.



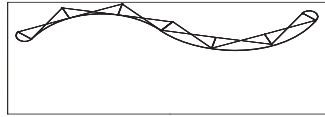
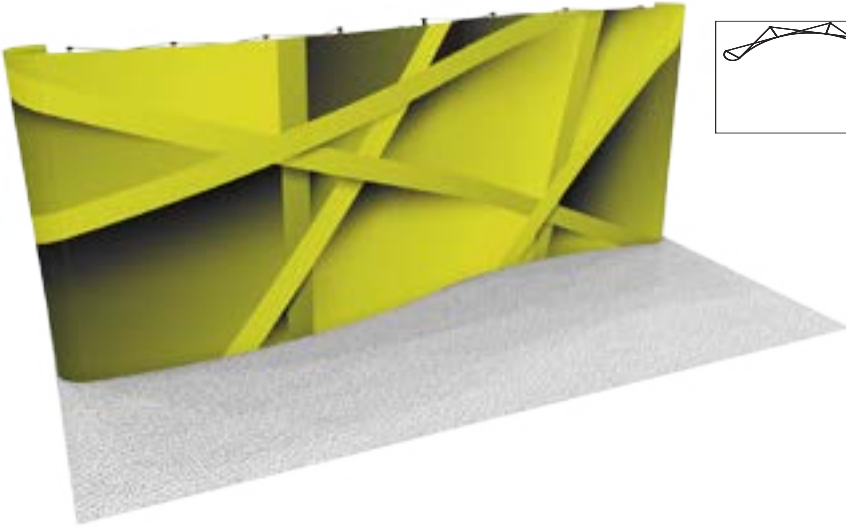
Custom Options:

- Digital Print Graphic Panels
- Unique Floor Coverings
- Additional Counters
- Lockable Counters
- LCD Display or Mount



ESSENTIAL SERIES 10'x 20'

Mod 8 (10'x20')



Simple to construct and easy to ship, AGS offers a wide variety of portable pop-up displays. The Mod 8 offers a multi-panel, mural-style display for Velcro® applied or digitally printed graphics. Where simplicity and ease of setup is key, this highly visible display can be outfitted with a variety of accessories. These units are available to rent or purchase.

Custom Options:

- Digital Print Graphic Panels
- Unique Floor Coverings
- Additional Counters
- Lockable Counters
- LCD Display or Mount
- Lights (*custom option*)

ESSENTIAL SERIES 20'x 20'



ROOM TO SHOW OFF? **DONE.**

Our 20'x 20' Essential MOD display maximizes the benefits of a larger footprint, providing better branding, bigger product displays and extra storage. This highly functional rental is beautifully designed and constructed to get you noticed.

Each Unit Includes:

- Standard Carpet
- Solid White Sintra Panels
- Lights

ESSENTIAL SERIES 20' x 20'



Mod 10 (20' x 20')

The MOD 10 is a hardwall booth package with an outstanding 12' high circular header that gets your booth noticed from all directions. This display unit has twelve shelves for your display needs and four cabinets, perfect for your tabletop multimedia or company literature. The ample center space is perfect for meeting with your attendees.

Features, Accessories and Graphic Options Include:

- 12' high circular header with 4 working cabinets with 3 shelves
- 8 sections headers
- 2 30" high pedestal stools & 6 padded side chairs
- 2 wastebaskets
- 2 10'x20' black carpets
- 8 arm lights & 4 electrical outlets for lights only

RENT **ACCESSORIES**

If you're looking to add a little punch to your space, consider a well-placed accessory or two. From lights, counters and monitor mounts to literature stands, brochure holders and the latest in iPad stands, we offer a range of accessories to help showcase your message, your products and your staff. Let your attention to detail create the best first impression.



COUNTERS

Options:

- 30" - 1Meter x 1/2 Meter
- 30" - 2Meter x 1/2 Meter
- 30" - 1Meter Curved
- 30" - Sliding Doors
- 42" - 1Meter x 1/2 Meter
- 42" - 2Meter x 1/2 Meter
- 42" - 1Meter Curved
- 42" - Sliding Doors

LIGHTS

Options:

- Halogen mesh lamp with clip

MONITOR MOUNT

Options:

- SMALL - Monitor Size: 13-39" LCD
- MEDIUM - Monitor Size 26-40" LCD

ESSENTIAL ACCESSORIES



LITERATURE HOLDERS

Options:

