



BUILDING BANNER ORDER FORM

Looking to make a huge impact and capture the attention of thousands of buyers before they even enter the building? Have a 4' x 12' four-color banner, promoting your company, hung from the front of The Merchandise Mart. This unique, cost-effective form of communication is a great way to maximize your brand exposure. This opportunity is limited to two participants and first submissions get first priority in placement.

- Cost*: \$5,000 each
- Registration Deadline: **June 1, 2010**
- Artwork due**: **June 8, 2010**
 - *Includes production.
 - **Show management must approve design.

Company Name: _____ Showroom/Booth #: _____

Contact Name: _____

Contact Phone Number: _____ Fax Number: _____

Contact E-mail Address: _____

Credit Card Information: (OR, send CHECK made payable to *Merchandise Mart Properties, Inc.*)*

Circle Card Type: MC VISA AMEX Other: _____

Card Number: _____ Exp. Date: _____

***Payment is due no later than the registration deadline: June 1, 2010**

- *Don't forget to arrange to have your banner returned to you by the end of the show! The Mart will not store banners. Return to showroom # _____ (permanent showrooms only)*

Send form and payment to the address or fax below:

Attn: Carrie Schmitt
The Chicago Market: Living and Giving
222 Merchandise Mart Plaza, Suite 470
Chicago, IL 60654

Fax: 312/527-7912 | Phone: 312/527-7885
cschmitt@mmart.com

WITHIN TWO - THREE WEEKS OF SUBMITTING THIS FORM, YOU SHOULD RECEIVE AN EMAIL CONFIRMATION FROM US.

BUILDING BANNER SPECIFICATIONS

For the best results, please follow these specifications for great looking results:

- Format:** Macintosh or PC formats are supported, using popular applications such as Adobe Photoshop, Adobe Illustrator, QuarkXpress, and Adobe Page Maker. Corel Draw files are accepted when exported as an AI file format with type converted to outlines.
- Scanning:** When scanning images, please keep in mind that the target resolution is 100 dpi at **final size**. So, if you design your poster at 50%, then your scans need to be at 200 dpi. If you design your poster at 25%, then your scans need to be at 400 dpi. Please save scans in CMYK format and **do not** use any type of file compression.
- Fonts:** Please furnish both screen and printer fonts on your disk.
- Proofs:** You **must** include a color or black & white print of what the final poster should look like or we cannot be liable for poor reproductions.
- Media:** We accept CD-ROM (ISO and Mac and/or Hybrid), 100MB Zip, 1GB and 2GB Jazz, SyQuest 44, 88, and 200 formats.