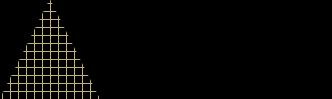




## MARKETING & SALES TOOLKIT

Orbus prides itself on offering top quality marketing tools to adopt that will help you sell and promote your display, sign and exhibit offering.

From catalog websites to catalogs to product image libraries, 3D CAD libraries, videos and more, we strive to give you the tools you need to sell quality display solutions that help you build your business.











## WEBSITE

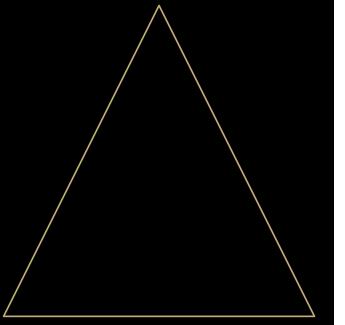
### Purpose

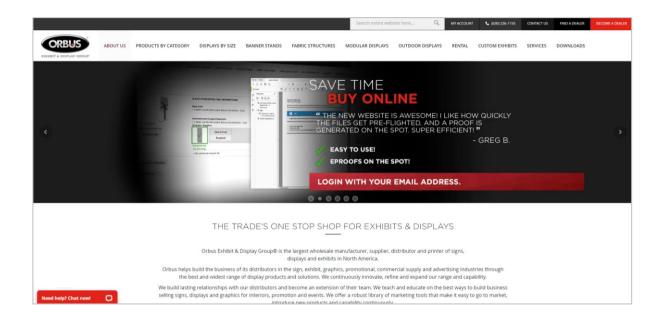
The Orbus company website supports the company identity, company news, graphic, marketing and sales services, and more.

Orbus.com presents the company's full offering of standard products and custom solutions and capabilities.

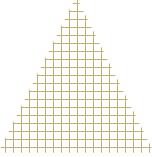
The company's ecommerce store enables dealers to login to see price, lead time, upload artwork, transact, obtain shipping estimates and more.

www.orbus.com





- > Includes About Us: Divisions & Products, History, Certifications & Alliances, Awards, Press Releases, Careers & More.
- > Includes Services: Graphics, Sales & Marketing, Custom Exhibit
- > Includes company's ecommerce store and related resources. Once logged in, dealer customers can transact and more.



https://www.orbus.com/



## PRICE GUIDE

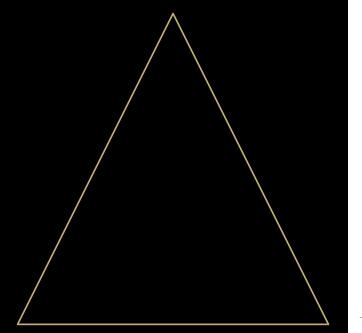
Purpose Orbus' price guide provides current net pricing

for every standard product and kit.

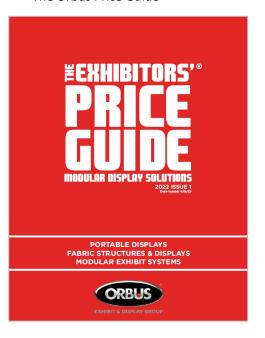
PDF

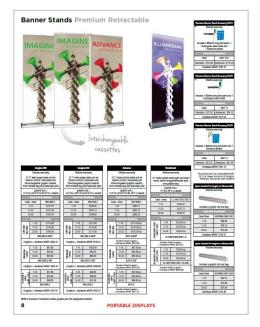
File Type Orbus Website, By Request

Location <a href="https://www.orbus.com/customer/account">https://www.orbus.com/customer/account</a>



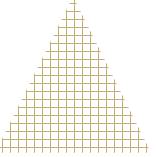
## The Orbus Price Guide







Request a copy of the latest price guide from your Orbus Sales Representative or log in to see your pricing on orbus.com.



## **EEXHIBITORS' HANDBOOK**





## CATALOGS & BROCHURES

Purpose

The Exhibitors' Handbook® Product catalogs feature Orbus' expansive line of visual communications solutions – banners, signs, displays and exhibits.

This non-brand brand is designed so that you can take and use as your own. You can use as is and also brand with your own unique cover to White Label it if you like.

In-situation brochures visually demonstrate how products are used to visually communicate in specific environments.