- Leaflet holder
- Brochure holder
- Literature rack

TABLET STAND

- Anti-theft floor standing kiosk for iPad 2nd, 3rd, & 4th Generations
- Rugged, durable, heavy-duty construction
- Pole Height: 27.56" – 43.31"
- Base Dimension: 17.40" x 13.62"

22 x 28 CHROME SIGN HOLDER

- Long lasting chrome finish
- Portable & durable, 22"x 28" sign holder
- Sturdy, heavy base



DON'T JUST EXHIBIT. **EXCITE.**

Want the quality of a custom build without the price tag? Try one of our 10' x 10' Elite displays. With their sleek, modern appearance and anodized aluminum construction, these rental units are meant to impress. Available in multiple designs, they offer plenty of space for branding and adding customizable components like cabinets, counters and kiosks.

Each Unit Includes:

- Standard Carpet

ELITE SERIES 10'x10'

Elite 1 (10' x 10')



Includes:

- 1 x frame: 116" w x 94" h x 43" d
- 1 table
- 2 x Lumina 200 LED floodlights
- 1 x medium monitor mount
(monitor not included)
- 3 x literature holders
- Standard Carpet, 16oz.

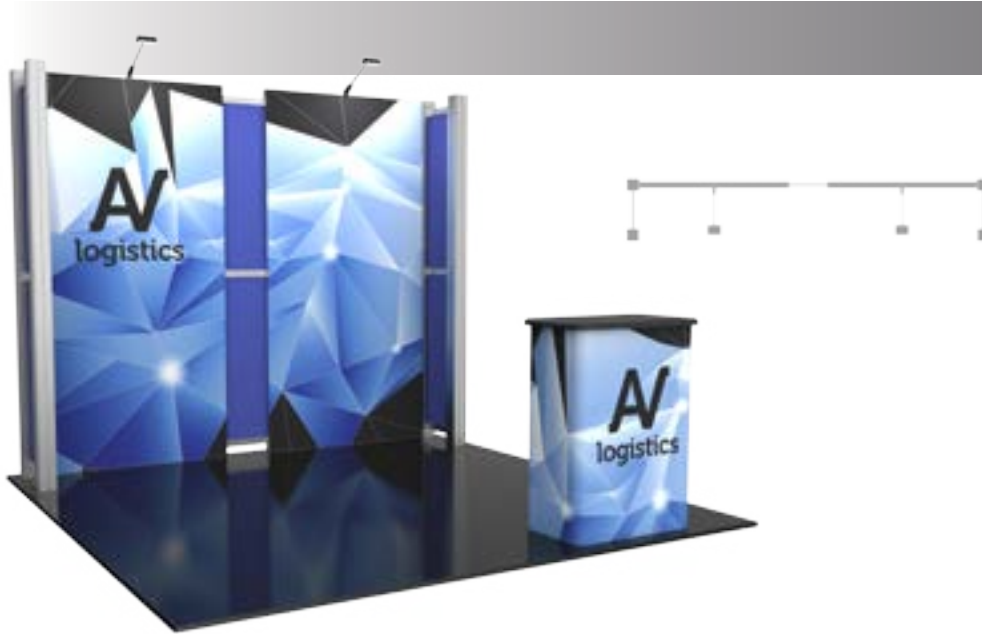
Elite 2 (10' x 10')

Includes:

- 1 x frame: 112" w x 95" h x 20" d
- 1 x counter near backwall
- 1 x medium monitor mount
(monitor not included)
- Standard Carpet, 16oz.



ELITE SERIES 10'x10'



Elite 3 (10' x 10')

Includes:

- 1 x frame: 114" w x 94" h x 20" d
- 2 x Lumina 200 LED floodlights
- Standard Carpet, 16oz.

Elite 4 (10' x 10')

Includes:

- 1 x frame: 115" w x 96" h x 79" d
- 1 x counter near backwall
- 1 medium monitor mount
(monitor not included)
- Standard Carpet, 16oz.





ROOM TO SHOW OFF? **EASY**

If you are looking for an open floor plan, high altitude and 360 degree visibility, our 10' x 20' Elite displays offer the perfect solution. With numerous design options, construction features and available accessories, these rental units look, feel—and perform— like a custom exhibit. Mount a monitor. Install a shelving system. Add a literature rack. Many can be recycled as a smaller 10' exhibit.

