



PHOTO BLOW-UP ORDER FORM

SIGN UP NOW – PRIME LOCATIONS ARE LIMITED!

Immediate exposure! Have either a photo of your product or an advertisement blown-up to a 40" x 60" color poster to be placed in The North lobby near the elevator banks. *First submissions get first priority in placement. Limit two photos per company.*

- Cost: \$750 each (maximum of two per company)
- Registration Deadline: **June 1, 2010**
- Artwork due: **June 8, 2010**

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**

Yes, our company would like to have a Photo Blow-Up and will provide our artwork by Tuesday, June 8, 2010 as required.

- Don't forget to arrange to have your photo blow-up returned to you by the end of the show! If you wish not to have your photo blow-up returned to your showroom, it will be discarded. The Mart will not store Photo Blow-ups under any circumstances. Return to showroom/booth # _____

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.

PHOTO BLOW-UP 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.
- Photo Return:** Upon arrival at the show, you must place a work order to have your photo blow-up taken down and returned to you before your departure. If you do not have the work order completed by the end of the show, your photo blow-up will be discarded.