4over

TRADE SHOW | PRINT ESSENTIALS

ULTIMATE GUIDE

Expanding Your Print Possibilities

Tap Into Trade Show Print Sales With 4over!

Did you know that 82% of trade show attendees have the authority to make or influence purchasing decisions? That's why we've gone the extra mile to provide you with this comprehensive catalog of top-selling trade show print products that you can offer to your clients. Discover why you can trust 4over to deliver the competitive advantage you require for printing success:

We're Local
Think of 4over as your local print partner with national capabilities. 90% of our customers are within 2-day ground shipping and over 80 products have Next Day Everywhere shipping and local delivery/pickup. Combined with next-day production turnaround on many products and the industry's most generous order cutoff time to get great quality, prices, and speed.

We Invest So You Can Grow
With 4over, you have terrific print capabilities without investing capital to buy equipment. Our cutting-edge technology enables us to offer you the latest technological advancements that help you stay up-to-date and competitive while offering your customers a full array of products.

We're Trade Only
As one of the nation's top multi-service trade printers, our exclusive wholesale rates are available only to qualifying print resellers—we will never compete with you for your customers' business.

We're Based in the US
We source and buy most of the paper for our products from within the US, and every product 4over offers on 4over.com is made in America. Many of our materials are also sustainably sourced and we have implemented successful waste-reduction programs in our production facilities. These are located across the US and serve their local communities and wider regions in CA, AZ, TX, OH, NJ, and FL.

We look forward to delivering on our promise of fast turnaround times and high-quality printing.

Get Print Ready—Trade Show Checklist

	Product	Common Trade Show Terminology

PRE-SHOW

	Product	Common Trade Show Terminology
❏	Postcards	Pre-show announcment
❏	Flyers, Sellsheets	Pre-show announcment
❏	Door Hangers	Local event canvas campaign

POST-SHOW

	Product	Common Trade Show Terminology
❏	Letterhead, Envelopes	Customized follow-up letter to prospects
❏	Presentation Folders	Customized information packet tailored to prospects
❏	Sales Presentation Box	Select product, services, and information requestd by prospect

BOOTH & DISPLAY LARGE FORMAT PRODUCTS

	Product	Common Trade Show Terminology
❏	Backdrop Banner	Step and repeat, background, backdrop, trade show display
❏	Fabric Tube Display	Tension fabric banner, floor stand, floor sign, wayfinder, directory, navigational sign, trade show display
❏	Retractable Banner/Sign	Roll-up sign, banner stand, pull-up banner, trade show display
❏	Table Covers/Runners	Table drapes, tablecloths
❏	Event Tents	Custom canopy, pop-up tent
❏	Flags	Feather flags, tear-drop flags
❏	Counter Cards	Table signs, QR code signs
❏	Street Signs	Floor signs, A-frames, raffle signs, QR code signs

MARKETING COLLATERAL

	Product	
❏	Business Cards	
❏	Postcards	Handouts, collateral
❏	Flyers, Sellsheets	Case study, one-sheet, handout
❏	Presentation Folders	Press kit, sales folder
❏	Brochures	Product brochure, menu
❏	Booklets	Product catalog, show guide
❏	Paperboad Boxes	Display box, product box

PACKAGING

❏	Hang Tags
❏	Custom Boxes
❏	Roll Labels & Stickers

POPULAR PROMOTIONAL GIVE-AWAYS—LOGO BRANDED*

❏	Tote Bags	❏	Key Chains	❏	Sunglasses	❏	**Drinkware:** water bottles, coffee mugs, travel tumblers
❏	Pens	❏	Mini Flashlights	❏	Lanyards	❏	**Apparel:** t-shirts, hats, other clothing
❏	Notepads	❏	USB Drives	❏	Stress Balls	❏	**Phone accessories:** phone stands, chargers, pop sockets.
❏	Notebooks	❏	Hand Sanitizer	❏	Sticky Notes		

*Visit **www.promo.4over.com** for more unique promotional products.

Download white-label trade show checklist

SCAN ME

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Offer cost-effective solutions that bring quality and simplicity to you and your customers.