Each Unit Includes:

- Standard Carpet

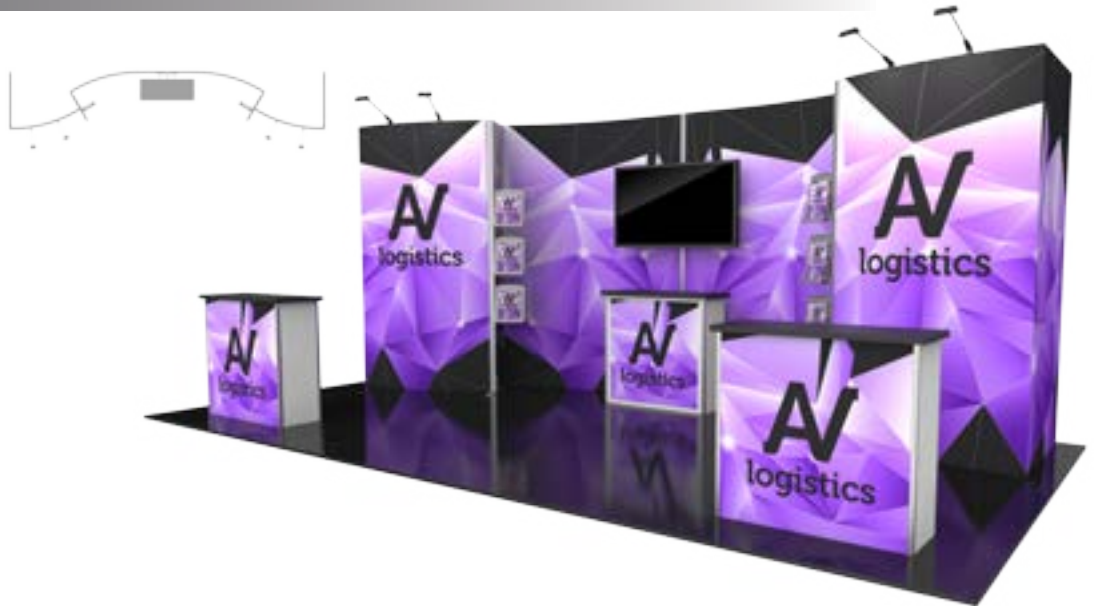
Ready to Speak to Our Team?

Contact your project manager at **407-292-0025** or **exhibits@ags-expo.com**

Elite 5 (10' x 20')

Includes:

- 1 x frame: 229" w x 94" h x 43" d
- 1 x large counter near backwall
- 1 x medium monitor mount (monitor not included)
- 6 x literature holders
- 4 x Lumina 200 LED floodlights
- Standard Carpet, 16oz.



Elite 6 (10' x 20')

Includes:

- 1 x frame: 223" w x 95" h x 20" d
- 2 x counters near backwall
- 2 x medium monitor mounts (monitor not included)
- Standard Carpet, 16oz.

