

GRAPHICS|PRO|EXPO

eDirects Pre-Show & Post-Show

Get your message out with exclusive, custom email blasts sent to the geographic marketing universe before, or after, GRAPHICS PRO EXPO. Includes ALL show registrants at no additional cost!

Rates:

Only \$575 for 2,500 names! (Additional names available \$230/1,000 names)

Artwork Specs:

- File Format: HTML/XHTML (must be specifically coded for displaying in an email)
- File Size: 100kb recommended (including all images)
- Image files (JPG or GIF) need to be at 72 DPI and RGB color format. Please do not resize JPG files within your HTML file

Email Design & Coding Tips:

Note: Flash, Video and Rich Media are not supported in email. If you are new to email design, please review the tips below.

- When creating an HTML email, please do not save a PDF, image or any other document as HTML. Doing this will result in a file with an .html extension, but it will not be coded correctly for email and will result in many display issues
- If you are new to coding HTML emails, here are some helpful resources
 - [Email coding 101](#)
 - [Design for the inbox](#)
 - [How to Code a Responsive Email from Scratch](#)
- Do not create your message as one large image. For many people email images will not display by default, so your message could get missed
- HTML documents should be setup between 600 to 650 pixels wide
- Use TABLES instead of DIVS
- Reference which CSS style elements are supported by each ESP to ensure your design is consistent across as many inboxes as possible

Examples of previous eDirect messages

- [Digital Technology Group - Indianapolis 2021](#)
- [Epilog Laser - Meadowlands 2021](#)
- [Trotec Laser - Long Beach 2021](#)

See [GRAPHICS-PRO-EXPO.COM/EXHIBIT](https://www.graphics-pro-expo.com/exhibit) for details

Contact your sales rep for more information



Brandy Jamison-Neth

Executive EXPO Sales Manager
Awards & Engraving and Printwear markets
brandy@nbm.com
720-566-7245



Sara Reese

EXPO Sales Manager
Sign & Digital Graphics markets
sreese@nbm.com
720-566-7266



James "Ruggs" Kochevar

Director of Sales
jkochevar@nbm.com
720-566-7237