Pre-Show/Post-Show Print Collateral

Pre-Show

Help your customers in effectively promoting their upcoming event by emphasizing the importance of early engagement. In addition to the essential details such as their brand, products, booth number, and location, encourage them to craft a compelling value proposition that entices attendees to visit their booth.

Popular Pre-Show Promotion Ideas:
- In-booth demonstrations
- Contest (a valuable prize)
- Giveaway
- Special offer
- New poduct/Service

Flyers and Brochures

- **Stocks:** 100lb gloss book, 100lb gloss cover, 100lb matte book, and more
- **Sizes** range from 3.667"x8.5" to 17"x22"
- 11 folds

Postcards

- **Stocks:** 100lb gloss cover, 100lb linen cover, 14pt, 14pt natural, 14pt pearl metallic, 14pt uncoated, and more

  High-volume postcard orders can be placed online up to 100k with fast turnaround times available (depending on quantities)
- **Sizes** range from 1.5"x7" to 8.5"x7.5"
- See page 10 for mailing options

Door Hangers

- **Stocks:** 100lb gloss book, 14pt, and more
- **Sizes** range from 3.5"x8.5" to 4.25"x14"
- Available with tear-off and knob die cut

Post-Show

Ensure you customers' prospects receive a tailored information packet addressing their specific interests. Typically, this packet includes a custom-printed presentation folder with a personalized introduction letter, relevant product brochures, company overview, and other documents highlighting the company's unique value, fostering positive relationships.

Sales Presentation Box

- **Stocks:** 14pt Uncoated 18pt C1S
- **Size:** 11.75"x1"x10"

Letterheads

- **Stocks:** 60lb premium opaque, 70lb premium opaque, EndurAce, and linen
- **Sizes** range from 5.5"x8.5" to 11"x17"

Presentation Folders

- **Stocks:** linen, 14pt, 16pt, 14pt pearl metallic, and more
- **Sizes** range from 5.25"x10.5" to 9"x14.5"
- 1 or 2 pockets

Booth/Display Large Format

Backdrop Banners
- **Substrate:** 11.75"x1"x10" 8'x10' telescopic banner stand
- **Size:** 95"x96"
- No minimum order

Table Covers
- **Substrate:** 9oz premium polyester
- **Sizes:** 68"x132", 68"x156", 90"x 132", 90"x156"
- No minimum order

Table Runners
- **Substrate:** 9oz Premium Polyester
- **Sizes:** 24"x84", 30"x84", 36"x84", 42"x84", 48"x84", 60"x 84"
- No minimum order

Counter Cards
- **Stocks**: 3/16" foam core and 3mm PVC
- **Sizes:** 5.5"x8.5", 8.5"x11", 9"x12"
- 5" easel back standard
- No minimum order

Outdoor Banners
- **Substrates:** 8oz mesh and 13oz scrim vinyl
- **Sizes** range from 1'x1' to 16'x150'

Indoor Banners
- **Substrates:** 10mil premium vinyl and 15oz blockout
- **Sizes** range from 1'x1' to 5'9"x20'
- No minimum order

Booth/Display Large Format

Fabric Tube Displays
- **Substrate:** 9oz premium polyester fabric
- **Sizes:** 2'x7.5', 3'x7.5', 4'x7.5'
- No minimum order

Event Tents
- **Substrate:** 7.9oz premium outdoor tent fabric
- 4-panel canopy
- **Size:** 10'x10' aluminum pop-up frame tent
- No minimum order

Retractable Banner Stands
- **Substrates:** 10mil vinyl (indoor) **Sizes:** 33"x80", 47"x80"
- No minimum order

Vinyl Floor Graphics
- **Substrate:** 4mil flexible vinyl
- **Sizes** range from 12" to 120"
- No minimum order

Aluminium Floor Graphics
- **Substrate:** 20mil Aluminum Floor
- **Sizes** range from 12" to 120"
- No minimum order

Teardrop Flags
- **Substrate:** 3oz polyester
- **Sizes:** 32"x70" (7 ft), 44 x 87" (9 ft) 45"x97" (11 ft), 57"x 142" (14 ft)
- No minimum order