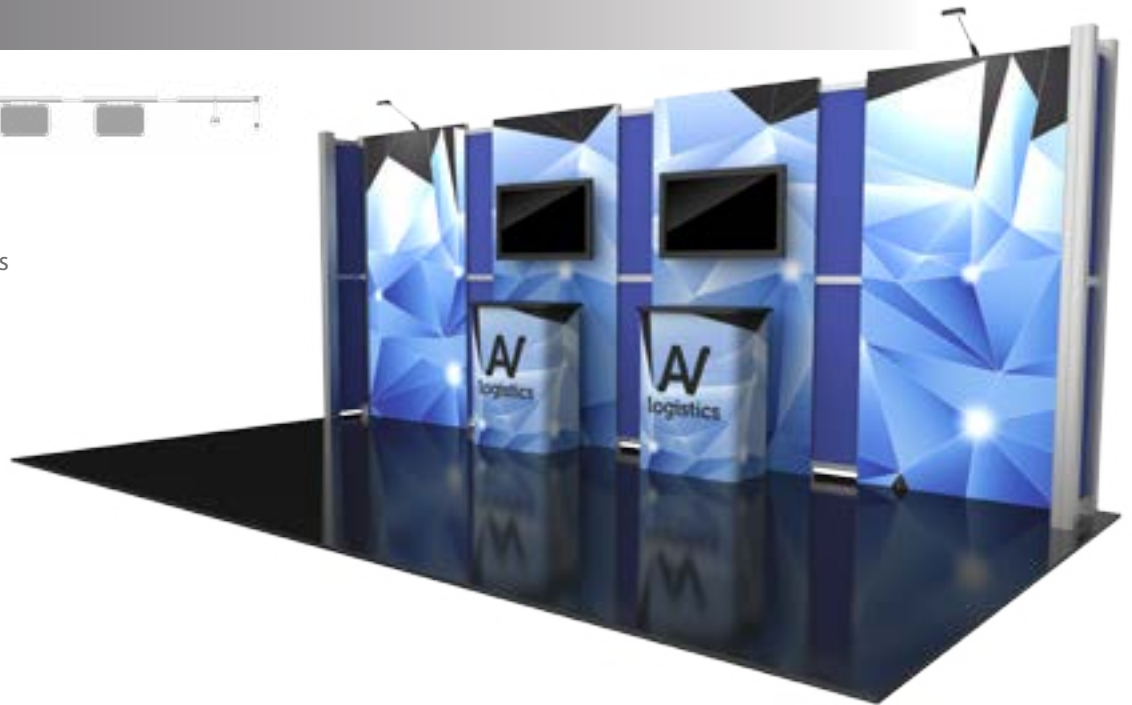


ELITE SERIES 10'x20'

Elite 7 (10' x 20')

Includes:

- 1 x frame:
232"w x 94"h x 20"d
- 2 x counters near backwall
- 2 x Lumina 200 LED floodlights
- 2 x medium monitor mounts
(monitor not included)
- Standard Carpet, 16oz.



Elite 8 (10' x 20')

Includes:

- 1 x frame:
233"w x 96"h x 79"d
- 1 x counter near backwall
- 1 x medium monitor mounts
(monitor not included)
- Standard Carpet, 16oz.





THAT TAILORED LOOK. **DONE.**

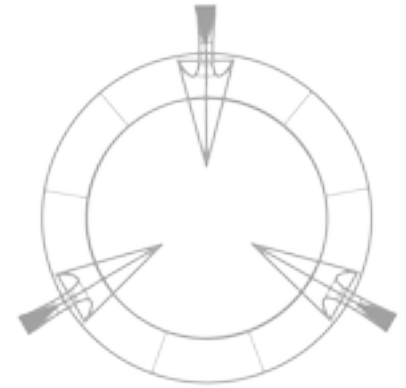
There's nothing subtle about our 20' x 20' Elite displays. Our team of engineers, graphic designers and content specialists maximize the use of all 400 sq. feet and branding space above, displaying your message with flair and purpose. Custom options abound with these rental units—islands with presentation areas, meeting rooms and work stations. Many reconfigure to smaller displays for future use.

Each Unit Includes:

- Standard Carpet

Have a Larger Exhibit Space?

Contact your project manager at **407-292-0025** or **exhibits@ags-expo.com**



Elite 9 (20' x 20')

The Elite 9 uses structural state of the art 50mm aluminum tubing with heavy-duty spigot connectors to create sleek lines and shapes. When combined with zippered fabric graphics, Elite 9 creates a sophisticated and dominating presence. Stretch fabric graphics are offered for the centerpiece ring section.

Easily incorporate 3 monitors to add multimedia messaging. The reception counter features a white laminate base and printed slat accents, as well as abundant lockable storage.

Features, Accessories and Graphic Options Include:

- 1 x 18' tall fabric covered tower centerpiece with 7' diameter cone and 3 curved architectural support beams covered in white fabric.
- 3 x large monitor mounts (*monitor not included*)
- 1 x center reception counter
- Standard Carpet, 16oz.

Accessory Options include:

- Reception counter with accessible storage and locking door



Elite 10 (20' x 20')

The tower structure of the Elite 10 stands 15'9" tall. The curved fabric graphic atop the tower will inform visitors with your brand and message. Three demonstration/work stations provide generous counter space, back-to-back monitor mounts to hold TVs/LCD screens and lots of accessible storage underneath.

Features, Accessories and Graphic Options Include:

- Top structure features 96" w x 48" h purchased pillowcase fabric graphic & sides/curved arms for fabric graphics
- Base structure features accessible storage 96" w x 36" d with lockable door
- 6 x Lumina 200 LED floodlights
- 3 x presentation stations with black counter tops
- Counter size is 37" w x 36.5" d x 25" h with accessible storage and locking door (*monitor not included*)
- Standard Carpet, 16oz.

