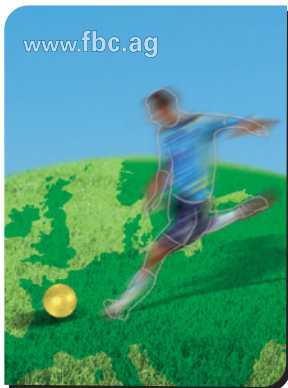


AG Recommended Advertising Football Product



1. General principles of product submission

1. Submitted product should be used in connection with football
2. Pls submit single product as per definition: single product that contains the same features, quality, function and esthetics allowing for one type of use that is not possible to divide into other differentiating groups (product homogeneity).
3. Product can be submitted only by manufacturer as per definition: "The Manufacturing comprises establishments engaged in the mechanical, physical, or chemical transformation of materials, substances, or components into new products. The assembling of component parts of manufactured products is considered manufacturing"
4. Every manufacturer can submit more then one product.
5. For every submitted product the following documents are required:
 - a. Short Application Form
 - b. A4 graphical presentation of Submitted Product in high resolution PDF and .ai format containing:
 - Product name
 - Product / company trade slogan / slogans
 - Product short description
 - Main graphical product examples of use in football
 - Additional graphical product examples of use in football
 - Manufacturer / product logo
 - Manufacturer contact information
6. Every submitted product must have Product and Cooperation Guarantee of Manufacturer: Products Manufacturer guarantee constant and high quality, on time production and delivery, reasonable market price and cooperation with Clients based on AG Partnership Advantages Philosophy:
 - planning all activities taking into account satisfaction and success of Client
 - identification and understanding of client business needs
 - definition of the most innovative and economically efficient solutions
 - long term cooperation based on individual approach and mutual trust
 - participation only in ethical, moral and lawful enterprises
 - acting based on reliability and honesty
 - support of client's growth by on time supply of high quality, constant and guaranteed quality products and services

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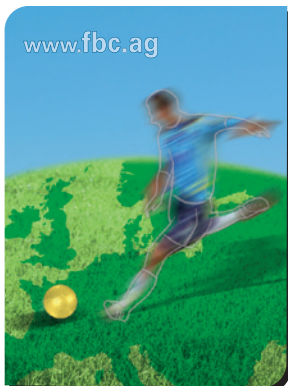
Quality in Sport Advertising

www.ag.com.ag

www.fbc.ag

www.footballbest.org

www.pilkajestpiekna.pl



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2. AG Advertising Football Merchandise Groups

	Automotive		Point of Purchase
	Bags and Packages		Printed Advertising
	Business, Desktop and Office		Awards and Jewelry
	Calendars		Outdoor Advertising
	Clocks and Watches		Tools and Instruments
	Computer		Stickers and Decals
	Electronic		Wearables
	Games, Toys and Party		Writing Instruments
	Drinkware		Magnets
	Home and Household		Badges, Buttons and Tags
	Food and Drink		Textiles
	Sport, Leisure and Travel		Plants and animals
	Personal Care and Safety		Other Promotional Gifts

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3. Submitted Product and Declaration

Submitted Product name:

Merchandise group:

Short description (in a nutshell):

Declaration of general requirements fulfillment:

I fulfill the following general requirements to participate in **Advertising Group** Football project:

- ☐ I am direct producer/manufacture of advertising/promotional products that meets requirements as per definition of manufacturer provided : "The Manufacturing comprises establishments engaged in the mechanical, physical, or chemical transformation of materials, substances, or components into new products. The assembling of component parts of manufactured products is considered manufacturing"
- ☐ I am manufacturer with the tradition of years in business
- ☐ I am manufacturer specialized with one / two category of products
- ☐ I am manufacturer producing high and guaranteed quality products.
- ☐ I am manufacturer delivering products on time.
- ☐ I am manufacturer selling products at reasonable market price.
- ☐ I am manufacturer prepared to conduct sales at EU area.
- ☐ I will support development of Advertising Group football project.
- ☐ I will provide product information according to attached application.

Declaration of Confidentiality

Producer of Submitted Product declares and certifies not to disclose to anyone information pertaining to organization of Advertising Group. This agreement binds to this non-disclosure agreement indefinitely.

Authorized Representative Signature

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4. A4 graphical presentation of Submitted Product

main graphical
product examples
of use in football

300 dpi tiff, jpg
or vector
format (ai, eps)
illustration
CMYK

product examples
of use in football

producer contact

Logopaint® - 3D Signs - AG Recommended Advertising Football Product



3D Signs

**Umieść TWOJE LOGO
w centrum uwagi**

TWOJE LOGO w technologii 3D Signs przyciągnie uwagę każdego kibica!