Method

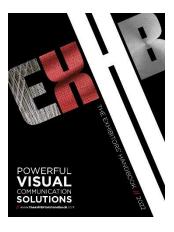
Digital

Location

**EXHB** Website

https://www.theex.jbitorshandbook.com/downloads/download-catalog

The Exhibitors' Handbook Catalog



https://s3cdn.theexhibitorshandbo ok.com/catalogs/exhibitorshandbook catalog.pdf **EXHB Rental Catalog** 



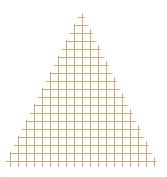
https://s3cdn.theexhibitorshandbook.com/catalogs/exhibitorshandbook-rental.pdf

EXHB Outdoor Displays In-Situ Brochure



https://s3cdn.theexhibitorshandbo ok.com/catalogs/exhb-outdoordisplays-in-situ-brochure-2019 hr.pdf

https://www.theexhibitorshandbook.com/downloads/download-catalog



## WEBSITES

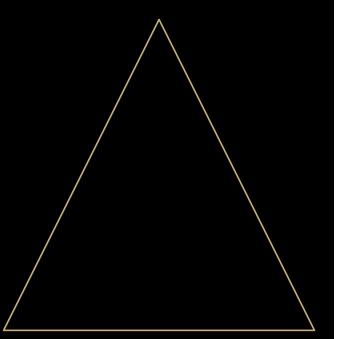
Purpose

The EXHB product website is a non-branded site that showcases Orbus' expansive line of visual communications solutions – banners, signs, displays and exhibits – in a variety of categories.

includes product information and a wealth of resources including images, videos, catalogs and brochures, instruction sheets, graphic templates and CAD files.

https://www.theexhibitorshandbook.com/

https://www.exhibitorhandbook.com/



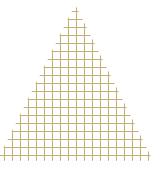
### The Exhibitors' Handbook



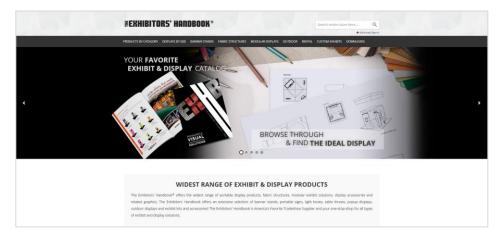
- > Over 4,000 display products
- > Updated nightly to ensure product data accuracy
- > Features The EXHB brand catalogs
- > Product tools: images, videos, facts, downloads
- > No pricing
- > Includes Contact Us form

https://www.theexhibitorshandbook.com/

> Same products & assets as presented only this site does not include a Contact us form



### Exhibitor Handbook - No Contact Form Site



https://www.exhibitorhandbook.com/







## CATALOGS & BROCHURES

Purpose

The Promo Handbook™ Product catalog features Orbus' expansive line of visual communications solutions – banners, signs, displays and exhibits – in a variety of categories.

This catalog is designed for the Promotional Products distributor to take and represent the Orbus line of visual communications products and solutions.

In-situation brochures visually demonstrate how products are used to visually communicate in specific environments.

Method

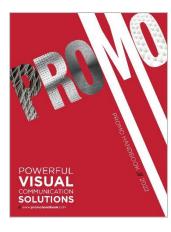
Digital

Location

PHB Website

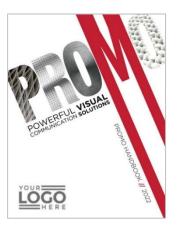
https://www.promorandbook.com/

Promo Handbook Catalog



https://s3cdn.promohandbook.com/catalogs/promo-handbook-catalog-highres.pdf

Customizable Promo Handbook Catalog (ZOOMcatalog)

