



TROLLEY SPONSORSHIP

Get your message out to thousands of buyers before they reach the show. Advertise your company's information on a 20" x 14' banner placed on the outside of the trolleys and 1 - 27" x 24" sign placed on the inside of the trolleys used to transport market attendees to and from the Merchandise Mart.

Only 10 trolleys are available.

- Cost: \$2,000 per Trolley OR \$3,000 for 2 Trolleys
- 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**

- Don't forget to arrange to have your banner returned to you by the end of the show! The Mart will not store banners. If you do not wish to have it returned to your showroom, the banners will be discarded.
- 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.

TROLLEY 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 banner at 50%, then your scans need to be at 200 dpi. If you design your banner 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 banner 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.
- Banner Return:** Upon arrival at the show, you must place a work order to have your banner 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 banner will be discarded.