

ZOO
PRINTING
TRADE PRINTER



TRADE SHOW ESSENTIALS CATALOG

Place your order at zooprinting.com

Tap Into Trade Show Print Sales With Zoo Printing!

Our zookeepers have gone the extra mile to provide you with a “spot” on catalog of top-selling trade show print products to offer to your clients. Discover why you can trust Zoo to deliver the competitive edge you need for printing success:

Competitive Products and Pricing

We offer the largest selection of products online at great prices for all of your trade show print needs. Order 4-color offset, 4-color digital, 1 & 2 color, large format flexible and rigid, and roll label print essentials.

The Highest Quality Standards

While fast turnaround times and low pricing are important, we know that you need high-quality print products to display at trade show booths or tables. Our highly skilled operators use state-of-the-art equipment to produce your jobs, and our automation technology provides fast turnaround and consistent quality. Each of our production facilities continuously monitors and calibrates our proofing and printing equipment to meet the highest print industry standards.

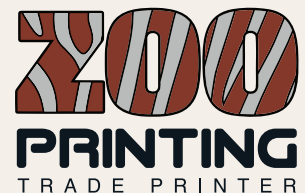
We're Trade Only

As one of the largest online trade printers in the nation, our exclusive wholesale rates are available only to qualifying print resellers—we're your partner, and will never compete with you for your customers' business.

We Pride Ourselves on Unbeatable Service

At Zoo, we are proud to offer our customers a wide variety of services for ongoing success. Everything from design online to direct mail and a generous loyalty program are built to help you grow your sales and save you money.

We look forward to helping you generate more leads and take your trade show print sales to new heights!





Get Print Ready—Trade Show Checklist

Product	Common Trade Show Terminology
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PRE-SHOW

<input type="checkbox"/> Postcards	Pre-show announcement
<input type="checkbox"/> Flyers, Sellsheets	Pre-show announcement
<input type="checkbox"/> Door Hangers	Local event canvas campaign

POST-SHOW

<input type="checkbox"/> Letterhead, Envelopes	Customized follow-up letter to prospects
<input type="checkbox"/> Presentation Folders	Customized information packet tailored to prospects

BOOTH & DISPLAY LARGE FORMAT PRODUCTS

<input type="checkbox"/> Backdrop Banner	Step and repeat, background, backdrop, trade show display
<input type="checkbox"/> Retractable Banner/Sign	Roll-up sign, banner stand, pull-up banner, trade show display
<input type="checkbox"/> Table Covers/Runners	Table drapes, tablecloths
<input type="checkbox"/> Event Tents	Custom canopy, pop-up tent
<input type="checkbox"/> Flags	Feather flags, tear-drop flags
<input type="checkbox"/> Counter Cards	Table signs, QR code signs
<input type="checkbox"/> Street Signs	Floor signs, A-frames, raffle signs, QR code signs

MARKETING COLLATERAL

<input type="checkbox"/> Business Cards	
<input type="checkbox"/> Postcards	Handouts, collateral
<input type="checkbox"/> Flyers, Sellsheets	Case study, one-sheet, handout
<input type="checkbox"/> Presentation Folders	Press kit, sales folder
<input type="checkbox"/> Brochures	Product brochure, menu
<input type="checkbox"/> Booklets	Product catalog, show guide

PACKAGING

<input type="checkbox"/> Hang Tags
<input type="checkbox"/> Roll Labels

POPULAR PROMOTIONAL GIVE-AWAYS—LOGO

<input type="checkbox"/> Tote Bags	<input type="checkbox"/> Key Chains	<input type="checkbox"/> Lanyards	<input type="checkbox"/> Drinkware: water bottles, coffee mugs, travel tumblers, Koosies®
<input type="checkbox"/> Pens	<input type="checkbox"/> Measuring Tapes	<input type="checkbox"/> Stress Balls	
<input type="checkbox"/> Notepads	<input type="checkbox"/> USB Drives	<input type="checkbox"/> Sticky Notes	
<input type="checkbox"/> Notebooks	<input type="checkbox"/> Screen Cleaners		

*Visit www.zooprinting.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

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 product/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
- 3 die cut shapes

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.



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



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 blackout
- **Sizes** range from 1'x1' to 5'9"x20'
- No minimum order





Retractable Banner Stands

- **Substrates:** 10mil vinyl (indoor) **Sizes:** 33"x80", 47"x80"
- 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



Backdrop Banners

- **Substrate:** 11.75"x1"x10" 8'x10' telescopic banner stand
- **Size:** 95"x96"
- 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



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



Standard Rack Cards

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





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



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"



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"

Postcards & Direct Mail Options

Mailer Printing

- All common self-mailer formats and accepted sizes available: postcards, 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 processing, bundling, and mailing (on our indicia).

Print Only:

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



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"

Promotional, Packaging, and Giveaways



Tote Bags

Choose from a variety of styles and colors at www.zooprnting.com



Pens

Choose from a variety of styles and colors at www.zooprnting.com



Notepads

Choose from a variety of styles and colors at www.zooprnting.com



Notebooks

Choose from a variety of styles and colors at www.zooprnting.com



Key Chains

Choose from a variety of styles and colors at www.zooprnting.com



Measuring Tape

Choose from a variety of styles and colors at www.zooprnting.com



Screen Cleaners

Choose from a variety of styles and colors at www.zooprnting.com



Stress Balls

Choose from a variety of styles and colors at www.zooprnting.com



Square

1" x 1" to 6.5" x 6.5"
1" x 1" to 6.5" x 6.5"



Rectangle

1" x 1.5" to 5.75" x 17"



Circle

0.75" diameter to 6.5" diameter



Oval

1.5" x 0.75" to 6" x 6.5"



Custom Shapes

also available

Roll Labels

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



Small Magnets

Choose from a variety of styles and colors at www.zooprinting.com



Lanyards

Choose from a variety of styles and colors at www.zooprinting.com



Mouse Pads

Choose from a variety of styles and colors at www.zooprinting.com



Chargers

Choose from a variety of styles and colors at www.zooprinting.com



Stadium Cups

Choose from a variety of styles and colors at www.zooprinting.com



Koozies®

Choose from a variety of styles and colors at www.zooprinting.com



Water Bottles & Tumblers

Choose from a variety of styles and colors at www.zooprinting.com



Mugs

Choose from a variety of styles and colors at www.zooprinting.com



Hang Tags

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

Promotional Products Strengthen your Customers' Brand

82%

increase in favorable impressions of their brand

Source: ASI Central - 2020 Global Ad Impressions Study



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 Lion's Den Basic Booth 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. Tiger Trail Medium Booth 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. Giraffe Grove Premium Booth Package

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.



Retail



Education



Healthcare



Non-Profit



Real Estate



Food and Beverage



Hospitality



Restaurant Hospitality



Automotive



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ULTIMATE GUIDE

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