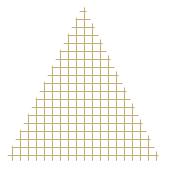


https://orbus.zoomcustom.com/add/c atalog-cover?parent=1521041 PHB Outdoor Displays In-Situ Brochure



https://s3cdn.promohandbook.com/catalogs/promo-outdoor-displays-in-situ-brochure-2019 hr.pdf

https://www.promohandbook.com/download-catalog





## WEBSITE

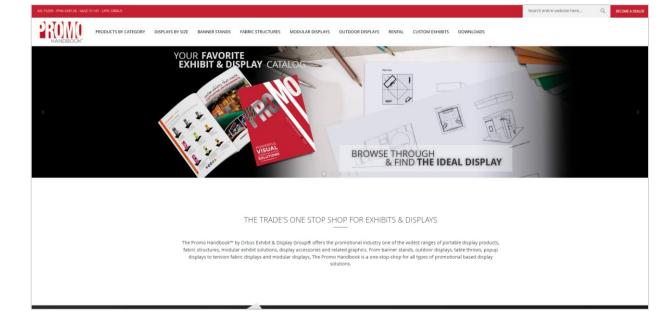
Purpose

The Promo Handbook product website features Orbus' expansive line of visual communications solutions – banners, signs, displays and exhibits – in a variety of categories.

The website is designed for the Promotional Products distributor to take and represent the Orbus line of visual communications products and solutions. The PHB website showcases pricing in MSRP, coded on a C to make quoting fast and easy.

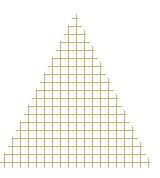
The website features product information and a wealth of resources including images, videos, catalogs and brochures, instruction sheets, graphic templates and CAD files.

https://www.promohandbook.com/



https://www.promohandbook.com/

- > Over 4,000 display products
- > Updated nightly to ensure product data accuracy
- > Features The PHB brand catalogs
- > Product tools: images, videos, facts, downloads
- > Features MSRP, coded on a "C"



# ADDITIONAL SALES & MARKETING TOOLS





## EMAIL TEMPLATES

Purpose

Orbus sends email campaigns regularly to communicate new product announcements, promotions, company news and more.

Emails may include a downloadable, unbranded PDF and social image for you to customize and share.

Location

**Email and Orbus Website** 

https://www.orbus.com/downloads/promosand-email-templates

### Orbus-branded



#### Non-branded



- · Twenty size options
- Excellent quality
- · 100mm extrusion frame with pre-attached LED lights
- · Backlit, push-fit fabric graphics, single or double-sided
- Comes with wheeled storage case
- Lifetime frame warranty
- Rigging and electrical from ceiling required



Purpose

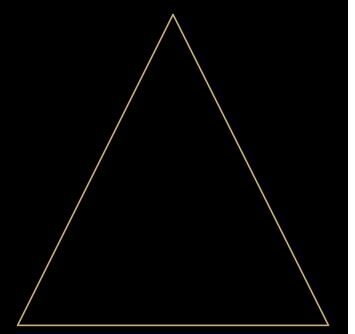
Orbus provides image files of each product in both high and low resolution and are offered with and without artwork.

File Type

PNG

Location EXHB, PHB & Orbus Website

https://www.orbus.com/downloads/download-images



## Images with Art







O:\Sales\Marketing Materials\2021\Orbus\Images\Exhibitors, Promo Handbook\Low Res. Images

## Blank Images

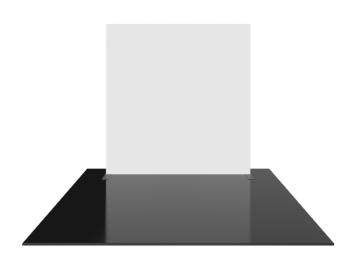




https://www.promohandbook.com/download-images

https://www.orbus.com/downloads/download-images







## VIDEO RESOURCES

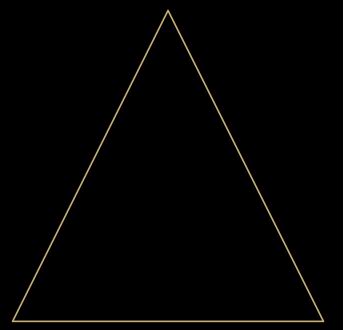
Purpose Orbus offers instructional videos for exhibit

assembly and product setup and overview.