Feather Flags
- **Substrate:** 3oz Polyester
- **Sizes:** 24"x81" (8 ft), 32"x123" (12 ft regular), 32"x99" (10 ft), 36"x123" (12 ft jumbo), 37"x161" (15 ft)
- No minimum order

Sidewalk Signs (Signicade®)
- **Substrate:** Double-sided A-frame Signicade stands with two 4mm coroplast insert signs
- **Sizes:** 24"x18", 18"x24", 24"x36"
- No minimum order

Show Handouts Print Collateral

Presentation Folders

· **Stocks:** linen, 14pt, 16pt, 14pt pearl metallic, and more
· **Sizes** range from 5.25"x10.5" to 9"x14.5"
· 1 or 2 pockets

Flyers and Sellsheets

· **Stocks:** 100lb gloss book, 100lb gloss cover, 100lb matte book, and more
· **Sizes** range from 3.667"x8.5" to 17"x22"
· 11 folds

Notepads

· **Stocks:** 60lb premium opaque, 70lb premium opaque, and linen
· **Sizes** range from 3.5"x8.5" to 8.5"x11"
· Notepads come in 25 sheets or 50 sheets

Postcards

· **Stocks:** 100lb gloss cover, 100lb linen cover, 14pt, 14pt natural, 14pt pearl metallic, 14pt uncoated, and more

  High-volume postcard orders can be placed online up to 100k with fast turnaround times available (depending on quantities)

· **Sizes** range from 1.5"x7" to 8.5"x7.5"

Direct Mail

Mailer Printing

· All common self-mailer formats and accepted sizes available: post-cards, letterhead, flyers, booklets, and more
· 4 stocks with a variety of finishes available

Direct Mail

· Variable data printing
· List validation and postal processing
· Addressing, sorting and bundling, and delivery to the USPS
· To view pricing, please visit 4over.com/postage-pricing

Every Door Direct Mail (EDDM)

Build local direct mail campaigns quickly and easily. Select the zip codes and routes and reach every mailbox with mailers produced to USPS standards—delivered at the lowest rates available.

  Full Service:
  Choose a format and target area and we'll do the rest—postal pro-cessing, bundling, and mailing (on our indicia).

  Print Only:
  For mailers using their own indicia for postal processing and mailing.

Show Handouts Print Collateral

Brochures

- **Stocks:** 100lb gloss book, 100lb gloss cover, 100lb matte book, and more
- **Sizes** range from 3.667"x8.5" to 17"x22"
- 11 folds

Business Cards

- **Stocks:** 14pt, 16pt, 18pt C1S, 100lb gloss cover, and more
- **Sizes** range from 1.5"x3.5" to 3.5"x4"
- 4 shapes and a wide range of finishes

Booklets

- **Stocks:** dull book with satin AQ, premium opaque uncoated, gloss, gloss with AQ
- **Sizes** range, depending on stock from 6-12 pages, 8.5"x 5.5"to 8.5"x11"

Saddle Stitch Catalogs

- **Stocks:** 100lb gloss book, 100lb matte book, 70lb premium opaque, 80lb gloss book
- **Sizes** range from 8.5"x 5.5"to 8.5"x11

Paperboard boxes

- **Stocks:** 14pt C2S, 16pt C2S, 18pt C1S
- **Sizes:** A variety of shapes and sizes choose from.

Standard Rack Cards

- **Stocks:** 14pt C2S, 16pt C2S, 18pt C1S
- **Sizes:** 3.5"x8.5", 4"x9", 8.5"x 3.5"

TIP 💡

Today's trade shows require a synergy between print and digital messaging. Suggest integrating customer print materials with digital platforms for a cohesive brand experience with creatively designed, colorful QR codes into booth graphics and print collateral.
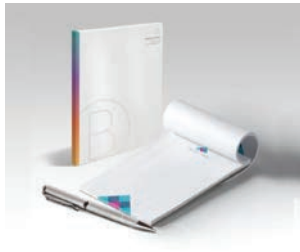
Promotional, Packaging, and Giveaways

Tote Bags

Choose from a variety of styles and colors at promo.4over.com

Pens

Choose from a variety of styles and colors at promo.4over.com

Notepads

Choose from a variety of styles at promo.4over.com

Notebooks

Choose from a variety of styles at promo.4over.com

Mini Flashlight

· Mini aluminum LED flashlight with key clip
· Qty. min. 100 pcs.

