

PIA Expo 2011 PROMOTION Designer Guidelines

Purpose

To promote participation in PIA Expo activities which promotes the San Diego printing industry. Main goal is to bring an innovative perspective to the show and to boost print buyer attendance at the trade show (2011 had 1400 + attendees), seminars (400+ attendees) and tours (160+ attendees).

Guidelines

- **Information should be easy to read.**
- Design should not overwhelm information.
- Pieces should attract the attention of and appeal to the printing and print buying community and draw them to read promotion and then participate in the activities.
- Consistent visual theme should carry throughout all pieces.
- Design should represent conservative but creative industry that is high-tech and modern. (Stay away from old-fashioned images that make industry seem antiquated.)
- Should incorporate the PIA/SD logo. Should be obvious that PIA/SD hosts the show.
- Logo and design should lend themselves to other pieces. For example: thank-you certificates, banquet invitations, newsletter cover.
- Production requirements should reflect what is done locally on a regular basis.
- Fulfillment of the design must be practical, with no extensive labor requirements in prepress, bindery, mailing, etc. **NO HANDWORK ALLOWED IN DESIGN.**
- All materials and production of printed pieces are donated.
- All pieces must be approved by the designers with the US Postal Service before design approval. If additional charges apply afterwards and no approval is obtained, designers will be responsible for any additional mail charges.

PIA Expo events include a one-day trade show and multiple concurrent seminars at the San Diego Convention Center, tours of printing plants, the *San Diego Union-Tribune* and US Post Office plants and a celebration cocktail party.

Specifics on Printed Promotion Pieces

Logo

Be able to use as 1/c, 2/c and 4/c
Need hi rez print (eps) and web (jpeg) files

Letterhead

Quantity: InDesign/PDF format for in house production as needed
Size: 8 ½ " x 11" sheets and #10 envelopes
Colors: 4-color – one side

Save the Date postcard

Quantity: 15,000—mailed
Size: 6 1/8 x 11 ½ " maximum for first-class postcard rates
Colors: 4-color, 2 sides
Stock: Must meet postal requirements/any
Artwork: Designer to supply assembled electronic files.

Brochure

Quantity: 15,000—self-mailer mailed flat
Size: 8 ½ x 11" (finished) max size
Bindery: Saddlestitch on 11" measure
Cover: 4-color —full bleed (maybe 6/c)
80# - 100# coated cover (gloss or dull)
VDP possibilities
Text: 4-color
Bleeds and crossovers are OK
16 pages
80# coated text (gloss or dull)
registration page might perf for removal
Artwork: Designer to supply assembled electronic files.
Notes: Allow enough space for 250 words of seminar copy, per session
Can provide disk of copy from previous year to use for copy placement until final copy is ready – amounts do not vary substantially

Free Passes

Quantity: email format, html design or PDF
Size: maximum 8.5 x 11"
Colors: 4-color, 1 side
Artwork: Designer to supply assembled electronic files.

Reminder card

Quantity: 14,000—mailed
Size: 3 ½ x 5" minimum - we're open to (and may prefer) a larger size
6 1/8 x 11 ½ " maximum (can be folded size)
Colors: 2-color, 2 sides
Stock: Must meet postal requirements/any color
Artwork: Designer to supply assembled electronic files.

Trade Show Banners

Quantity: 15
Size: Six 2 ½ x 7-ft banners (for trade show)
Nine 2 ½ x 5-ft banners (for seminars)
Colors: 4/c
Artwork: Designer to supply assembled electronic

Trade Show Program Cover

Quantity: 1,500—handed out at show
Size: 8 ½ x 11"
Bindery: Saddlestitch on 11" measure
Cover: 4-color —full bleed
Designer will design cover and provide elements of 4/c design for inside pages. Design will be implemented by PIA/SD staff
24 pages (may increase to 28)
Artwork: Designer to supply assembled electronic files

Specifics on Interactive Media

Web page headers

Quantity: 2
Size: 4 x ¾ “
Colors: 4/c
Artwork: Designer to supply flash files

Micro Site

Pages: 8
Colors: 4/c
Specs: incorporate flash, interactive aspects, links to sponsor websites, photos, theme graphics/artwork, Expo info

Distribution

Members of printing, advertising, graphic design and print buying community in San Diego (approximately 15,000.)

Time Line

A specific time line for each piece will be provided and developed with the designer.
All pieces are designed and completed from October through February for distribution.

Theme

Our PIA Expo committee will offer theme options but are open to designer suggestions. It should be carried throughout each piece and applicable to using at the trade show by exhibitors for their booths and promotion.

PAST YEARS

<u>YEAR</u>	<u>THEME</u>	<u>DESIGNER</u>
1983	Print With Pride	Colleen Vasquez / Calvin Woo
1984	International Print Week	Ted Hansen/Ted Hansen Design
1985	Do You Believe in Magic?	Robin Reimers
1986	Imagination- Application	Julian Naranjo/Grayson Agency
1987	Sheetwise	Evans & Conover
1988	Easier Said Than Done	Bodney & Siedler
1989	The Power of Print	Visual Asylum
1990	Interface	Susan Merritt
1991	Solutions	John Champ/Champ Design
1992	Eek, A Mouse	ThinkTank
1993	The Beauty of Printing	Bennett Peji
1994	Where Art & Science Meet	Richard Hawk
1995	From Dots to Dreams	Quorum
1996	Meeting Expectations	Brian Lovell/B-Line Graphics
1997	Printing Sells!	LAK Advertising
1998	Impressions	Carol Kerr Design
1999	Signatures	Steven Morris/Morris Design
2000	ThINK	Don Hollis/Hollis Design
2001	Let The Good Times Roll	Laura Coe Design Assoc.
2002	Distinct or Extinct	Bennett Peji Design
2003	Printing: Ideas You Can Touch	Left, A Creative Communications Company
2004	Celebration of Print	Patera
2005	Experience Print	Buchanan Design

2006	Print Week Vegas Style	Incitrio
2007	Taking Print to New Heights	SoupGraphix
2008	Passion for Print	Savacool Secviar Brand Communications.
2009	Gr8 2b Green	Laura Coe Design Assoc.
2010	Flip. Reflect. Transform.	Patera Design/Freshform Interactive
2011	The Power of Partners	Ideaworks Advertising

Budget

All labor and materials for PIA Expo Promotion are donated to by PIA/SD members and others interested in promoting the industry.

Costs

NO costs should be incurred unless specifically approved beforehand by PIA/SD. Any expenditures for use of copywriters, materials, photographers, special effects, messengers, etc. should be cleared with the PIA/SD staff.

Designer Benefits

- recognition among peers & potential customers
- opportunity to develop full campaign portfolio pieces without tight budget concerns
- exposure for designer/company
- news releases on selection of designer
- news releases on logo design
- free exhibit space (booth) in PIA Expo Trade Show (\$899 value)
- free, half-page, 4/c advertisement in the Trade Show Program (\$300+)
- entry in PIA's national Premier Print Awards Contest (approx. \$90 value)
- free attendance for two (2) at the PIA Expo Cocktails & Kudos event with special recognition and presentation at banquet. (approx. \$105 value)
- free attendance to select PIA Expo seminars for designer and staff (approx. \$150+ value)