



BIGraphics, Inc Newsletter

Trade Show Displays

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March/2010

Product Spotlight: Trade Show Displays

PopUp Booth: collapsible, light-weight frame with either hook fastener receptive fabric or printed graphic panels to create one continuous image when applied to the frame, magnetic connections for graphics or fabric panels to attach to the frame, spot graphics can be applied to fabric panels only with hook fastener, storage cases available for frame and graphic components

HopUp Booth: collapsible, light-weight frame with a tension fabric graphic attached by hook and loop fasteners, frame stores with graphic attached for ease of set up, graphic can be steamed if wrinkles should occur

Retractable Banner Stand: banner display consisting of a base that holds a cassette for the graphic to retract into, light-weight and easy to use, graphic printed on 13 oz smooth opaque vinyl banner material

AdStand: graphics display consisting of a molded plastic base, cardboard internal structure, and a double sided graphic printed on coated cardstock, tall and thin design fits in a tight area, curved front and back for added impact, light-weight and easy to assemble

Solution Showcase

Case Study: HopUp Booths Creating a Buzz

Some would argue that the graphic display is the most important item on your trade show floor. You need vibrant images displaying a concise message, and there are many display options on the market to help you achieve this goal. Traditional PopUp booths are fantastic, but a lot of work to set up and break down.



Customers have become increasingly interested in tension

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Testimonials

*"I've worked with **BIGraphics** since 2002 to produce a variety of trade show graphics ranging from 10x10 portable displays, to banner signs to posters. The quality is top-notch and they've always met my delivery requirements. I know that I can trust their guidance regarding the best materials and printing processes for the best outcome. I would, and have, recommended **BIGraphics** to anyone who needs trade show display graphics!"*

-Raylene

fabric displays as an alternative to traditional trade show booth displays. In response to these requests, we are now offering HopUp booths, a display unit with a collapsible frame system and a tension fabric graphic already attached to the frame. Setting it up and taking it down is a breeze. Printing on fabric creates bright, eye-catching graphics sure to draw attention to your booth.

You can check out a range of HopUp booth sizes and styles on our [website](#), under Tension Fabric Displays.

Request a [quote](#) for this product.

Helpful Hints

Scaling Your Art

For raster images, files should be created at a rate of 150 dpi for a 100% size image. If you need to work smaller than this, we recommend at least 100 dpi for each 100% you want to enlarge the image. This would require 400 dpi for a quarter size file, and 200 dpi, for a half size file. Following these rules should produce a satisfactory image quality when viewing the image from 2.5 times the diagonal dimension of the printed image.

For vector images, if all of the art is created as outlines, it can be scaled infinitely, but will need to be created at the right proportions. A printed image size can only be proportional to the dimensions of your original artwork. For example, a typical 8.5" x 11" file can be blown up proportionally to 17" x 22", 22" x 34", 27.8" x 36", 37.1" x 48", or 48" x 62.1".

For more information on artwork, proportions and scaling, please refer to this complete list of our [artwork guidelines](#).

Everyday Value

Cost Effective Retractable Banner Stands

The [Orient 800](#) is our most popular, cost-effective retractable banner stand model. We print the graphics for these stands on 13 oz smooth opaque vinyl banner material. This material has a nice finish for your display graphics, and it is resistant to curling while the graphic is being displayed.



We also have many [other models](#) available on our website.

[Request a quote](#) for a banner stand.

Special Offer

AdStand

Now through March 31, 2010, when you **buy one AdStand and graphic, you can get a second graphic 1/2 off.**

Artwork must be provided on the AdStand [design template](#).

Please use discount code AS0310 when placing your order.

[Request a quote](#) for this product.



Did You Know?

Trade Show Displays Are A Good Resource For You And The Environment

Many of our trade show displays are made of recyclable materials. You can infinitely reuse these products by switching out the graphics to meet your ever-changing needs, and if it ever happens that you no longer have a use for the hardware, it can be recycled.



Check out a full list of our [display options](#) on our website.

BIGraphics News

BIGraphics Employee Makes YouTube Debut

Jim Woolfall, **BIGraphics**, Inc. resident trade show booth guru, is always willing to go the extra mile to help customers with their trade show graphics. He is always sad to see graphics come back mishandled after a show. Once a graphic is damaged, it is not likely we can salvage it, so Jim likes to make sure that customers get the basics on safe graphics storage before they leave our shop. Recently, we had a client who brought in a booth with existing graphics that were beyond repair. They wanted a way to ensure that this wouldn't happen with the new graphics we were producing for them, so they video taped Jim during the deconstruction and packaging process. They are now able to have their employees watch this video as a precaution to ensure proper

handling at trade shows. The resulting [video](#) is available on YouTube. We hope you enjoy.

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