

The Power of **WOW!**



VISUAL
MARKETING
PRODUCTS

teamvmp.com
800.811.7584

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*Your special
event marketing
materials catalog.*

Banner Stands - Indoor

Choose from multiple standard styles ranging from economical to premium. Also choose from three "above average" styles; a towering 10' tall option, an extra-wide option available in 5', 6' & 8' wide and a scrolling battery-operated option!

Taurus & Everyday

- Photographic quality digital graphics are laminated for durability.
- Features ProLAM™ 3 mil lamination.
- Easy to assemble and built to last.

Economy

- Perfect for tradeshows, meetings, lobbies & retail point of sale.
- 3-piece shock-corded extendable pole.
- Full-color high resolution graphics.
- Select from five widths.
- Select from five widths! (48"/36"/33.5"/31.5"/24")

Premium Retractor

- Ideal for heavy traffic areas, tradeshows, lobbies and more.
- Our ProLAM™ 3 mil lamination is the best in the business!
- Includes padded soft carry case with shoulder strap.
- Choose single-sided or double-sided!
- NOW with Lifetime Warranty on hardware!

Maxim Retractor

- Communicate effectively through large format media.
- High resolution and vivid color...big and bold!
- 13 oz. vinyl banner graphic retracts into the base for protection.
- 8' wide version makes an ideal back wall for your display. Also available in six foot and five foot.

Jumbo Tall

- A commanding presence...yet retracts for storage and shipping.
- High resolution graphics and vivid full-color printing.
- Features our ProLAM™ 3 mil lamination.
- Soft Carry Case included.
- Ten foot tall x four foot wide!

Battery

- Rechargeable 12 Volt battery runs for up to 72 hours on a single charge.
- Use virtually anywhere! No need for an electrical outlet.
- Over 12 linear feet of full-color UV printed digital graphics, scrolling on premium polyknit banner media.
- Operates on battery power or plug it in with the included AC adapter.

Maxim Retractor



Economy



Premium Retractor



Taurus



Everyday



Jumbo Tall



Battery



Banner Stands - Indoor

Banner Stands - Outdoor

Choose from three great styles that all feature outdoor weighted bases and graphics printed with weather resistant U/V inks. Four Season X Banner and Four Season Dual Track both feature approx. 76" x 24" size graphics and the Four Season Ballast Retractor features an approx. 78" x 31" size graphic. Outdoor Retractor graphic size is much larger at 87" tall x 44" wide!, and includes integral hardware that allows for infinite height adjustment, plus the base features built-in handles and wheels for true portability!.

Four Seasons X Banner

- Sturdy and resilient design allows display to withstand the weather.
- Telescoping support pole allows for adjustable height.
- Easy change-out, full-color, all-weather 13 oz. vinyl banner printed with UV inks.
- Lightweight base holds 3 gallons of water for added stability.

Four Season Dual Track

- Tall Four Season display
- Spring mounted base for flexibility in light winds
- Durable double-sided, 18 oz. vinyl graphic banner
- Comes with hardware kit and tools for assembly
- Wide footprint for maximum stability

Four Season Ballast Retractor

- High-quality 13 oz. vinyl printed with weather resistant UV inks.
- Easily change your message with removable graphic cartridges.
- Base fills with sand or water; up to 13 gallons for added stability.
- Choose single-sided or double-sided!

