



# TRADESHOW PRINTING ESSENTIALS



# TRADESHOW CHECKLIST

## ☐ 1. Set your objectives

Put together a list of the top three objectives you want your trade show program to accomplish

## ☐ 2. Set your budget

Adjust your budget based on the objectives you have set a month ago, your current finances and any opportunities that you think might pop up. Your budget is the biggest part of your trade show plan – it's what everything else hinges on, so make sure that you have a good handle on it before you go forward.

## ☐ 3. Choose the trade shows you plan to go to.

Adjust your budget based on the objectives you have set a month ago, your current finances and any opportunities that you think might pop up. Your budget is the biggest part of your trade show plan – it's what everything else hinges on, so make sure that you have a good handle on it before you go forward.

## ☐ 4. Evaluate and revitalize your trade show booth as needed.

Review your current trade show pop up display. Does it still let you achieve your marketing objectives? If so, keep it. Otherwise, build a new one.

## ☐ 5. Research technology.

There is more than a dozen trade show apps out there on the market, useful for everything from communication to marketing, social media and lead capture.

## ☐ 6. Review the show's site.

If the show has a web page, review it. Make sure you know exactly when it's going to take place, where it's going to take place, and where your booth is going to go. Many trade show sites have accounts that you can sign up for that allow you to choose where your booth is going to go – use them. You don't want to get to the show and have nothing left but the dregs

## ☐ 7. Create your promotions.

Promotions are a big part of your trade show marketing plan – they help your booth staffers engage attendees and bring in a greater number of qualified leads to your booth.

## ☐ 8. Get your booth literature designed.

The development time for a brochure can vary, but plan on 3-4 weeks. This is just for the design, writing, revisions and approval – it does not include the time it takes your brochure to get from the printer to your literature display.

## ☐ 9. Order your printing and promotions.

You're giving out promotional items at the show, so select and order those materials now – some can take up to a month to be made and printed so best to order in advance.

## ☐ 10. Choose your staffers.

Finalize who you want beside you when you're at the show.

## ☐ 11. Arrange your travel.

Purchase hotels and flights for you and your booth staff.

## ☐ 12. Ship out your exhibit

## ☐ 13. Train your booth staff.

Set up meetings with your booth staff to train them on your main clients who you expect to be at the show and key products you will be showcasing.

## ☐ 14. Verify that your trade show display has arrived.

## ☐ 15. Go through your trade show checklist thoroughly for any last-minute errors you may have overlooked.

# TRADESHOW CHECKLIST

## ☐ 16. Build a document packet and make backups.

Make sure that you have all your contacts, including your staff lists and any expected individuals/companies who will be coming to the show in a list. Include in this file any required graphics you will use at the show.

## ☐ 17. Presentation Packs

Put together a list of the top three objectives you want your trade show program to accomplish

### AT THE SHOW

## ☐ 18. Make sure that you're at your best and make it happen.

Execute all the plans that you've spent the past six months planning.

### IMMEDIATELY AFTER THE SHOW

## ☐ 19. Fulfill your leads.

Give your customers the information packs you promised. The packs will be a good reminder of what you talked about at the trade show. No matter how many leads you have, you need to make sure they get into the hands of your sales team so that they can be turned into sales.

## ☐ 20. Check your costs.

Review what you spent money on and compare it to the budget you set before the show. See if you're still on budget, and, if not, why not?

## ☐ 21. Review the objectives you set.

Did you get as many leads as you hoped you would? As many sales? Did your marketing materials make their return on investment?

## ☐ 22. Did you have enough marketing collateral for everyone who came to your booth?

- Presentation Packs
- Table Covers
- Pull Up banners
- Media Walls
- Brochures and Flyers
- Tote bags
- Drinkware
- Lanyards
- Pens



SCAN ME

# INDOOR BOOTH



# OUTDOOR MARQUEE



# Pull up banners & Media wall

PACKAGE 1 UNDER \$1,005\*

1 X Medium 2500 single sided media wall from \$677

2 x Pull up banners from \$328

**add a 6ft table cloth for \$412**

(hire of table NOT included)

## Corner booth



## 2 wall-sides booth



## Features & benefits

- Easy to transport media wall & pull up banners come in a sturdy carry bag.
- Environmentally friendly - can be reused at your next event or in your reception/showroom.
- Can order fabric replacements for the media wall - cost saving no need to purchase additional stands.
- Compact & easy store.