File Type MP4

Location EXHB, PHB & Orbus Websites

https://www.orbus.com/downloads/videos

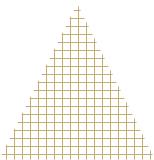




https://www.theexhibitorshandbook.com/videos

https://www.promohandbook.com/videos

https://www.orbus.com/downloads/videos





## VIDEO RESOURCES

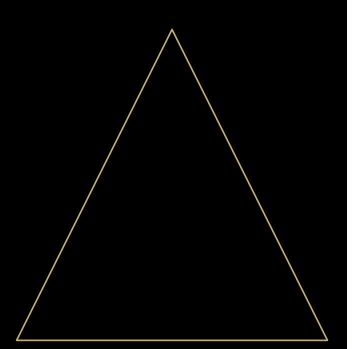
Purpose

Orbus offers instructional videos available to watch on YouTube. The Orbus channel provides videos related to brand messaging, selling tips and company news. The EXHB channel includes instructional videos for exhibit assembly, product setup and overview.

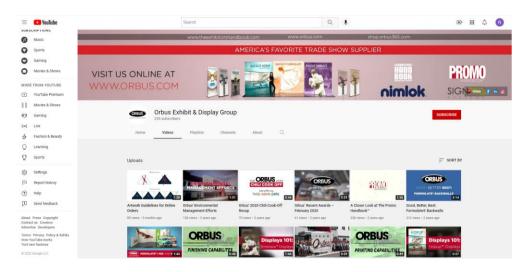
Location

Web (YouTube)

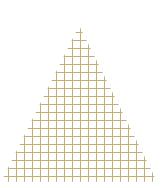
https://www.youtube.com/user/ExhibitorsHandbook/videos



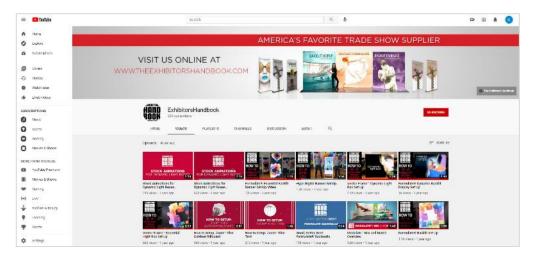
### Orbus YouTube Channel



https://www.youtube.com/user/OrbusDisplayGroup/videos



### The Exhibitors' Handbook YouTube Channel



https://www.youtube.com/user/ExhibitorsHandbook/videos



## VIRTUAL SAMPLE PROGRAM

Purpose

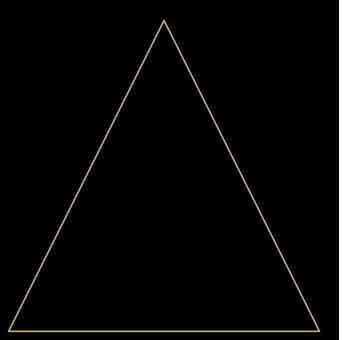
Orbus offers the ability to virtually sample artwork on a variety of off-the-shelf products for customers. Virtuals demonstrate how a customer's logo or branding would look like on a promotional product and provides a lasting impression on customers.

File Type

PNG

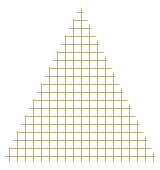
Process

Request a virtual sample from your Orbus Sales Representative or customer support.













### Requirements:

To meet our timeline, we request the following:

- > Detailed product name
- > High Res. Images/logos or vector files (eps or ai format)
- > Outlined fonts
- > Pantone color value (for example: PMS 465C)

PLEASE NOTE: One visual per product for no cost.

#### Capabilities:

- > Take an existing blank rendering and place provided artwork on the product.
- > Apply any solid color to the background and add a logo on any existing blank rendering.
- > Create artwork for larger exhibits (front views only).

#### Limitations:

- > Custom booths
- > Cannot add or remove any parts from a photo of a product



## GRAPHIC TEMPLATES

Purpose

Orbus provides artwork templates for all products. Artwork must be provided in the specific template

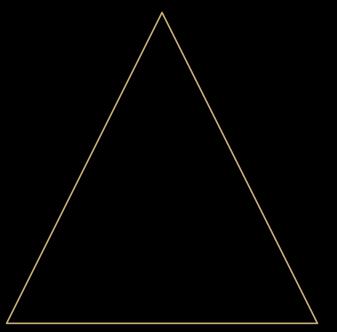
to avoid any mistakes.