Four Seasons
X Banner



Four Season
Dual Track



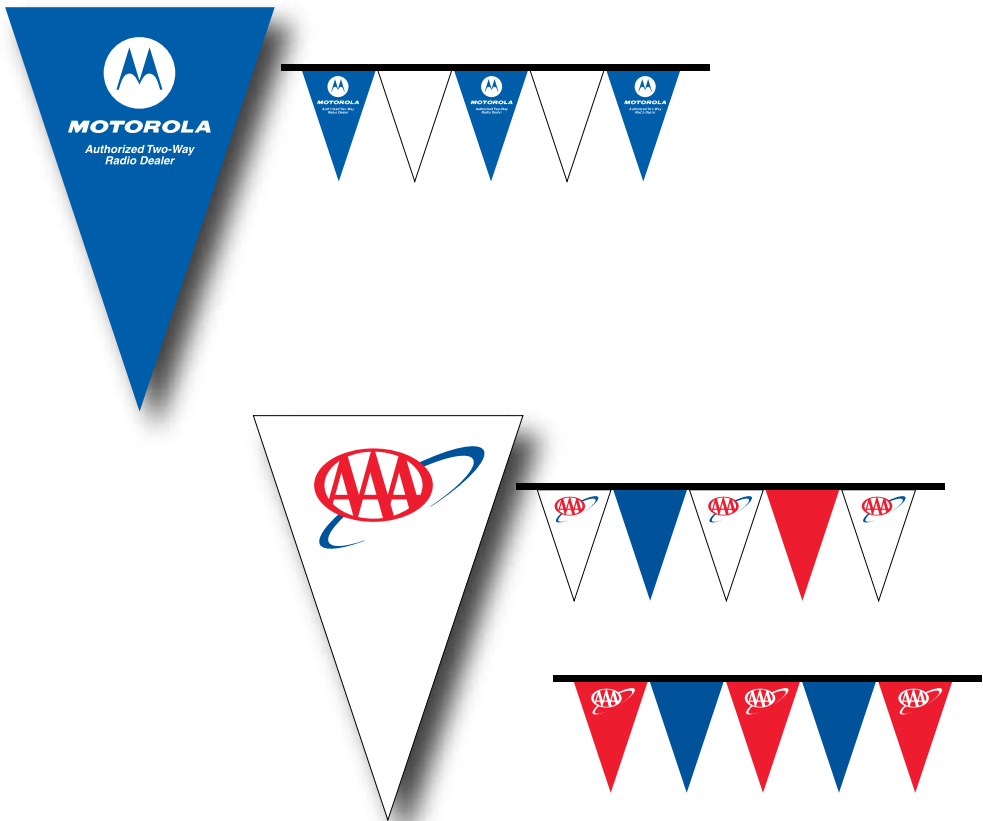
Four Seasons
Ballast Retractor



Single-sided, continuous strand with extended leads.

Available in: 100 ft lengths

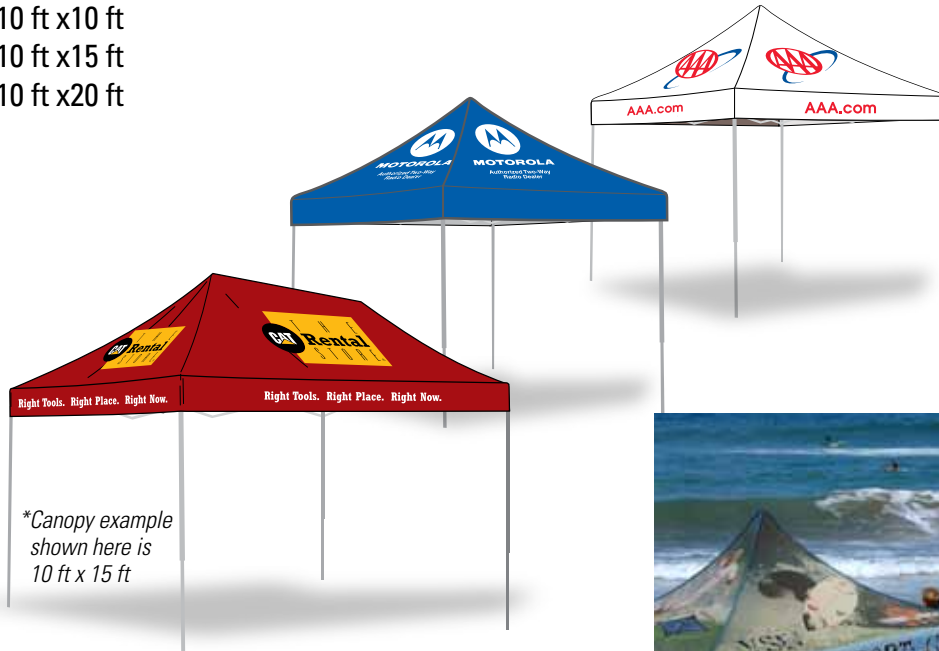
Bunting



Canopies

Includes set of light-duty stakes and a wheeled carry bag .