## Media Wall



## Pull up banner



## Things to consider

- Media wall & banner stands have feet for stability can not sit flush against wall.
- If event is outdoor - check with venue on safety requirements

# Wall panel inserts

PACKAGE 2 UNDER \$1,000 includes install

3x wall panel inserts 950 x 2340  
Additional panels POA

**add a 6ft table cloth for \$412**  
(hire of table NOT included)

## Corner booth



## 2 wall-sides booth



## Features & benefits

- Gives your stand a professional finish
- Flush finish as adhered to wall
- Cost effective & big impact

## Things to consider

- If logo or text is across the panels – consider if logo or text will be difficult to read.



- Transporting to event – as this is 2430 mm high you may be charged for this space in a truck. i.e. 3 pallets spaces
- If reusing for another event consider storage & transport back to your office/warehouse.
- CBS – will transport & install at all events we attend.

# Fabric Signs & Seamless walls

PACKAGE 3 POA

## Corner booth



**add a 6ft table cloth for \$412**  
(hire of table NOT included)

## 2 wall-sides booth



## Features & benefits

- Gives your stand a professional finish
- Flush finish as adhered to wall
- Cost effective & big impact

## Things to consider

- As usually 3m wide transport to & from venue can be costly.
- CBS – will transport & install at all events we attend.

**Talk to your CBS sales rep about a custom solution**

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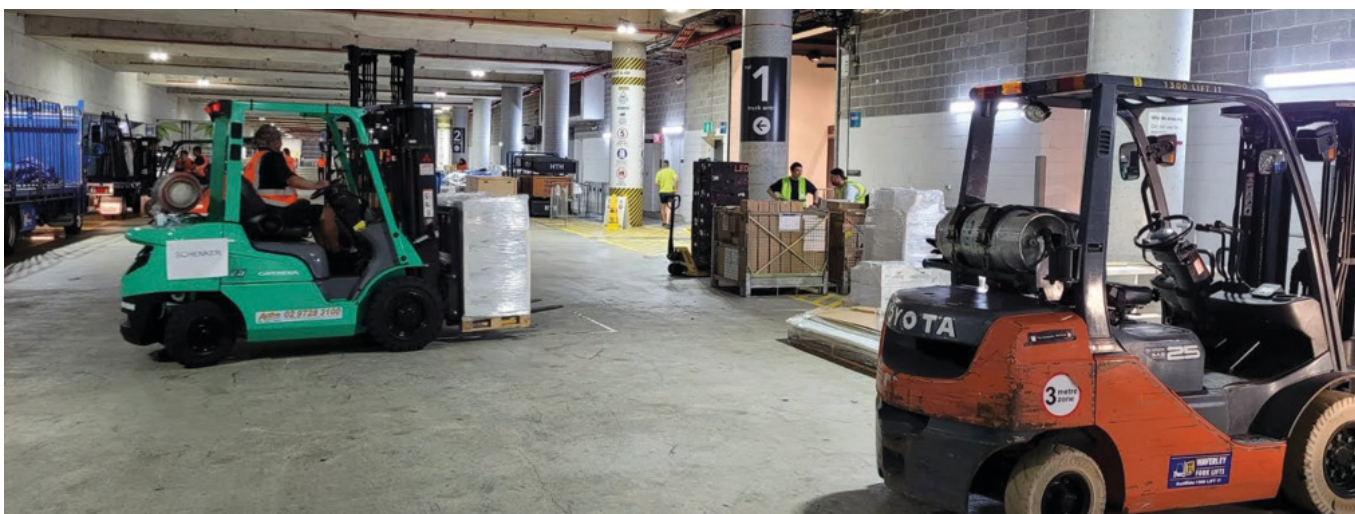
E: [maylene@cbsprinting.com.au](mailto:maylene@cbsprinting.com.au)

