



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 : 10,000 copies

Show Guide Legend : RM 888/ USD \$ 222

Advertisement Size : Description not more than 50 words.

*** 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)

Date : _____

Signed on behalf of the Exhibitor by

Name :

CompanyStamp ::



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)

MATERIAL REQUIREMENTS PRINT

FILE FORMAT

All digital files submitted to EFE Show Guide 2019 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 ***

Date : _____

Signed on behalf of the Exhibitor by
Name :
CompanyStamp ::

This form it to be returned on or before 18th Jan 2019 to:-

EFE Expo Sdn Bhd (667878-H)

8trium, Menara 1, M1-16-05, Jalan Cempaka SD 12/5, Bandar Sri Damansara, 52200 Kuala Lumpur, Malaysia.

Tel: +603 6270 9332

Fax: +603 6270 9331

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 \$ 222 | | |
| 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 artwork can be submitted through the following accepted media **on or before 18th Jan 2019:**

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

3. 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.

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

Date : _____

Signed on behalf of the Exhibitor by

Name :

CompanyStamp ::