File Type

PDF

Location EXHB, PHB & Orbus Websites

https://www.orbus.com/downloads/download-graphic-templates



#### Retractable Banners: Blade Lite 850

Total Graphic Area: 33.5"w X 66.5" up to 89.75" h Total Visual Area: 33.5"w x 60" up to 83.25"h

Please be sure to include a 1/2" bleed at the top & a 6" bleed at the bottom

#### General Art Guide ines:

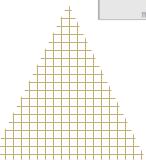
- CMYK Color Mode
- A Solid Coated Pantone colors should
- be called out in the art as spot colors

  —Embed all images and support files
- Resolution must be 100-120 ppi
- -A fonts must be created to outlines
- Do not scale artboard
- Background color/images must bleed to the edge of artboard
- Do not use spot colors from template in your artwork as they will not print

6" bleed area

.5" bleed area

BLEED AREA will not be visible when mounted into bannerstand



### Straight Hopup: 3x3 Hopup

Total Graphic Area: 93.5"w X 93.5"h Total Visual Area: 89.5"w X 89.5"h

Please be sure to include the 2" bleed around the perimeter (note trim & stitch locations on template). DO NOT design any critical elements (text, logos, etc.) within 2" of the edge.

#### General Art Guidelines:

- CMYK Color Mode
- All Solid Coated Pantone colors should be called out in the art as spot colors
- Embed all images and support files
- Resolution must be 100-120 ppi
- All fonts must be created to outlines
- Do not scale artboard
- Background color/images must bleed to the edge of artboard
- Do not use spot colors from template in your artwork as they will not print

bleed area trim line elcro placement

https://www.theexhibitorshandbook.com/download-graphic-templates

https://www.promohandbook.com/download-graphic-templates

https://www.orbus.com/downloads/download-graphic-templates



## INSTRUCTION **SHEETS**

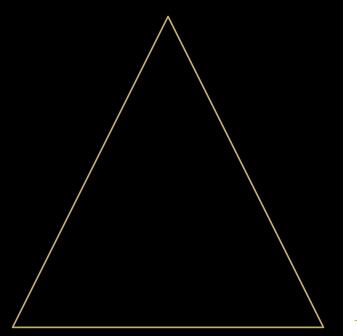
Purpose

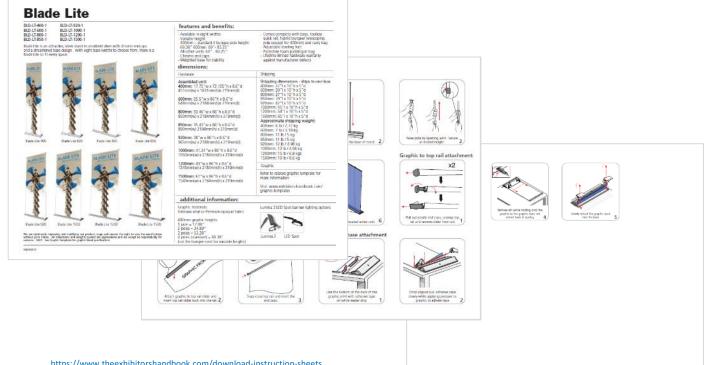
Step-by-step details are provided for each product to assist customers in ease of setup.

File Type PDF

EXHB, PHB & Orbus Websites Location

> https://www.orbus.com/downloads/downloadgraphic-templates

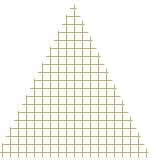




https://www.theexhibitorshandbook.com/download-instruction-sheets

https://www.promohandbook.com/download-instruction-sheets

https://www.orbus.com/downloads/download-instruction-sheets





## **CAD FILES**

Purpose

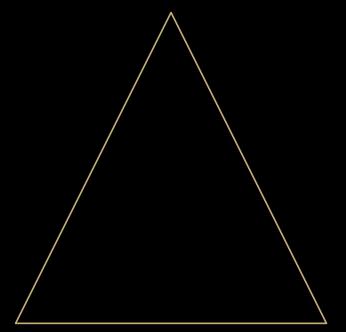
CAD files are provided for off-the-shelf display solutions to assist you in a faster and more

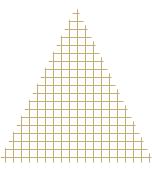
efficient design process.