# Logistics

Delivery at the event

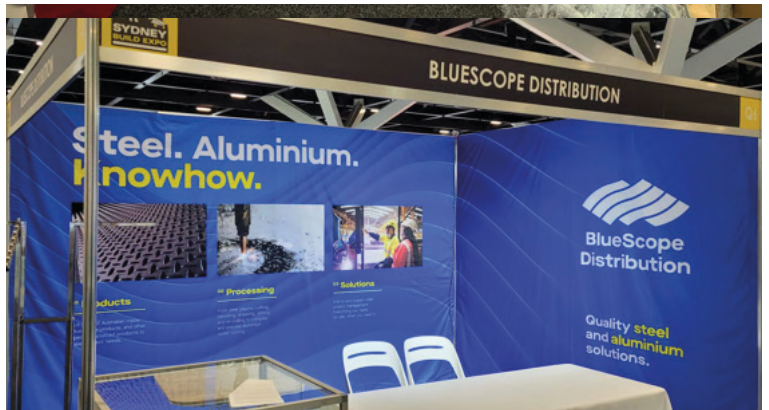


**DELIVERY**



**TRADESHOW**

# Installation (Select Venues)



## Installation Costs

Item	Cost
Media Wall	\$50 + GST
Pull Up banner	\$25 + GST
Flags/Tear drop banners	\$50 + GST
Standard Infill Panels	\$150 + GST
Complex Infill Panels	\$300 + GST
Repositionable Labels or Decals	\$150 + GST
Take away of rubbish/packaging	Free

# TRADESHOW PRICELIST



## A4 4PP BROCHURE

A4\_4pp Brochure - CMYK on Matt 150 gsm, Print readyPDF to be supplied., Imposed Low res PDF., A4 [297 x 210]., Printed in 4 colour process throughout., Satin Art 150gsm (135um), Trim to A3, crease, fold to A4 & pack.

PRICING				
Quantity	250	500	750	1000
Buy (ea) inc. setups	\$1.50	\$0.98	\$0.82	\$0.73
Buy (Total) inc. setups	\$377.00	\$493.00	\$615.00	\$738.00



## A5 NOTEPADS

A5 Notepads - CMYK 1 side, 90gsm, Padded in 50's, Print ready PDF to be supplied., Imposed Low res PDF., A5 Portrait [210 x 148]., Printed in 4 colours process on 1 side., Leaves: White Laser 90 gsm, Board Back: Barry Board 315gsm (505ums), Pad at head in 50's, trim to size & pack.

PRICING				
Quantity	250	500	750	1000
Buy (ea) inc. setups	\$3.90	\$2.64	\$2.26	\$2.032
Buy (Total) inc. setups	\$978.00	\$1,288.00	\$1,629.00	\$1936.00

## BUSINESS CARDS

Business cards - CMYK 2-sides, 400gsm, Matt Cello 2 sides - per name., Print ready PDF to be supplied., Emailed PDF proof., 55mm x 90mm, Printed in 4 colours process on 2 sides, Artboard 400 gsm, Matt Cello 2 sides., Trim to size & pack.



PRICING				
Quantity	250	500	750	1000
Buy (ea) inc. setups	\$0.856	\$0.468	\$0.336	\$0.275
Buy (Total) inc. setups	\$214.00	\$234.00	\$252.00	\$275.00

## PARAGON STYLUS PEN

Retractable aluminium ball pen with a matt with a stylus tip with 1200 meters of blue German-manufactured Dokumental ink.. Colours - Grey, Red, Light Blue, Bright Green. Dimensions - Dia 10mm x L 145mm x 13mm (includes clip). Branding Options - Pad Print 7mm x 50mm.



PRICING				
Quantity	250	500	750	1000
Buy (ea) inc. setups	\$2.70	\$2.28	\$2.14	\$2.07
Buy (Total) inc. setups	\$675.50	\$1,140.00	\$1,605.00	\$2,070.00

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 \* Includes delivery to 1 Sydney Metro Address

# TRADESHOW PRICELIST



## STRESS CUBE

Cube shaped squeezable stress reliever made from soft polyurethane. Dimensions - W 54mm x H 54mm x 54mm. Branding Options - Pad Print - • Side 1 - 40mm x 40mm (one colour). Direct Digital - Side 1 - 40mm x 40mm.

