Directions for HousingWire Booth Signage

We are seeking graphics for the following Conference/Trade Show booth signage for [HousingWIre](https://www.housingwire.com/) — We **need this by 3pm Friday, January 19** so that we can place our order in time and get it to us by our next conference:

1. A background graphic that will be applied on a Pop Up Fabric Display
2. Podium Counter display graphics

**PLEASE CONTACT ME WITH ANY QUESTIONS!!!**

Scott Smith

Marketing Director

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# Pop Up Fabric Display

We are purchasing this replacement [Pop Up Fabric Display](https://www.display-wholesale.com/Fabric-Print-for-PPP18-8ft-Replacement-Print-p/appp18.htm) that we need a graphic for. It will be used to attach to a [display frame](https://www.display-wholesale.com/8-ft-Fabric-Pop-Up-Display-Display-Frame-Only-p/ppp18.htm).

* Must use ppp18.pdf for template that will be submitted to vendor for printing.
* Can look at Pospinstructions.png which is a graphic demonstrating how the Pop Up Fabric Display graphic will be used

# Podium Counter Display

We are purchasing this [Portable Equipment Case, Converts to Counter](https://www.displays2go.com/P-24710/Podium-Shipping-Container-with-Graphics-Converts-to-Counter-Display?st=Category&sid=27000). It has signage on the front that we need graphics for.

* This vendor actually has [Artwork Guidelines](https://www.displays2go.com/ArtworkGuideline/29/24710) for what is needed. From here you can download either an Illustrator or a Photoshop template for what is needed.

## Mandatory Design Elements for Pop Up Fabric Display

We want our horizontal masthead logo displayed towards the top of the display — I’m thinking in the top 2-3 feet space. The idea is that when people are in the booth that our HousingWire logo should be able to be seen above it.

Somehow or another we want the following two text phrases integrated into the design:

1. Independent Journalism
2. Data-Driven Marketing

A basic idea would be to feature the HW logo, and then directly below it would be to have the next line read: “Independent Journalism | Data-Driven Marketing” But this is ONLY one idea. Please figure out how to **implement this however you decide**.

## Optional Design Elements for Pop Up Fabric Display & Podium Counter Display

Other than those two text phrases listed above the design idea is really up to you. You might consider the signage integrating with the Podium Counter Display, or you might consider they should each have their own design elements. We want to use this booth signage at a wide variety of conferences and events in which we are trying to demonstrate that we have marketing solutions for our advertising clients, we also produce strong independent journalism.

While I would love to see **what ideas you can come up** with, we did come up with a couple here that would be nice to see envisioned as an option:

1. A white background with some smaller HW square logos (HW\_Logo\_2012.png) spread out evenly all across the background.
2. Have the Podium Counter Display feature the big vertical HW logo, with a matching white background with some smaller HW square logos (HW\_Logo\_2012.png) spread out evenly all across the background
3. Have the Podium Counter Display feature the big vertical HW logo on a black background

# Files:

* Pospinstructions.png — a graphic demonstrating how the Pop Up Fabric Display graphic will be used
* Ppp18.pdf — Pop up Display graphic template. The graphic image must adhere, and use this template to submit to the display printing vendor.
* HW\_Masthead.eps — This is HousingWire’s horizontal Masthead logo. This needs to be displayed at the top of the Pop up Fabric Display. Use on the Counter display is optional
* HW\_Logo\_Black\_1795.eps — HousingWire’s vertical logo. Most likely used on Counter Display
* HW\_Logo\_Black\_CMYK.eps — HousingWire’s vertical CMYK logo. Most likely used on Counter Display
* HW\_Logo\_2012.png — Optional HW square logo without HousingWire text underneath it.