Available in: 10 ft x10 ft
10 ft x15 ft
10 ft x20 ft

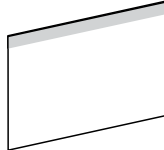


**Canopy example shown here is 10 ft x 15 ft*

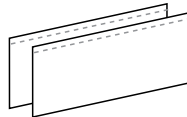


Canopies

Canopy Accessories:



• Full Wall



• Rail Skirts

- Weight Bags (sand or water)
- Weight Plates
- Hard-Sided Shipping Cases

**Team up with VMP's creative staff to explore custom graphic designs, featuring the exact products and marketing messages that you want featured at your events.*



Custom Event Kit:

- One 10 ft. x10 ft. Canopy
- One *Premium 10 ft. Full Wall
- Two Single-sided 10 ft. Rail Skirts

Event Coolers

Coolers come in varying sizes and shapes.

Style: ICER

This stylish unit is suitable for a conference room or indoor tradeshow and works well outdoors too. Removable reservoir and rear drain spout makes for easy cleanup. Holds up to 120-12 oz. cans or 80-12 oz. water bottles plus ice.



Style: ICEBERG I

Great "welcome" size to leave out year around or to bring to any outdoor event. Holds 96-12 oz. cans or 86-12 oz. water bottles plus ice.



Style: ICE CUBE

Counter Top Coolers are 10 inches tall and can hold up to 32-12oz cans or 24-16 oz. bottles. Optional stand available.



Style: POLAR (mobile)

Mobile Coolers measure 20"W x 41"L x 21"H and can hold up to 180 - 12 oz. cans or 120 - 16 oz. bottles. These rugged units are a great addition to your corporate event vehicles. Featuring heavy duty molded in handles with a 150 quart capacity. Optional 14 gauge steel, powder coated receiver hitch available.



Event Coolers

Event Domes

These fully portable structures are perfect indoors or outdoors. Their unique design allows wind to pass through making them exceptionally strong and wind resistant. Added accessories such as walls, visors, and connectors allow for multiple units to be combined to create an entire village.

Eighteen standard colors available and graphics can be applied to the top, body and all accessories.

Available in: 20 ft and 30 ft footprint



Event Domes

Event Fencing

The perfect choice for advertising your brand throughout all outdoor event venues – ideal for promoting event sponsorship and supplier advertising! Fast to install, extremely durable, and easy to clean up for repeated usage.

Produced from structured knitted polyester, for superior durability and a slight stretch, and including grommets at every two feet for easy attachment.

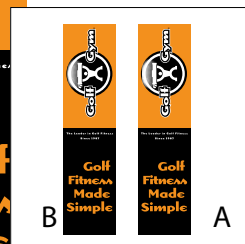
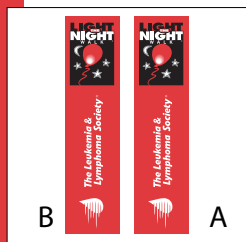
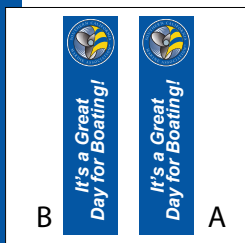
Standard fencing roll height is 48" tall x 50 ft. long. Unlimited design and color options available. Approximately 5 - 10 logos will print per roll depending on logo size.



Feather Banners

Double-sided with grass stake and protective carry bag.
Anchoring Options shown below.

