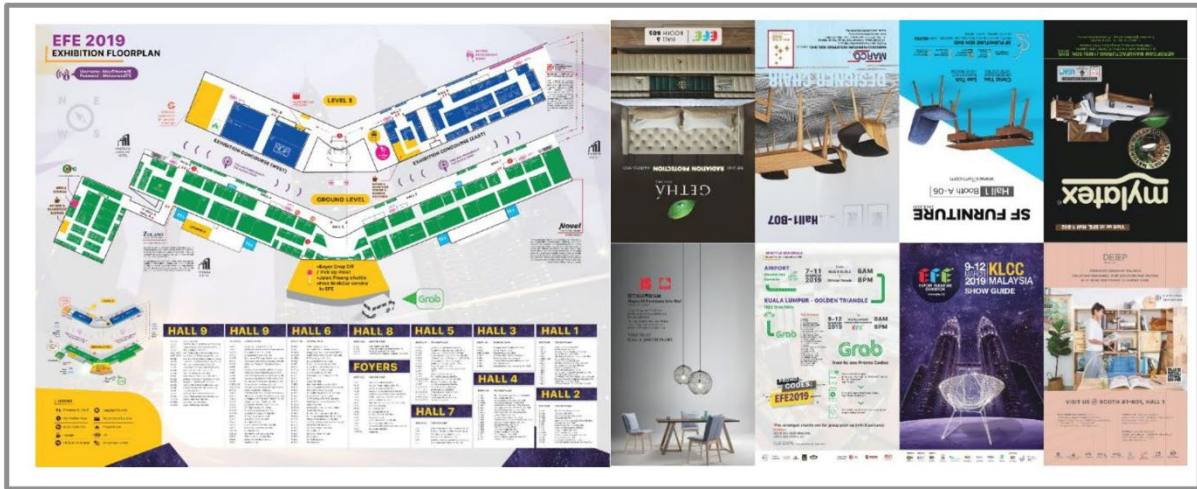


**FORM 6
(OPTIONAL)**

SHOW GUIDE ADVERTISEMENT

Deadline
12th January
2024



An essential tool for visitors and buyers to identify new products including new and existing suppliers.

- R.O.P : RM 3,888.00/ USD \$ 972
- Advertisement Size
- Trim Size : 175mm (W) x 270mm (H)
- Bleed Size : 187mm (W) x 282mm (H)
- Safe Area : 155mm (W) x 250mm (H)
- Quantity of distributions : 18,000 copies
- Show Guide Legend : RM 888/ USD \$ 222

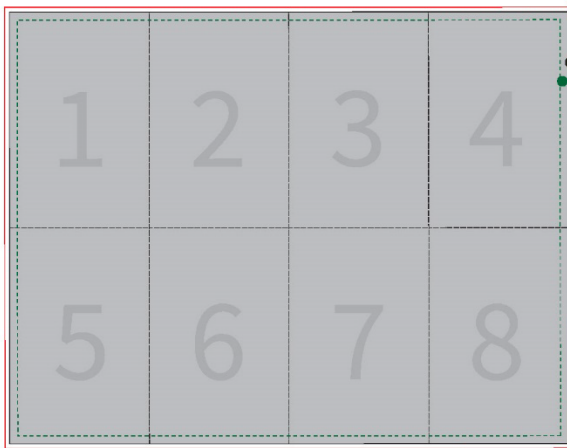
*** Rates quoted exclude artwork design fee.**
Design fee will be charged at RM 800 / USD 200 by professional designer.
Standard Template will be provided at RM100/USD25 (inclusive of artwork design fee)



SHOW GUIDE
ARTWORK GUIDELINE

EXPORT FURNITURE
EXHIBITION 2024

Advertisement (Print)



OPEN SIZE

BLEED SIZE : 712 mm (w) x 552 mm (h)
TRIM SIZE : 700 mm (w) x 540 mm (h)
SAFE AREA : 680 mm (w) x 520 mm (h)



ADVERTISEMENT SIZE
(SINGLE PAGE WITH FRAME)

BLEED SIZE : 187 mm (w) x 282 mm (h)
TRIM SIZE : 175 mm (w) x 270 mm (h)
SAFE AREA : 155 mm (w) x 250 mm (h)



ADVERTISEMENT SIZE
(SINGLE PAGE)

BLEED SIZE : 187 mm (w) x 282 mm (h)
TRIM SIZE : 175 mm (w) x 270 mm (h)
SAFE AREA : 155 mm (w) x 250 mm (h)

FILE FORMAT

All digital files submitted to EFE Show Guide 2024 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 3mm bleed included.

DESIGN MUST BE IN VERTICAL ***

EXPORT FURNITURE
EXHIBITION 2024

**FORM 6
(OPTIONAL)**

SHOW GUIDE ADVERTISEMENT

Deadline
12th January
2024

This form it to be returned on or before 12th January 2024 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:

An essential tool for visitors and buyers to identify new products including new and existing suppliers.

ADVERTISEMENT POSITIONS	RATES (FULL COLOR)	TICK (√)	Page
R.O.P (Full Page) <i>*Page will be based on first-come-first-served basis.</i>	RM 3,888/ USD \$ 970		
Show Guide Legend <i>*first come first served basis</i>	RM 888/ USD \$ 250		
Total			

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

Note:

1. Ad Specifications

Files must be CMYK and should be 300 DPI 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 12th January 2024:**

- Storage media: CD-ROM, DVD-ROM, Flash Drive.
- File Hosting Website: sendspace.com, yousendit.com, wetransfer

3. Cancellation Policy

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

4. 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