3D Signs, to technologia wynaleziona i opatentowana przez duńską firmę Logopaint. **TWOJE LOGO** w technologii 3D Signs na ekranie TV jest doskonale widoczne jako stojące masywne LOGO. W rzeczywistości jest wydrukowane i umieszczone płasko na boisku dzięki wykonaniu **TWOJEGO LOGA** w technologii 3D Signs.

TWOJE LOGO w technologii 3D Signs zostanie zapamiętane!



www.logopaint.com, Storhaven 7, DK-7100 Vejle, Denmark, tel. +45 76 401 300, kontakt w Polsce: www.ag.com.ag

AG Quality in Sport Advertising
www.ag.com.ag

Logopaint®
MAKING YOU OUTSTANDING

product name

trade slogan

short description

trade slogan

logo of producer

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5. The information and guidelines for preparation of A4 graphical presentation of Submitted Product

The aim of A4 graphical presentation of Submitted Product is advertisement of the product in the size A, use to recommend / promote product to potential customers in following formats :

- the printed material in the form of the single piece of paper placed in the folder
- the printed material as one of pages in the AG Info catalogue
- the PDF format for loading from www.ag.com.ag, sent as e-mail attachment or delivered on AG CD /USB memory

Submitted Product information placement instructions:

1. Upper / bottom bars (these elements please provide exactly as in attached graphic example, with exception to the background of producer logo, which should be adapted to the color of producer logo. One can also use red color as the background):

a. The upper bar contains:

- The name of the Producer eg.: Logopaint
- The product name eg.: 3d Signs
- The line recommending : AG Recommended Advertising Football Product

b. The bottom bar

the left side contains:

- The logo AG
- The slogan AG: Quality in Sport Advertising
- Internet address of AG: www.ag.com.ag

the centre contains:

- The sign AG Q - AG Quality

the right side contains:

- The logo of the Producer e.g.: logo of Logopaint
- The slogan of the Producer e.g.: Making You Outstanding



2. The area for recommended product promotion (195 mm x 246 mm)

The enclosed example of Logopaint should be treated only as a listing of information / main written- graphical elements necessary to describe the product, which should be presented in right proportions. This is not an example for direct coping. Graphic form and coloring should be adjusted for the best presentation of product.

List of written/graphical elements of product presentation:

Main/leading/the most visible elements:

- Product name - visible equivalently with the main picture of the product
- Main graphical (pictures) product examples of use in football - main graphic accent promoting product
- Main trade slogan promoting product

Supplementary elements:

- Additional graphical examples of product use in football
- The graphics / picture showing advantages of the product / technologies of the product/ use of the product
- Additional trade slogan(s)
- Short description
- Producer contact-line containing:
 - page address of internet
 - correspondence address
 - stationary telephone number
 - e-mail address

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6. A4 graphical artwork guidelines

A4 graphical artwork guidelines

Our recommendation is to contact your designer or printer for advice on how to create your artwork.

There is a possibility to prepare A4 graphical presentation of Submitted Product by company, which is serving AG - AKME Projekty. You just need to supply all information and materials and agree with AKME Projekty on price for that service. (AKME Projekty Katarzyna Wojciechowska, tel. +48 22 826 26 03, mobile +48 603 890 461, k.wojciechowska@akmeprojekty.pl)

Programs

Artwork should preferably be created in Adobe InDesign CS2, Adobe Illustrator CS2. In general, high resolution PDF files can be used as well.

Document formats

Important to remember is to create your artwork with exact proportions in relation to the actual print. Save your document as EPS, TIFF, AI or press quality pdf with trim marks and 3 mm bleeds.

Images

Images should be saved as EPS, TIFF or AI or high resolution pdf. Choose CMYK (the graphic is always printed in CMYK). Remember not to mix different colour ranges. EPS files can also be saved with JPEG compression in maximum image quality. The resolution should be 300 dpi in 100% size.

Colours

To make the colour reproduction as correct as possible, please state the colour according to the CMYK range.

Logotypes

For best result, logotypes should be vectorised EPS files or AI files

Typefaces

Include all typefaces, even those mounted in illustrations and EPS files. Convert your text to curves/outlines if possible.

Do not forget to:

Include images, graphics, logotype and typeface (if possible, convert your typeface to curves/outlines).

Useful guides and templates

We offer artwork template

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