Available in: Small 2.6 ft. x 8.2 ft. Above Ground Height
Medium 2.6 ft. x 11.5 ft. Above Ground Height



Anchor Options:



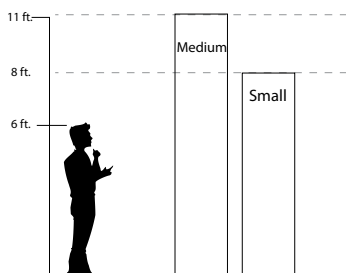
Grass Stake (included)



Cross Base with Water/
Sand Weight Bag
(optional)



Tire Stand (optional)



Feather Banners



VISUAL
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Empire Flag Pole

This Empire Flag Pole stands over 17ft above the ground! This lightweight and easy to transport and assemble for indoor or outdoor use is fantastic way to get noticed. The top banner arm rotates with the wind to keep the flag perfectly presented in any wind conditions. Several base and style options are available, see examples below.

Double Arm



Parallel Arm



Triple Arm



Single Arm

Base Options:



Water Base



Cross Base



Square Base



Car Base



Ground Peg

Traditional Flags

Single-sided with hemmed sides, left side with header tape and grommets.

Produced from 100% knitted polyester

Available in: 5 ft x 8 ft

4 ft x 6 ft

3 ft x 5 ft



World and USA State Flags

Single-sided with hemmed sides, left side with header tape and grommets.

Offered for 70+ world countries

Offered for 50 US states and territories



Bowflags

Available in both single sided and double-sided with grass stake and protective carry bag.
Anchoring Options shown below.

Available in: XXSmall 3.6 ft
Medium 8.4ft
(all height are above ground)

XSmall 5.2 ft
Large 11 ft

Small 7.2 ft
Extra Large 14.2 ft

Double-sided offer choice of ordering with flag to feature a different Side A and Side B graphic, or with both sides featuring the same graphic.



Anchoring Options:



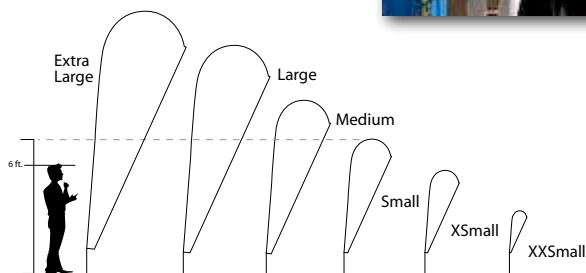
Grass Stake (included)



Cross Base with Water/
Sand Weight Bag
(optional)



Tire Stand (optional)



Outdoor Flooring

The ideal outdoor event surface...non-skid, weather resistant, featuring individual snap-together tiles with patented edge pieces & corners. Available in dozens of colors...create solid colored flooring or mix & match colors to create your own floorplans...create checker board designs, solid interiors with different colored edges, or your own custom design and custom sizes too.

Typical sizes are:

- 10 ft x 10 ft
- 10 ft x 20 ft
- 20 ft x 20 ft
- 30 ft x 40 ft
- 60 ft x 100 ft

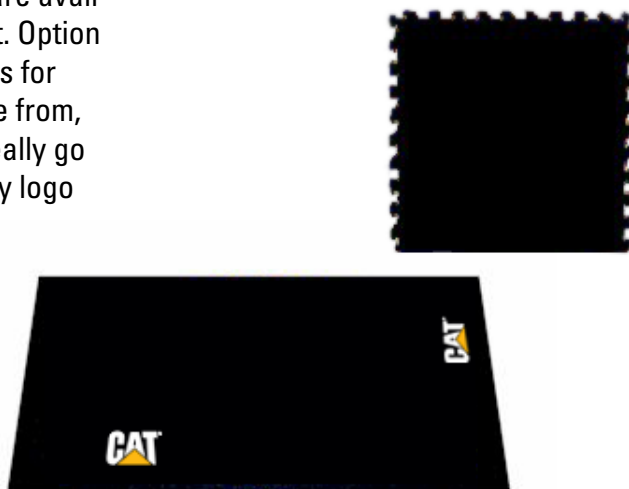


Indoor Flooring

The perfect tradeshow floor...modular interlocking carpet that sets up in minutes. Anti-fatigue 5/8" thick, true layout size, resists cuts and carry cases are available making this a true UPS shippable product. Option for standard individual 2' x 2' tiles or 2' x 4' tiles for larger venues. Seven popular colors to choose from, plus mix & match for a unique look. Want to really go custom?...then allow us to in-lay your company logo in one or more tiles!