PRICING				
Quantity	100	250	500	1000
Buy (ea) inc. setups	\$5.16	\$3.90	\$3.44	\$3.19
Buy (Total) inc. setups	\$516.00	\$975.00	\$1,720.00	\$3,190.00



## MIRAGE STEEL BOTTLE

Trendy 700ml stainless steel drink bottle with a timeless design and a secure screw on lid. Colours - Silver, White, Yellow, Orange, Pink, Red, Bright Green, Kelly Green, Teal, Light Blue, Royal Blue, Navy, Purple, Black. Dimensions - Bottle: Dia 73mm x H 260mm. Gift box: H 295mm x W 76mm x 76mm. Gift Tube: Dia 88mm x H 293mm. Branding Options - Pad Print x1 Colour • 40mm x 60mm. Packaging - Loose packed.

PRICING				
Quantity	100	250	500	1000
Buy (ea) inc. setups	\$14.90	\$13.60	\$13.10	\$12.81
Buy (Total) inc. setups	\$1,490.00	\$3,400.00	\$6,550.00	\$12,810.00



## HORNET CAP

Premium quality structured five panel cap which is manufactured from 100% cotton. Colours - Grey/Black, Navy/White, Black/White, Black/Yellow, Black/Orange, Black/Red, Black/Kelly Green, Black/Light Blue, Black/Royal. Dimensions - One size fits most people. Branding Options - Colourflex Transfer • 90mm x 50mm. Embroidery • Front - 120mm x 55mm. • Back - 50mm x 20mm.

PRICING				
Quantity	100	250	500	1000
Buy (ea) inc. setups	\$16.00	\$14.60	\$14.00	\$13.61
Buy (Total) inc. setups	\$1,760.00	\$3,650.00	\$7,000.00	\$13,610.00



## AVANTI TOTE BAG

Standard-size reusable tote bag with a gusset and longer carry handles so it can be carried on the shoulder. Colours - Grey, Natural, White, Yellow, Orange, Pink, Red, Burgundy, Bright Green, Kelly Green, Dark Green, Teal, Light Blue, Process Blue, Royal Blue, Navy, Purple, Black. Dimensions - H 420mm x W 380mm x Gusset 90mm (excludes handles). Handle Length: 570mm. Branding Options - Screen Print x1 Colour 1 Side • 250mm x 250mm. Packaging - Loose packed.

PRICING				
Quantity	100	250	500	1000
Buy (ea) inc. setups	\$5.00	\$3.76	\$3.32	\$3.09
Buy (Total) inc. setups	\$500.00	\$940.00	\$1,660.00	\$3,090.00

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# TRADESHOW PRICELIST

## ALPHA NOTEBOOK



Small notebook with 80 leaves (160 pages) of 70gsm lined paper and a hard PU cover. It has an elastic closure band and a bookmark ribbon. Colours - White, Dark Blue, Black. Dimensions - W 89mm x L 140mm x 15mm. Pad Print - 55mm x 55mm. 60mm x 35mm. Screen Print - 70mm x 125mm (one colour). Packaging - Loose packed.

PRICING				
Quantity	100	250	500	1000
Buy (ea) inc. setups	\$6.76	\$5.48	\$5.00	\$4.73
Buy (Total) inc. setups	\$676.90	\$1,370.00	\$2,500.00	\$4,730.00

## IMPERIUM SQUARE WIRELESS CHARGER



Square 5W phone charger that will charge devices that are enabled for wireless charging and will work with most modern phones. Materials - Charging Surface : Polyurethane (PU) Base : Acrylonitrile Butadiene Styrene (ABS) Gift Box : Cardboard. Colours - White/Grey, Black/Grey. Dimensions -W 85mm x L 85mm x 8mm. Pad Print - 55mm square.

PRICING				
Quantity	100	250	500	1000
Buy (ea) inc. setups	\$13.60	\$12.40	\$12.00	\$11.81
Buy (Total) inc. setups	\$1,360.00	\$3,100.00	\$6,000.00	\$11,810.00

## ENCORE LANYARD



20mm wide polyester lanyard with a metal clip and a safety clip. It can be branded in one colour on one side. Colours - Grey, White, Yellow, Orange, Pink, Red, Bright Green, Dark Green, Light Blue, Dark Blue, Purple, Black. Dimensions - W 20mm x L 900mm (extended including clips). Branding Options - Screen Print • 250mm x 12mm (one colour). Packaging - Loose packed.