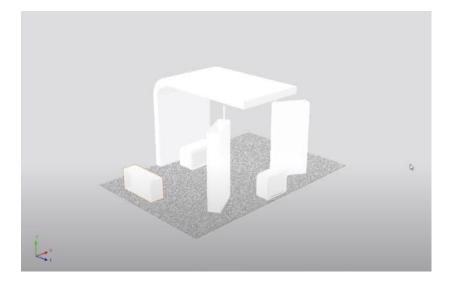
ZIP: 3DS, DWG & Parasolid File Type

Location EXHB, PHB & Orbus Websites

> https://www.orbus.com/downloads/download -cad-files















https://www.theexhibitorshandbook.com/download-cad-files

https://www.promohandbook.com/download-cad-files

https://www.orbus.com/downloads/download-cad-files



## SHOWROOM GRAPHICS

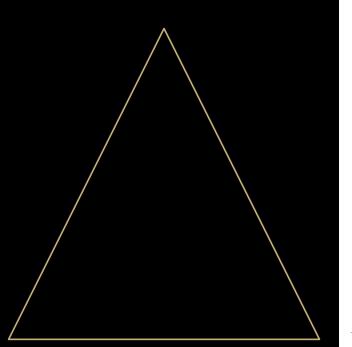
Purpose

Orbus offers a library of print-ready graphics for you to feature in your showroom or use as sales samples. The artwork demonstrates a full spectrum of color, textures, skin tones, bright white and rich black to showcase printing capabilities.

File Type PDF

Location Orbus Website

https://www.orbus.com/downloads/showroo m-graphics















## GRAPHIC SAMPLE BOOK

Purpose

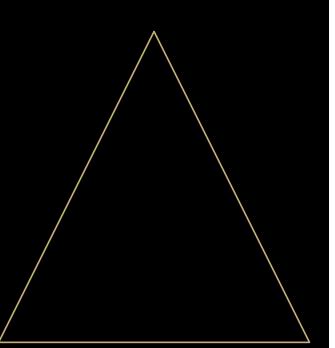
Showcase Orbus' robust and impressive print capabilities and material offerings in a compact and portable kit.

Kits are available in regular and mini sizes.

Physical Copy Request a Graphic Sample Book from your Orbus Sales Representative or customer support.

Digital Resources Print Capabilities, Artwork Guidelines and Fabric Care Materials are available for digital download:

S



Graphic Sample Book – 8.5" x 11"

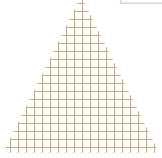






### What's Included:

- > Print Capabilities overview
- > Finishing Capabilities overview
- > Print Materials overview
- > Printed Material Swatches: adhesive vinyl, agility, backlit textile, display poly, eclipse, flat maxx vinyl, intensity, opaque pvc, outdoor canvas, outdoor flag, outdoor scrim, oxford, power stretch, resilience, melinex, sheer, soft knit, static cling, super stretch, translucent





## DISPLAY GRAPHIC RESOURCES

Purpose

Review guidelines and capabilities of Orbus' art and graphics departments to ensure a smooth order process for your customers.

Location

EXHB, PHB & Orbus Websites

#### ART GUIDELINES

https://s3cdn.orbus.com/media/display-graphics/artwork\_guidelines.pdf

### **CAPABILITIES**

https://s3cdn.orbus.com/media/display-graphics/print\_capabilities.pdf

#### **FABRIC CARE**

https://s3cdn.orbus.com/media/displaygraphics/fabric/care.pdf

### **Artwork Guidelines**



https://s3cdn.orbus.com/media/display-graphics/artwork\_guidelines.pdf

https://s3cdn.theexhibitorshandbook.com/media/display-graphics/artworkguidelines.pdf

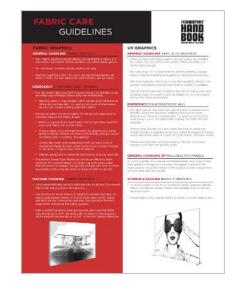
## **Print Capabilities**



https://s3cdn.orbus.com/media/display-graphics/print\_capabilities.pdf

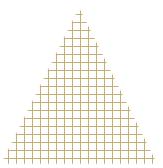
https://s3cdn.theexhibitorshandbook.com/med ia/display-graphics/print\_capabilities.pdf