Typical sizes are:

- 10 ft x 10 ft
- 10 ft x 20 ft
- 10 ft x 30 ft
- 10 ft x 40 ft



Lamp Post Banners

Double-sided with mounting hardware.

Available in: Small 1 ft 6 in x 6 ft
Medium 2 ft x 8 ft
Large 3 ft x 12 ft



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Lamp Post Banners

Large Format Graphics

The only thing that is holding you back is your imagination. Let the creative staff at VMP help you make a big impact with larger than life graphics.



Large Format Graphics

Literature Displays

Choose from six great styles all ideally suited for tradeshow applications.

Roll Up

- Four nylon mesh pockets
- Vertical design with flexible rod construction
- Lightweight and portable
- Soft carry case

Roll Up



Double Roll Up

- Eight nylon mesh pockets
- Vertical design with flexible rod construction
- Lightweight and portable
- Soft carry case

Double Roll Up



Bamboo

Bamboo

- Eco-friendly, collapsible display
- Four tiered pockets, hold up to 8.5"x11" literature
- Compact, sturdy and easily unfolds
- Padded aluminum carry case



Clear View

- Four tiered acrylic holder
- Sturdy chrome base
- Collapses to fit in handy soft carry case
- Stores literature when not in use

Clear View



The "Z"

- Acrylic and metal display
- Two-sided accordion fold design creates more space
- Collapses to fit in handy aluminum carry case

The "Z"



The Metal "Z"

- Full metal design
- Double-sided six pocket literature display
- Collapses to fit in soft carry case

The Metal "Z"



Literature Displays

Pop-Out Signs

Getting your message across just got easier. These extremely lightweight, portable and cost effective units pop open in a flash to create a big impact. Includes soft sided carry bag.



Available in: Medium 3.3 ft x 7.1 ft
Large 3.6 ft x 9.5 ft

Choice of ordering sign to feature a different Side A and Side B graphic, or with both sides featuring the same graphic



*Premium Options

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Anchoring Options:



Stabilizing Bar with Water/
Sand Weight Bag (optional)

Director Chairs

Features: Solid wood construction with superior hardware and high gloss paint or clear finish. Seat backs available with custom logo and/or message imprinted with single or multiple colors.

Option A: Bar Height 30"



Option B: Counter Height 24"



Option C: Desk Height 18"



Options Available:

- *Chair Frame Colors – black, white, walnut or natural*
- *Canvas Colors – black, white, hunter green, red, navy and royal blue*
- *Shipping Cases*
- *Custom logos or imprinted messages*

Hard Sided Shipping Cases

We have what you need!...dozens & dozens of stock sized shipping cases to hold your individual VMP Flags & Banners or larger trunk cases to safely hold complete VMP Event Kits, canopies and more. Options include molded handles, telescoping lids and different sized diameter wheels.



Shipping Cases

Table Drapes

Fitted style drapes are machine washable.

Includes protective carry bag.

Available in: 6 ft (solid fabric color with one logo imprint **OR** full coverage graphics available)
 8 ft (solid fabric color with one logo imprint **OR** full coverage graphics available)
 32 in high round (solid fabric color with logo imprint **OR** full coverage graphics available)
 42 in high round (solid fabric color with logo imprint **OR** full coverage graphics available)



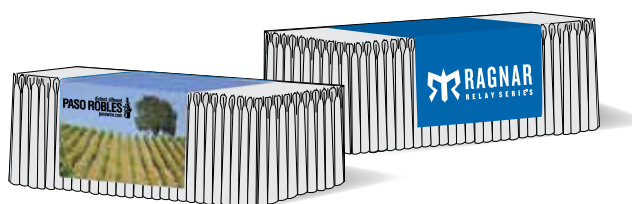
Table Runners

Designed to simply lay over an existing table.