ELITE SERIES 20'x20'



Elite 11 (20' x 20')

The Elite 11 is an 11' 10" tall square shaped structure which combines sleek aluminum hardware with double sided push-fit fabric graphics to inform visitors of your brand and messaging.

One interior counter is included and front reception counter is optional.

Features, Accessories and Graphic Options Include:

- Base structure features 4 double-sided graphics 47.25" w x 86.6" h & top structure features 4 double-sided fabric header graphics 94.5" w x 43" h
- 16 x Lumina 200 LED floodlights
- 8 x literature holders
- Panel counter 48" w x 36" h x 24" d
- Standard Carpet, 16oz. See Choice of Colors

Accessory Options include:

- Reception counter with accessible storage and locking door

ELITE SERIES 20'x20'



Elite 12 (20' x 20')

With the Elite 12, your company will dominate the tradeshow floor. This buttress-styled rental exhibit, features curved corner heavy-duty white laminated wood structures, fabric graphic walls, accents and open center area perfect for meetings and seating.

Features, Accessories and Graphic Options Include:

- Center ring structure 12' dia x 4' h
- 4 x white laminate walls 48" w x 9'10" h x 12" thick with 4 x white laminate platforms 48" x 48" to hold fabric graphic walls
- 2 large monitor mounts (*monitors not included*)
- 4 x internally facing shelving with 3 shelves each 24" x 24"
- 6 Standard Carpet, 16oz. See Choice of Colors

Accessory Options include:

- Center counter 46" w x 37.5" h x 19.38" d with accessible and lockable storage

RENT ACCESSORIES

If you're looking to add a little punch to your space, consider a well-placed accessory or two. From lights, counters and monitor mounts to literature stands, brochure holders and the latest in iPad stands, we offer a range of accessories to help showcase your message, your products and your staff. Let your attention to detail create the best first impression.



COUNTER 1

Frame Size:

- 39.37" w x 39.37" h x 17.75" d

Graphic Options:

- White laminate cabinet with fabric graphic on the front, opaque or backlit.

COUNTER 2

Frame Size:

- 70.88" w x 39.37" h x 23.63" d

Graphic Options:

- White laminate cabinet with fabric graphic on the front, opaque or backlit.

COUNTER 3

Frame Size:

- 45.9" w x 39.2" h x 21" d

Graphic Options:

- Rent white rigid infills or purchase printed graphic infills.



LITERATURE HOLDERS

- Leaflet holder
- Brochure holder
- Literature rack

TABLET STAND

- Anti-theft floor standing kiosk for iPad 2nd, 3rd, & 4th Generations
- Rugged, durable, heavy-duty construction
- Pole Height: 27.56" – 43.31"
- Base Dimension: 17.40" x 13.62"

SIGN HOLDER

- Long lasting chrome finish
- Portable & durable. 22" x 28" sign holder
- Sturdy, heavy base

LIGHTS

- Lumina 200 LED floodlights
- 19" long
- Black or Silver

MONITOR MOUNT

- SMALL - Monitor Size: 13-39" LCD
- MEDIUM - Monitor Size 26-40" LCD



THAT EXTRA **SOMETHING.**

Our kiosk rentals offer even more solutions and can be easily integrated into any size display. Whether as an additional marketing platform, lead referral system or retail station, these state-of-the-art, durable enclosures can be a valuable tool. Available packages include options for graphics and logo branding as well as delivery and set-up by experienced technicians.

Ready to Speak to Our Team?

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KIOSK 01

**Size:**

- 96" x 62.75" x 6"

Includes:

- 1 floodlight

Graphic Options:

- Stand off header panel 45" x 32"
- Side panels 18.375" x 92.75"

KIOSK 02

Size:

- 96" x 41.25" x 18"

Includes:

- Monitor mount (*monitor not included*)

Graphic Options:

- Printed front panel





KIOSK 03

Size:

- Circular base, height 96"

Includes:

- Monitor mount (*monitor not included*)

Graphic Options:

- Custom-cut graphics panels: options include foamcore & clear or frosted Plexiglas
- Top panel - 32" x 66"
- Bottom panel - 32" x 38.5"

KIOSK 04

Size:

- Base - 29.75" x 22.5"
- 47.5" high

Graphic Options:

- Bottom wrap graphics - 36.75" x 63.75"





KIOSK 05

Size:

- 96" x 37.5625" x 25.9375"

Includes:

- Panel doors

Graphic Options:

- White infills or printed infills

KIOSK 06

Size:

- 96" x 25.9375" x 17.875"

Graphic Options:

- Printed infills
- Custom panel - 8.5" x 54.25"



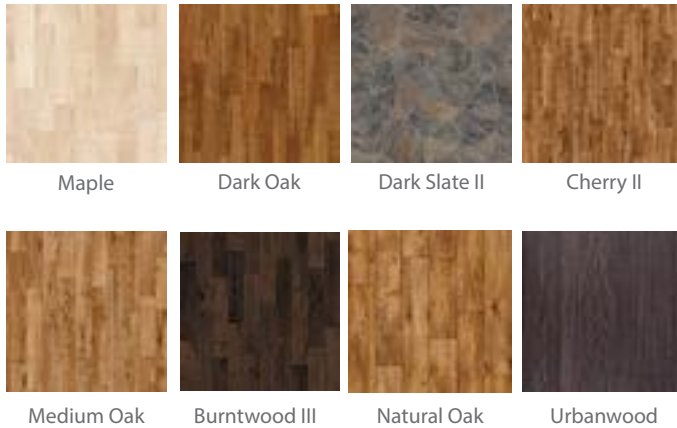


IS YOUR FLOOR **BORED?**

We get it. Sometimes your flooring needs to do more than merely cover and cushion. Whether you select stylish carpet, brandable vinyl or a simulated wood grain surface, flooring is a critical design element that sets the tone and can deliver just the right message about your company. That's why we offer all these options and more in our collection of custom flooring.

CUSTOM FLOORING

Select from an Impressive Range of Finishes



**More colors and texture options available including custom printed floors*

FLEX FLOOR

Get the look of beautiful flooring with all the convenience and durability of vinyl flooring. It's a convenient way to add an upscale look to your exhibit and a great alternative to carpet.

Features:

- Durable, attractive, and cost-effective rollable flooring.
- Variety of beautiful styles
- Fast, easy installation
- Integrated cushion pad for comfort
- Durable wear layer surface for long life
- Easy to clean and maintain
- More colors & texture options available

Starting at: **\$12.00 per sq. foot**

G-FLOOR

This truly distinctive flooring product provides it all. It provides the ability to combine textures, patterns and graphics into your commercial or retail space. Its durability and ability to withstand the rigors of foot traffic also makes it a great choice for trade show flooring.

Features:

- Brandable vinyl flooring
- 75 mil Material
- Available in 6 surfaces – ceramic, wood grain, ribbed, diamond and more
- Built for high traffic areas
- Seamless & reusable

Starting at: **\$17 per sq. foot**





BANNER STANDS

STAND UP. STAND OUT. UPGRADE.

Deliver your message loud and clear with a portable banner stand. We offer a range of portable stands and high quality graphics at very affordable prices. The best part—our in-house creative team can design your graphics, and also print and deliver them at costs much lower than traditional display houses. Leverage this all-in-one service while you focus on the show.

Ready to Speak to Our Team?

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PACIFIC BANNER STAND

Size:

- Standard graphic height = 83.75"

Features:

- Anodized silver base
- Molded endcaps
- Swivel-out foot
- 3-piece bungee cord

Options:

- Available in 3 sizes: 31.5", 35.5", 39.35"

SPRING BACK BANNER STAND

Size:

- Standard graphic heights = 59" or 78"
- Graphic widths = 23.5", 26.5" or 31.5"

Includes:

- 3 banner stands and 1 banner stand case
- Snap top graphic rail

Options:

- 3 widths and adjustable height



BANNER STANDS



TRIO TELESCOPIC BANNER

Size:

- Variable graphic height = 28.75" - 84"

Features:

- Tripod banner stand, quick and easy to set up
- 31.5" wide, single-sided or double-sided graphics
- Made of stable, anodized aluminum

Options:

- Telescopic pole for adjustable graphic height
- 3 Pocket literature dispenser to attach to a TRIO banner stand

QUICKWALL

Size:

- Standard graphic height = 78.5"
- Approx. overall width = 97"
- Graphic width = 31.5"

Includes:

- 3 banner stands and 1 banner stand case
- Snap top graphic rail

Options:

- Anodized silver or black base



GRAPHIC FILE REQUIREMENT GUIDELINES

Graphic File Requirement Guidelines

AGS's Preferred File Formats

These are the preferred formats in order of preference;

- Adobe Illustrator (.ai)
- Illustrator EPS (.eps)
- Photoshop High (.psd) *
- TIFF (.tif) *
- JPEG (.jpg) *
- InDesign (.indd)

Please do not send images obtained from the Internet, Microsoft Word documents or Power Point slides for large format production.