### **Fabric Care Guidelines**



https://s3cdn.orbus.com/media/display-graphics/fabric\_care.pdf

https://s3cdn.theexhibitorshandbook.com/med ia/display-graphics/fabric care.pdf



https://www.orbus.com/services/graphic-services/artwork-guidelines

https://www.theexhibitorshandbook.com/display-graphics

https://www.promohandbook.com/display-graphics

## PPE HANDBOOK





## CATALOGS & BROCHURES

Purpose

The product catalog supports the product lines offered by Orbus that are specific to personal

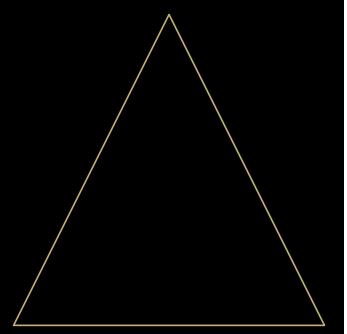
protective equipment.

Method

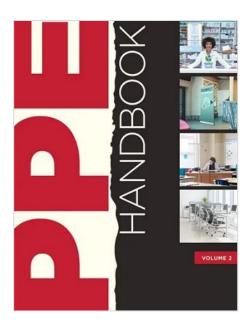
Digital

Location EXHB, Orbus Websites

https://www.orbus.com/downloads



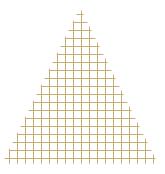
## PPE Handbook



### Website

https://s3cdn.theexhibitorshandbook.com/catalogs/ppe-handbook-2020 hr catalog-v2.pdf

https://www.theexhibitorshandbook.com/download-catalog



## **BROCHURES**





























https://www.theexhibitorshandbook.com/download-catalog

https://www.orbus.com/downloads



## CATALOGS & BROCHURES

Purpose

The product catalog supports the product lines offered by Orbus that are specific to equipment used for vaccination sites and other health and safety environments.

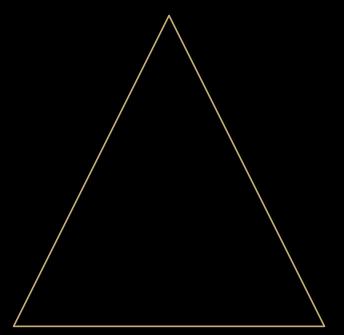
Method

Digital

Location

**EXHB** Website

https://www.theexhibitorshandbook.com/downloads/download-catalog



## Vaccination Booths & Sign Solutions Catalog

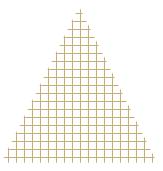


### Website

No Price: https://s3cdn.theexhibitorshandbook.com/catalogs/vaccination-booth-and-solution-brochure-no-price.pdf

Fillable: https://s3cdn.theexhibitorshandbook.com/catalogs/vaccination-booth-and-solution-brochure-fillable.pdf

https://www.theexhibitorshandbook.com/download-catalog



## Warehouse, Safety Signs & Solutions Catalog





Purpose

The product catalog supports the product lines offered by Orbus that are specific warehouse

environments.

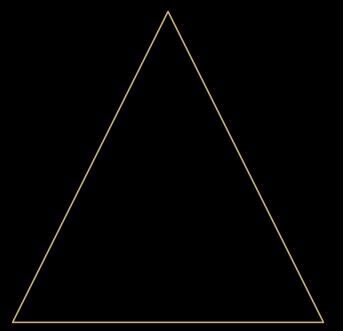
**EXHB** Website

Method

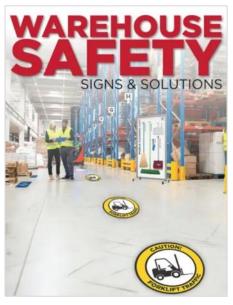
Digital

Location

https://www.theexhibitorshandbook.com/dow nloads/download-catalog



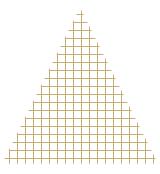
Warehouse, Safety Signs & **Solutions Catalog** 



