



# Sign Order Form

Please mail or fax Completed Form to: SMG Exposition Services  
355 Plaza Drive, Secaucus, NJ 07094  
FAX: (201) 330-1586 • PHONE (201) 330-8227

Show Name: **NEW YORK/NEW JERSEY FRANCHISE EXPO**

Show Dates: **SATURDAY & SUNDAY, MARCH 5 & 6, 2011**

Show Location: **MEADOWLANDS EXPOSITION CENTER**

Deadline Date to Receive Discounted Rates: **FEBRUARY 18, 2011**

*Full payment, including sales tax, must be received by the deadline date. Orders received after the deadline date will be assessed at the Onsite Price. Orders received without payment will not be processed.*

Note: Changes or cancellations of orders 5 days prior to the show move-in, or later, will be assessed a 50% pick-up charge.

**This order form should be used to order signs in addition to your booth identification.**

- One color lettering on white show card unless specified below.
- Allow 24 hrs. for delivery for on-site show orders.
- Add \$1.10/word over 10 words/sign.
- Add \$8.00 extra for non-white background.  
*(not available at show-site)*

### Lettering/Showcard Background Colors:

- add \$5.25/sign (see next box)

White (no extra charge), Light Green, Dark Green, Teal, Light Blue, Dark Blue, Black, Coral, Orange, Red, Burgundy, Buff, Yellow, Grey.

### Specify Colors:

Background \_\_\_\_\_

Lettering \_\_\_\_\_

### Prices:

| Standard Size                               | Select Vert. or Horiz. | Advanced Price            | Overtime Rush | Total |
|---|------------------------|---------------------------|---------------|-------|
| 7" x 11"                                    | V or H                 | \$ 40.71                  | \$ 56.77      | _____ |
| 7" x 44"                                    | V or H                 | \$ 51.42                  | \$ 78.28      | _____ |
| 11" x 44"                                   | V or H                 | \$ 62.13                  | \$ 99.62      | _____ |
| 14" x 22"                                   | V or H                 | \$ 72.84                  | \$125.33      | _____ |
| 22" x 28"                                   | V or H                 | \$101.76                  | \$142.47      | _____ |
| 28" x 44"                                   | V or H                 | \$117.83                  | \$171.39      | _____ |
| Color Showcard (ea.)                        |                        | \$ 16.07                  |               | _____ |
| Additional Words (ea.)                      |                        | \$ 6.43                   |               | _____ |
| Foamcore Sign                               |                        | \$12.88/sq.ft.            |               | _____ |
| Blank Foamcore                              |                        | \$ 2.14/sq.ft.            |               | _____ |
| Grommets                                    |                        | \$ 5.36/each              |               | _____ |
| <b>Banners</b>                              |                        | <i>Price Upon Request</i> |               | _____ |
| - unframed with grommets                    |                        |                           |               |       |
| - min. size 16 sq. ft.                      |                        |                           |               |       |
| <b>Logowork</b>                             |                        |                           |               |       |
| - Logo scanning, graphic design \$77.25/hr. |                        |                           |               |       |

**SIGN TO READ AS FOLLOWS: (ATTACH ALL LOGOS, TRADEMARKS & COLOR SAMPLES)**

### **Please Print or Type**

Company Name \_\_\_\_\_ Booth # \_\_\_\_\_

Phone # (\_\_\_\_) \_\_\_\_\_ Fax # (\_\_\_\_) \_\_\_\_\_

To Eliminate any misunderstanding regarding charges for show rentals, services and/or material handling, it is the responsibility of the Exhibitor to report discrepancies at show site.

**NO ADJUSTMENTS WILL BE MADE AFTER SHOW CLOSING**

### **Summary of Services**

**Total = \$ \_\_\_\_\_**

**Please enter total on Order Summary Form.**