Table Runners are machine washable.

Includes protective carry bag.

Available in: 30 inch wide
 60 inch wide
 custom widths



Ultrafit Table Drapes

Stretch-fit style drapes are machine washable.

Includes protective carry bag.

Available in: 6 ft (white fabric with front only sport color imprint **OR** full coverage graphics available)
 8 ft (white fabric with front only sport color imprint **OR** full coverage graphics available)



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Portable Folding Table

These easy to use portable folding tables are compatible with all our table drapes and throws. They all have reinforced steel center bar for additional support. Both the 6 ft and 8 ft half fold tables can hold up to 100 lbs. The round cafe height (32 in) table holds up to 75 lbs, while the bar height (42") table holds up to 65 lbs. We also feature a 4 ft folding demo table with adjustable legs that allows you to select a height between 22 in and 36 in, this table will hold up to 50 lbs.



Match these tables with a fitted drape from page 19.

Art Specification and Guidelines

If you are looking for something unique or just need help putting your ideas together VMP can help. Production and design services can be provided at \$85 per hour. The average design/production time with logo and text is approximately 1-2 hours. VMP's Graphics Department can also provide dynamic design options. Feel free to contact your sales representative or the Creative Director for an estimate.

VMP's Graphics Department specializes in large format graphics and preparing art that can look its best. Large format graphics differ from those of standard print graphics. File sizes can be extremely large, 500mg to 1GB+. System requirements to create acceptable large format raster artwork tend to have faster processor and more RAM (2-6GB) than standard computer workstations.

To create your own artwork, please request templates through your sales representative. Template will be forwarded to you via email. Templates have been created using Adobe Illustrator CS4. If an earlier version of Adobe Illustrator is required please indicate that with your request.

Large size graphics can be uploaded to VMP's FTP site. Directions will be provided upon request.

ARTWORK

- VMP requires vector files saved as an .eps, .ps, or .ai files. A vectored file is artwork which has points and lines and can be manipulated and color changed.
- Files that contain scans (raster images–jpg/tiff/eps files) that have been re-saved as an .eps file CANNOT be used.
- Pantone reference (PMS) specifications are required for all colors. Be sure to specify coated or uncoated. We do not accept responsibility for cmyk color mixes without a specific PMS match for those colors.
- VMP cannot accept percentage pantones. We recommend selection of a lighter Pantone color.
- VMP cannot print gold, silver or fluorescent Pantone colors.
- Any jpeg, gif or psd of the artwork must be sent along with the finished artwork with Pantones clearly labeled.
- All type MUST be converted to outlines (or paths).
- Line thickness – never use hairlines, a minimum of .3 point is required.
- All files need to be saved in an editable format. Do not flatten files. Never embed (place) an EPS within another EPS.

SCANS

- Scans need to be supplied as a Photoshop psd or eps. (no jpgs, tiffs or gifs) and MUST be cmyk.
- Should be at least 100 dpi at 100%. – For example, a photo which must be blown up 4 times should be saved at least at 400DPI.
- All text will bitmap when created in a raster program, so a vector program (i.e. Illustrator, Free-Hand or Correl Draw) MUST be used for text.
- Send scans as separate art – NEVER imbed a raster file into the vectored art. When placing raster elements into the vector art use the "link" file feature. Files will be linked and/or combined at time of production.

For more information regarding our art services, please contact VMP's Creative Director by email at art@teamvmp.com or 1-800-811-7584 x 7



V I S U A L
M A R K E T I N G
P R O D U C T S

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For your next event...

**Don't Just Show Up,
Show the Competition Up!**