

**FORM 8
(OPTIONAL)**

**ONSITE ADVERTISING
HANGING BANNER**

Deadline
9th January
2023



Hanging banner offers high visual impact that draws instant attention to your booth or display. It gives your company an advantage over the competition. Use it to further reinforce your company logo, brand identity or to make it easier for buyers to find you. No matter where it is placed, passerby will certainly stop and take notice.

2 sided banner : RM 1,500/ USD \$ 375 per unit

Size : 4m (w) x 2m (h)

* Location of advertisement will be arranged by Organizer.

* Maximum Four (4) units for each company.

** Rates quoted exclude artwork design fee.*

Design fee will be charged at RM 800 / USD 200 by professional designer.

Standard Template will be provided at RM100/USD25 (inclusive of artwork design fee)

Wholly owned subsidiary of Malaysian Furniture Industry Council

FINE FURNITURE
WORLD MARKET

**FORM 8
(OPTIONAL)**

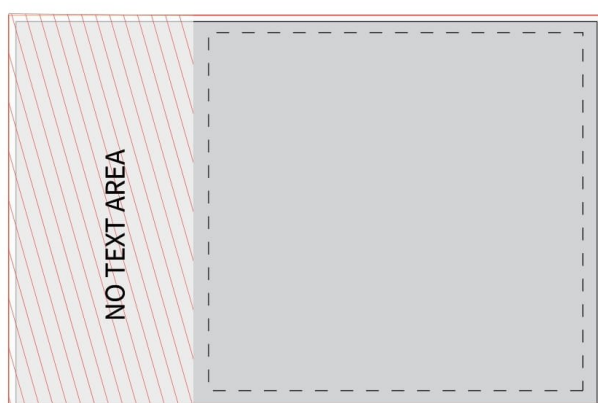
ONSITE ADVERTISING HANGING BANNER

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HANGING BANNER ADVERTISEMENT ARTWORK GUIDELINE

Advertisement (Print)



FULL PAGE

TRIM SIZE	: 4 m (w) x 2 m (h)
BLEED SIZE	: 4.09 m (w) x 2.09 m (h)
TEXT/SAFE AREA	: 2.65 m (w) 2 m (h)

MATERIAL REQUIREMENTS PRINT

FILE FORMAT

All digital files submitted to EFE 2023 - Hanging Banner Advertisement must:

- Be in **PDF** format version 1.3 or higher.
- Have embedded fonts above 8 points. Not artificially stylised.
- All images must be in CMYK format under FOGRA 27L color profile.
Images in RGB format are NOT ALLOWED.
- Be no more than 300% ink weight.
- Be the correct advertisement size with a at least 0.5 m bleed included.

SPREADS

Advertisers using facing pages as a spread may extend matter to the centerfold line on each side. However, there is no guarantee of precision of folding in all copies.

*****DESIGN MUST BE IN VERTICAL**

FONTS

All submitted fonts (for digital files) must be for MAC OS (no PC fonts). Illustrator and Freehand files should have all fonts converted to paths/outlines.

**EXPORT FURNITURE
EXHIBITION 2023**

Signed on behalf of the Exhibitor by
Name

Date : _____

**FORM 8
(OPTIONAL)**

**ONSITE ADVERTISING
HANGING BANNER**

Deadline
9th January
2023

This form it to be returned on or before 9th January 2023 to:

EFE Expo Sdn Bhd (667878-H)

19A,19th Floor, Menara PGRM, 8, Jalan Pudu Ulu, 56100 Cheras, Malaysia.

Tel: +603 9282 2333

Fax: +603 9286 2296

E-mail: operations@efe.my

Attn: Operations Department

Company Name:	
Authorised Personnel:	Designation:
Telephone:	Facsimile:
Email:	Booth No:

Be noticed! Be it in the foyer. Visitors are bound to look at these banners whether at the registration area or simply making their way to the next block of halls. Right above the aisles where it's most prominent and where the buyers and visitors are walking. Make your company the brand that they will always pay attention to.

Description	Unit Cost	Quantity	Total (RM)
Foyer Area (Ground Floor) <i>*Location of advertisement will be arranged by Organizer</i> <i>*Maximum four (4) units per company</i>	RM1,500/ USD \$ 375		
Total:			

*** Rates quoted exclude artwork design fee. Design fee will be charged at RM 800 / USD 200 for a professional designer.**

Note:

1. Ad Specifications

Files must be CMYK and should be 300dpi at 100% saved in high resolution illustrator, PDF and PSD, TIFF or EPS format with approximately file size of 6 – 10MB. Font and image should be outlined and embedded.

2. Artwork Submission

All the artworks can be submitted through the following accepted media on or before 9th January 2023:

Storage media: CD-ROM, DVD-ROM, Flash Drive.

File Hosting Website: sendspace.com, yousendit.com

3. The rates quoted include the cost of printing, rental of rigging points, installations & dismantle. Please be informed that the location of all hanging banners will be arranged by the Organizer. Locations are subject to availability.

4. Cancellation Policy

In no case, the organizer will entertain cancellation request made by the advertiser /exhibitor. Payment once made will not be refunded in any case.

5. Payment

All payments (cheque / bank draft / telegraphic transfer) are to be in favor of **EFE Expo Sdn Bhd** and MUST accompany this Order Form. All bank charges must be borne by the remitter.

Name of Account : EFE Expo Sdn Bhd

Account No. : 5643-9711-3503

Name & Address of bank : Malayan Banking Berhad

Jalan Tanjung SD 13/1, Bandar Sri Damansara, 52200 Kepong, Kuala Lumpur

Swift Code : MBBEMYKL

Signed on behalf of the Exhibitor by
Name

Date : _____