Key Chains

Choose from a variety of styles and colors at promo.4over.com

Hand Sanitizer

Choose from a variety of sanitizer containrs at promo.4over.com

Stress Balls

Choose from a variety of styles and colors at promo.4over.com

Roll Labels

· **Stocks:** clear bopp, white bopp, and more
· **Sizes** range from 1"x1" to 6.5"x6.5"
· 5 shapes including custom prints

Stickers

· **Stocks:** 4mil and 70lb sticker
· **Sizes** range from 1.5"x2.5" to 8.5"x11"
· 4 shapes

Promotional, Packaging, and Give-Aways

Sunglasses

Choose from a variety of styles and colors at promo.4over.com

Lanyards

Choose from a variety of styles and colors at promo.4over.com

Phone Accessories

Choose from a variety of styles and colors at promo.4over.com

Chargers

Choose from a variety of styles and colors at promo.4over.com

Caps

Choose from a variety of styles annd colors at promo.4over.com

T-Shirts

· Available in adult and kid sizes
· Long sleeve, short sleeve, and tank top (men only)
· No minimum order

Water Bottles & Tumblers

Choose from a variety of styles and colors at promo.4over.com

Mugs

· Ceramic mugs with dye sublimation printing
· Sizes: 11oz (3"x8.5" print area), and 15oz (4"x9" print area)
· No minimum order

Hang Tags

Choose from a variety of sizes, shapes, stocks, and finishes.

Custom Box Packaging

Choose from a variety of sizes, shapes, stocks, and finishes.

Custom Event Packages

Build your own event packages. Your expertise can be a game-changer in helping clients maximize their budgets. Offer cost-effective solutions that don't skimp on quality and product bundles that are a win-win for you and your customers.

1. Starter showcase package

Ideal for: new businesses or those attending their first trade show.
Includes:

- **X-style banner stand:** showcasing the business logo and key message.
- **Coro card tabletop display:** QR code, contest, featured product
- **Flyers or brochures:** 500 custom-designed flyers or brochures detailing the business's products or services.
- **Business cards:** 500 standard business cards.
- **Branded tablecloth:** a custom tablecloth with the company logo.

2. Impact exhibitor package

Ideal for: businesses looking to make a stronger impact and engage more effectively with attendees.
Includes:

- **Backdrop banner stand:** a larger, more eye-catching display.
- **Retractable banner stands:** two high-quality banner stands for visual impact.
- **Custom brochures**: 1000 premium brochures, with custom, unique design.
- **Presentation folders**: to showcase product offerings, or as a press kit..
- **Branded tablecloth:** a high-quality, custom-designed tablecloth.
- **Promotional items**: custom-branded promotional items for effective brand recall. 500 pieces (e.g., pens, key chains, or USB drives).

3. Elite Exhibitor

Ideal for: established businesses aiming for maximum engagement and brand presence.
Includes:

- **Professional design consultation:** in-depth consultation for booth design and marketing material aesthetics and campaign strategy.
- **Pre-show and post-show collateral:** postcards and flyers to maximize exposure.
- **Multiple fabric tube displays:** two high-quality fabric display banner stands.
- **Custom flags and banners:** multiple, strategically designed flags and banners.
  High-end brochures: 2000 deluxe brochures with custom graphics.
- **Premium business cards:** 2000 business cards with premium design features (e.g., foil, raised UV, premium stocks).
- **Branded tablecloth:** high-end tablecloths and runners for a cohesive look.
- **Floor graphics:** bring attention in a creative way to featured products.
  Promotional merchandise: a wide range of high-quality promotional items (1000 pieces) for effective brand recall.

Popular Vertical Markets

Particular categories of business, such as healthcare, retail, real estate, restaurants, and more are also known as vertical markets. Each vertical market needs a unique set of printed products. Understanding the needs of specific vertical markets unlocks wider opportunities for more business from the same customer.

Automotive

Education

Healthcare

Retail

Real Estate

Food and Beverage

Hospitality

Restaurant Hospitality

Non-Profit

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