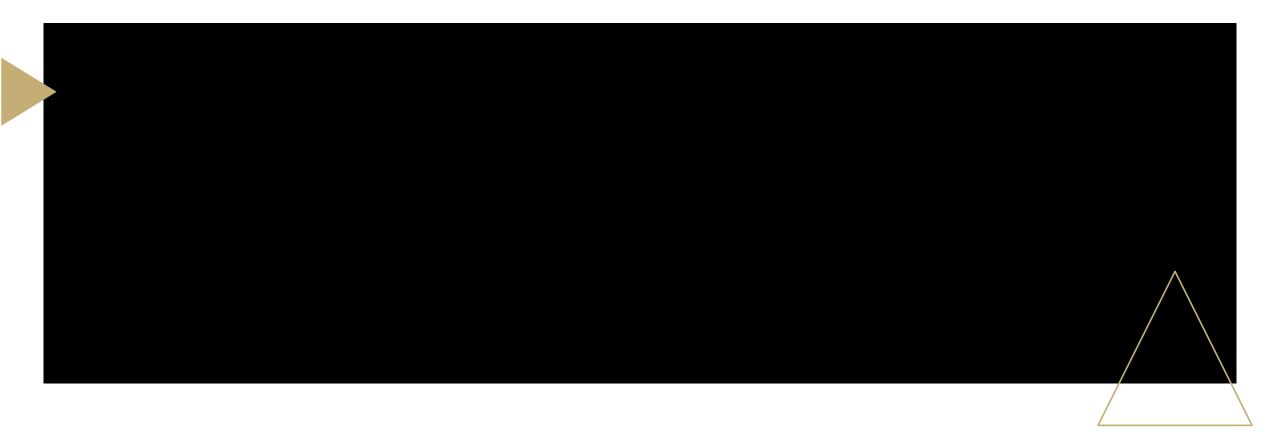
### Website

https://s3cdn.theexhibitorshandbook.com/catalogs/warehouse-safety-catalog-2021-no-price.pdf

https://www.theexhibitorshandbook.com/download-catalog









Purpose

The SignPro Systems wayfinding sign catalog features the product lines offered by Orbus that help organizations implement sign solutions in interior spaces of all types.

Method

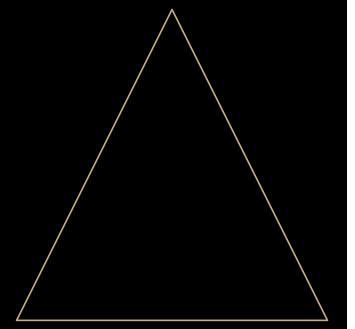
Digital

Location

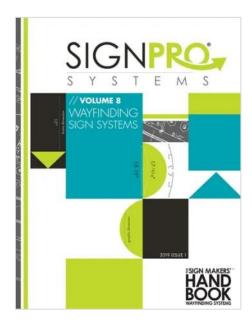
Website

https://www.orbus.com/signprosystems

 $\frac{https://www.orbus.com/signprosystems/view-product-catalog-pdf}{}$ 



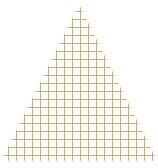
## The SignPro Systems Catalog



### Website

SignPro Branded: https://www.orbus.com/signprosystems/view-product-catalog-pdf

Non-branded version : https://www.signmakershandbook.com/



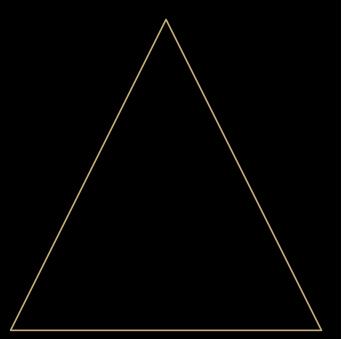
## WEBSITES

Purpose

Websites that inform and educate about the SignPro systems line of wayfinding sign solutions. Resources include product information, catalogs and brochures, image gallery, marketing tools, case studies, sample kit and more.

https://www.orbus.com/signprosystems

Non-branded catalog website: <a href="https://www.signmakershandbook.com/">https://www.signmakershandbook.com/</a>

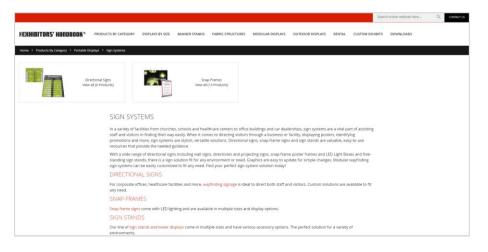


## Orubs -SignPro Systems



https://www.orbus.com/signprosystems

## The Exhibitors' Handbook – SignPro Systems



https://www.theexhibitorshandbook.com/portable-displays/sign-systems