We can accept your electronic files on the following types of media:

- CD/DVD-ROM
- FTP (You can upload to our FTP site or we can download from your FTP site)
- E-Mail (15MB max)
- Dropbox, WeTransfer and YouSendIt online file sharing services

Fonts

Please convert all fonts to "Outlines" before sending files.

If this is not possible, include the fonts along with the transfer of the production files. Having access to the font used in your graphic is essential for us to make changes to text on any of your signage. In many cases you will want to make last minute changes or additions to your sign order. In order for us to edit type, or add additional text, we will need the fonts. We will also need the fonts for proper print output if you have sent us Adobe Illustrator files without turning the text to "Outlines" or Photoshop files without "Rasterizing" the type layers.

* Rasterized bit-mapped pixel based images should be high resolution 150 - 300 dpi at full size 1:1 ratio.

Color Matching

AGS uses PANTONE COLOR BRIDGE as a color reference to achieve the closest possible match to your color preferences. It is not possible to use PMS colors in CMYK or RGB Photoshop images, but we still would like to have Pantone Matching System (PMS) colors noted on the proofs and/or in writing as a reference for print comparison.

AGS will match PMS colors as closely as possible using our XRITE I101 Table and software. We Build ICC profiles to ensure color consistency across all our printable substrates.

What size will your final print be?

AGS produces graphics in a multitude of sizes depending on your specific needs. Contact your Account Representative and they will provide you with information regarding all the signage for your particular event.

Postscript vector outlined file types such as .ai and .eps are resolution independent, re-sizable without quality compromise and preferred especially for logos, however rasterized bit-mapped images such as Photoshop, Tiffs or Jpegs should be high resolution (150 - 300 dpi) at full size, 1:1 ratio. Any such images linked or embedded in InDesign or Illustrator files should be high resolution as well.

Based on viewing distance, here are some basic guidelines for resolution when working with formats such as .psd, .tif and .jpg files. This is the minimum resolution your graphic should be at full size dimensions:

- Viewing distance of 1-4 feet 150 dpi at full size
- Viewing distance of 5-9 feet . . . 100 dpi at full size
- Greater than 10 feet 72 dpi at full size

Extremely large banners might possibly be saved at lower resolutions to reduce the file size, but the file you send to AGS should be a minimum of 72 dpi and we will modify it as necessary.

Image Size and Resolution

The resolution of an image is determined by the number of pixels per inch (ppi) printed on a page. Photographs and artwork files should always be an absolute minimum of 72 dpi at full production size. It is preferred that art sent to us for production be at least 150 dpi or higher. If the art's dimensions are smaller than actual size of the final print, the resolution needs to be higher to compensate.

For example: If a file needs to be printed at 6 feet by 4 feet and your file is only 3 feet by 2 feet at 72 dpi, it will be pixelated and blurry when it is printed at full size.

When you blow it up to full size, you are actually cutting the resolution by half. (3'x 2' at 72 dpi = 6' x 4' at 36 dpi) You can figure out if a file will print properly by opening it in

Adobe Photoshop and going to the Image menu to Image Size. This window will show you exactly how much resolution you are losing when you enlarge the image to its full printing size. Check off the box marked "Resample Image" then change the width and height to the final printed dimensions. The resolution will change automatically, showing you what the actual resolution will become when the image is resized. One exception to this is graphics for extremely large banners which can print well at 36 dpi when seen from a distance of 10 ft. or more.



Actual image size

Doubled in size

More than triple in size

In this example you can see how the image loses resolution as the size is increased in Adobe Photoshop. If it were to be printed at 50" the resolution would only be 66 dpi. This same loss of resolution occurs if you bring the image into Adobe Illustrator and make it bigger by dragging one of the corners.



Printing the same low-resolution image at different sizes you can see how this low resolution image becomes "pixelated" as it is increased in size for printing. This is a perfect example of why a small piece of art taken off a website at 72 dpi is unacceptable for printing.

Questions?

In order to ensure the highest quality products, please make certain that all files submitted to AGS adhere to this criteria. If for any reason you are unfamiliar with any of these items, have any questions or need information on accessing the FTP site, please contact our team.

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