PRICING				
Quantity	100	250	500	1000
Buy (ea) inc. setups	\$4.50	\$3.26	\$2.82	\$2.57
Buy (Total) inc. setups	\$450.00	\$815.00	1,410.00.00	\$2,570.00

## PULL UP BANNERS 850mm x 2000mm



Pull Up Banners 850mm x 2000mm, Print ready PDF to be supplied., No proof required., 850mm x 2000mm, Printed in 4 colours process on 1 side., 340gsm Satin Polyester with grey backing. Aluminium base with fold away feet. Supplied in sturdy carry bag., Supplied in a sturdy carry bag.

PRICING				
Quantity	1	2	3	5
Buy (ea) inc. setups	\$208.00	\$164.00	\$153.33	\$136.60
Buy (Total) inc. setups	\$208.00	\$328.00	\$460.00	\$683.00

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# TRADESHOW PRICELIST

## FABRIC BACKDROP



Fabric backdrop banner with Velcro edging for application

PRICING		
Quantity	Size	Unit \$
1	L 2954mm x H 2400mm	\$ 883.00
2	L 2954mm x H 2400mm	\$ 863.00

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# TRADESHOW PRICELIST

## TABLE COVER



PRICING			
Size	Sides	Styles	Unit Price
4 Feet	3 Sides	Fitted or Stretched	\$322.00
4 Feet	4 Sides	Loose	\$345.00
4 Feet	4 Sides	Fitted or Stretched	\$340.00
6 Feet	3 Sides	Fitted or Stretched	\$412.00
6 Feet	4 Sides	Loose	\$459.00
6 Feet	4 Sides	Fitted or Stretched	\$461.00
8 Feet	3 Sides	Fitted or Stretched	\$461.00
8 Feet	4 Sides	Loose	\$516.00
8 Feet	4 Sides	Fitted or Stretched	\$520.00

3 sides (Open Back)

4 sides Full Cover

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# TRADESHOW PRICELIST

## MEDIA WALL



	PRICING			
MEDIA WALL	Width	Height	Depth	Unit Price
Small 850 Single Sided	850 mm	2000 mm	32 mm	\$549.00
Small 850 Double Sided	850 mm	2000 mm	32 mm	\$709.00
Shopping Center 1,500 Single Sided	1500 mm	1500 mm	32 mm	\$510.00
Shopping Center 1,500 Double Sided	1500 mm	1500 mm	32 mm	\$677.00
Office Backdrop 1500 Single Sided	1,500 mm	2300 mm	32 mm	\$552.00
Sponsor Backdrop 2,000 Single Sided	2,000 mm	2,000 mm	32 mm	\$593.00
Sponsor Backdrop 2,000 Double Sided	2,000 mm	2,000 mm	32 mm	\$719.00
Medium 2,500 Single Sided	2,500 mm	2,300 mm	32 mm	\$677.00
Medium 2,500 Double Sided	2,500 mm	2,300 mm	32 mm	\$760.00
Large Expo Wall 3,000 Single Sided	3,000 mm	2,300 mm	32 mm	\$760.00
Large Expo Wall 3,000 Double Sided	3,000 mm	2,300 mm	32 mm	\$886.00
Extra Large 4,500 Single Sided	4,500 mm	2,300 mm	32 mm	\$1,119.00
Extra Large 4,500 Double Sided	4,500 mm	2,300 mm	32 mm	\$1,286.00
Mega Wall 6,000 Single Sided	6,000 mm	2,300 mm	32 mm	\$1,362.00
Mega Wall 6,000 Double Sided	6,000 mm	2,300 mm	32 mm	\$1,712.00
Monolith Junior 3,000 Single Sided	3,000 mm	2,300 mm	300 mm	\$1,787.00
Monolith Junior 3,000 Double Sided	3,000 mm	2,300 mm	300 mm	\$2,121.00
Monolith Senior 6,000 Single Sided	6,000 mm	2,300 mm	300 mm	\$2,121.00
Monolith Senior 6,000 Double Sided	6,000 mm	2,300 mm	300 mm	\$2,622.00
Monolith Wonderwall 9,000 Single Sided	9,000 mm	2,300 mm	300 mm	\$2,789.00
Monolith Wonderwall 9,000 Double Sided	9,000 mm	2,300 mm	300 mm	\$3,791.00

