

We realize that ordering signs is something that most people don't do every day. This guide has been developed to help explain the policies and procedures for placing your event's sign order. If you have any questions about this guide or any other questions about submitting your sign order, please contact your NEC Expo Services account representative. You may also contact our sign department directly at 800.878.0710, or via email at [signshop@artcraftdisplay.com](mailto:signshop@artcraftdisplay.com).



### Booth ID signs

Our booth ID signs are 7" high by 44" wide and are printed with a color inkjet printer on a .024 gauge card stock. Ask your NEC Expo Services account representative about customizing your event's booth ID signs with your organization or event logo.

All booth ID sign orders should be submitted to us no less than five (5) business days prior to the first set-up date of your event. We prefer booth ID sign lists to be submitted electronically using the MS Excel template file that is available at our website. Booth ID signs are printed directly from the files you send us to help minimize errors on our end. Therefore, it is important for spelling, punctuation, case, copy, booth

number (if applicable) and quantity to be entered exactly as you wish them to appear on the actual signs. Files should be sent via email to your NEC Expo Services account representative, or they may be saved onto CD or other removable storage device and mailed to our office at 46350 Grand River Ave, Suite B, Novi, MI, 48374. If you do not have access to the internet, or if it is not possible for you to provide us with an electronic file, please contact us to discuss alternate order submission options.

After we have received the file containing your booth ID sign order, we will print the signs, check them over for printer errors, package them and load them onto the truck to be delivered to your show site. In most cases, booth ID signs are delivered to your show site and hung in your exhibitors' booths by our on-site set-up crew at no additional charge.

*Late additions and changes are handled on a case-by-case basis, and depend heavily on the amount of time we're given to complete them, distance from, and scheduled delivery runs to the show site.*



### Special Signs

NEC Expo Services can provide you with signs and banners for your event. From custom entrance unit and registration counter graphics to sponsor, directional and informational signs and banners, NEC Expo Services can be your one-stop trade show signage source. You may submit your own design/artwork for your signs, or you can choose to have our sign department design the layout of your event signs. Our standard sign pricing includes standard layout of signage with supplied logos, images and text. Additional charges may include, but are not limited to: design of custom logos/graphics, scanning & clean-up of hardcopy or lo-res graphics provided by customer, placement of more than five (5) logos/graphics/images (per sign) and search for/use of digital stock photography. If you intend to submit logos, graphics, layouts or any electronic

artwork, please call or visit our website for submission guidelines before creating the artwork.

All special sign orders should be submitted at least five (5) business days before you need them. Larger orders require more time. With proper communication, most large orders can be completed within a two week window. Special sign orders received five (5) business days or more prior to your deadline will receive a 15% promoter discount on all standard sign production services (excludes hardware, accessories and services requiring outsourcing).

It is important to provide us with clear instruction on content (copy), quantity, size and material for each sign ordered. The best way to achieve this is to type your sign order in a format similar to the following example:

**Sign #1:** Qty: 2  
 Size: 22"w x 28"h  
 Material: 4mm corrugated plastic  
 Content:  
 {Logo}  
 Keynote Speaker  
 John Smith  
 9:00 am – 10:00 am  
 Main Ballroom

Once we have received your typed sign requirements, we will begin producing layouts for each sign. Once completed, the layouts will be emailed to you, along with a Pre-Production Approval Form. After you receive the layouts, you'll need to look over each one carefully to verify that they have been laid out the way you want them. Note any changes on the Pre-Production Layout Approval Form, sign & date it and fax it back to us in a timely manner so that we can make the changes and/or begin production. Once completed, the signs will be packaged and loaded on the truck to be delivered to your show site. Unless other arrangements have been made, signs will be available for pick-up at the show site Art Craft service desk.

*Late additions to special sign orders will be handled on a time and material availability basis and may be subject to rush charges. Under certain circumstances, time may not allow us to send or wait for approval of Pre-production proofs.*

**PRE-PRODUCTION PROOFS ARE NOT GUARANTEED ON RUSH SIGN ORDERS!**

For additional helpful information on planning your event sign order, please visit our website: [www.necexposervices.com](http://www.necexposervices.com)