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# TRADESHOW PRICELIST

## MARQUEE



### PRICING

Marquee Style	Size	Unit Price
OzTrail Pack - Frame + Rooftop Canopy - 35 Aluminium Square frame	3,000x3,000 mm	\$1,076.00
First Class 3 x 3 - Frame + Rooftop Canopy - 40 Hex Aluminium frame	3,000x3,000 mm	\$1,168.00
First Class 3 x 4.5 - Frame + Rooftop Canopy - 40 Hex Aluminium frame	4,500x3,000 mm	\$2,678.00
First Class 3 x 6 -Frame + Rooftop Canopy - 40 Hex Aluminium frame	6,000x3,000 mm	\$4,488.00

### UNIT PRICING

Marquees - Optional Extras	3x3	3x4.5	3x6
Full Wall - 3 Meter - Single Sided	\$358.00	\$715.00	\$1,214.00
Full Wall - 3 Meter Double Sided	\$592.00	\$1,417.00	\$2,409.00
Half Wall - 3 Meter - Single Sided with Support	\$343.00	\$627.00	\$911.00
Half Wall - 3 Meter - Double Sided with Support	\$458.00	\$1,273.00	\$1,273.00
Half Wall - 3 Meter Single Sided print only	\$270.00	\$483.00	\$696.00
Half Wall - 3 Meter Double Sided print only	\$413.00	\$775.00	\$1,136.00
First Class - Bag Replacement	\$169.00	\$305.00	\$457.00
Sandbags (Set of 4 twin sets)	\$191.00	\$331.00	\$538.00
Half Wall - Support Kit	\$142.00	\$251.00	\$376.00
Flag Pole Support Kit	\$142.00	\$234.00	\$325.00
Tent Peg & Rope	\$119.00	\$188.00	\$256.00
Design inc Mock up	\$120.00	\$190.00	\$259.00

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# TRADESHOW PRICELIST

## TEARDROP FLAGS



PRICING			
Teardrop Flag Style	Flag Height	Print Area	Unit Price
Small Single Sided	2300mm	1,700x750mm	\$243.00
Small Double Sided	2300mm	1,700x750mm	\$297.00
Medium Single Sided	2700mm	2,050x950mm	\$264.00
Medium Double Sided	2700mm	2,050x950mm	\$332.00
Large Single Sided	3700mm	2,650x1,100mm	\$300.00
Large Double Sided	3700mm	2,650x1,100mm	\$369.00
Jumbo Single Sided	4650mm	3,600x1,200mm	\$363.00
Jumbo Double Sided	4650mm	3,600x1,200mm	\$460.00

- Made in Australia
- Printed quality SignWeave™ fabric material
- Full colour dye sublimation printing

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# TRADESHOW PRICELIST

## STARTER

AUD \$1,999 + GST

Item	Quantity
• Table Cover-6ft 4s	1
• Pull Up banner	1
• Business Cards	250
• Pens	500



## ADVANCED

AUD \$7,399 + GST

Item	Quantity
• Table Cover-6ft 4s	1
• Media Wall - Med 1	1
• Business Cards	250
• Pens	500
• A4 Wiro Not	250
• Drink Bottles	250
• Pull up Banner	1



## PROFESSIONAL

AUD \$9,499 + GST

Item	Quantity
• Table Cover-6ft 4s	1
• Media Wall -Med 1s	1
• Business Cards	250
• Pens	500
• A4 Wiro Notebooks	250
• Drink Bottles	250
• Pull up Banner	1
• Caps	100
• A4 Brochure	500



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# TRADESHOW PRICELIST

## DELUXE

AUD \$12,199 + GST

Item	Quantity
• Table Cover-6ft 4s	1
• Media Wall-Med 1s	1
• Business Cards	250
• Pens	500
• A4 Wiro Notebooks	250
• Pull up Banner	2
• Caps	100
• A4 Brochure	500
• Tote Bags	500
• Drink Bottles	100



## ELITE

AUD \$15,599 + GST

Item	Quantity
• Table Cover-6ft 4s	1
• Media Wall-Med 1s	1
• Business Cards	250
• Pens	500
• A4 Wiro Notebooks	250
• Pull up Banner	1
• Caps	100
• A4 Brochure	500
• Tote Bags	500
• Drink Bottles	100
• A5 Notepads	250
• Wireless Charger	100
• Stress Hard Hat	250
• Tear drop Flag	2



# Build Your Own Pack



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