

# ROAD RACE

## SIGNAGE AND PRODUCT PLANNING GUIDE



# ABOUT AMI

AMI Graphics is a nationally recognized, full service large format digital print manufacturer specializing in the design, print, and production of sports facility and event signage. Each year thousands of professional and collegiate sports properties, events, and venues put their trust in AMI Graphics to deliver a quality product in time for their home openers and other major events. Our talented staff has decades of sports and event signage experience - consistently delivering innovative solutions and living up to our motto of "Honesty. Integrity. Service".

# OUR SERVICES



STRATEGY & PLANNING



FABRICATION



CREATIVE DESIGN



MANAGEMENT & EXECUTION



PRINT PRODUCTION



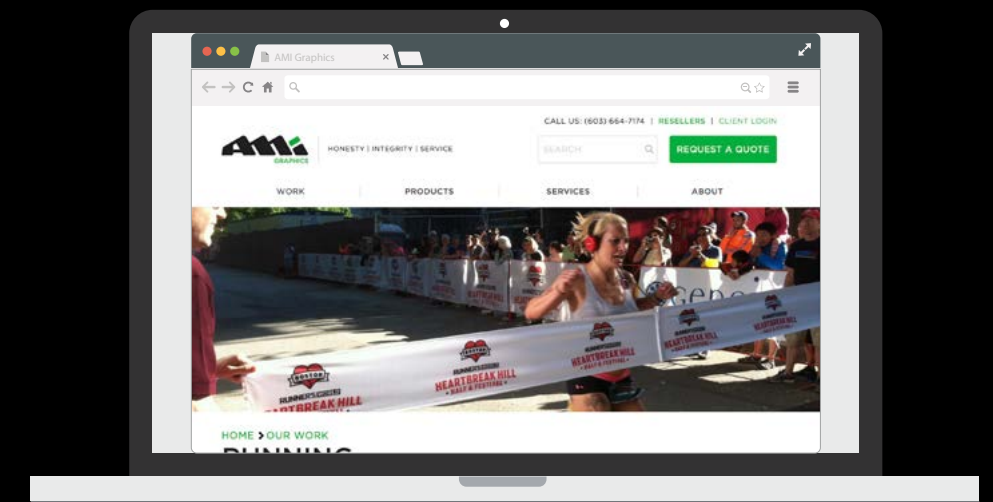
INSTALLATION & FULFILLMENT



## INTERACTIVE GUIDE

Whether you are planning a local 5k or an internationally recognized marathon, this interactive signage guide is designed to help you find new ways to enhance both athlete and spectator experiences. Signage plays a large part in both the appearance of your event and helping it to run smoothly. From wayfinding signage to sponsor signage and everything in between, AMI Graphics can help determine the best signage solutions for your event.

It's Interactive! As you go through this Signage Planning Guide, the sub-headings and pictures link to corresponding products on the AMI Graphics website which contains more information and photos for your reference.



## PRODUCTS

### CUSTOM BANNERS

VINYL BANNERS  
MESH BANNERS  
BARRICADE COVERS  
CLOTH BANNERS  
CUSTOM POLE BANNERS  
POLE BANNER HARDWARE

### ADHESIVE GRAPHICS

VEHICLE GRAPHICS & WRAPS  
WALL MURALS & WINDOW GRAPHICS  
STAIR RISER DECALS  
FLOOR GRAPHICS  
ICE RESURFACER WRAP

### CUSTOM SIGNS

DIMENSIONAL SIGNS & DISPLAYS  
CUSTOM STANDEES

### SIGN FRAMES

BANNER GRIP FRAMES  
SNAP FRAMES  
SEG CLOTH FRAMES  
PLASTIC A-FRAMES

### A-FRAMES

COROPLAST A-FRAMES  
SOFTLINE A-FRAMES™

### RETAIL GRAPHICS

### CUSTOM TRADITIONAL & VERTICAL FLAGS

5

6

6

6

6

9

9

10

10

10

10

10

10

12

12

12

14

14

14

14

14

16

16

16

17

17

### ADVERTISING FLAGS

TAIL FEATHER  
KAHUNA  
FEATHER DANCER  
WINDCHASER

### CUSTOM TABLE COVERS

CUSTOM TABLECLOTHS  
FITTED TABLE COVERS  
CUSTOM TABLE RUNNERS  
TABLE THROWS

### MEDIA BACKDROPS

INTELIFRAME BACKDROP  
ADJUSTABLE BACKDROP  
POP-UP FABRIC WALL SYSTEM - NO WRAP  
POP-UP FABRICWALL SYSTEM - FULL WRAP  
PREMIUM RETRACTABLE DISPLAY  
ECONOMY RETRACTABLE BANNER STAND  
EZC DISPLAY STAND

### CUSTOM PENNANT STRINGS

## APPLICATION

## AND USAGE

EXPO SIGNAGE  
START SIGNAGE  
ON COURSE SIGNAGE  
FINISH SIGNAGE  
OPERATIONAL SIGNAGE

18

18

18

18

18

19

19

19

19

19

20

20

20

21

21

22

22

23

24

25

26

28

30

31

32



# CUSTOM BANNERS

# 1

## VINYL BANNERS

Vinyl banners are an affordable and versatile signage solution suitable for interior and exterior use. Digitally printed with high quality fade-resistant inks, vinyl banners are available seamless up to 16 feet. Vinyl banners are custom made to your size specifications with multiple finishing options available.



# 2

## MESH BANNERS

Mesh banners are perfect for very large or high wind applications as they allow a certain amount of airflow through the material. Typically used for exterior banner applications such as along fence lines or hanging from the arena, mesh banners are custom made to your size specifications with multiple finishing options available.



# 3

## BARRICADE COVERS

Barricades are an integral part of any large-scale event, whether it be a parade, concert, race, or sporting event. Typically used for crowd control, barricades provide an ideal real estate location for brand awareness. Barricade covers will transform your barricade into a promotional tour for team or sponsor branding, or to help direct pedestrian traffic.



# 4

## CLOTH BANNERS

Cloth banners are a great option for indoor banner applications. Dye sublimated cloth banners can provide a more elegant look and can reduce glare from lighting sources. Custom made to your size and finishing specifications, cloth banners can be steamed to remove wrinkles. Dry clean only.





## CLOTH BANNER

# CUSTOM POLE BANNERS

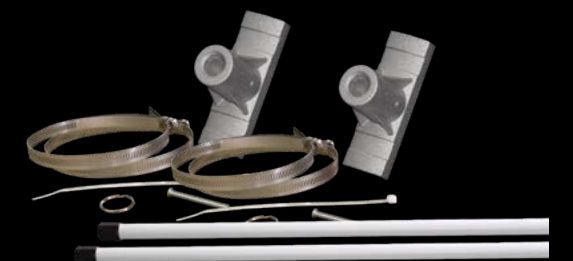
Highlight your property name, amenities, or special events on light poles with double-sided pole banners. We offer time tested hardware that's available in several standard widths. Have existing hardware? We'll size your banners to fit!



**WARNING!** This product can expose you to chemicals, including Methylpyrrolidone and Benzophenone which are known to the State of California to cause cancer or birth defects or other reproductive harm. For more information, go to [www.p65Warnings.ca.gov](http://www.p65Warnings.ca.gov).

## POLE BANNER HARDWARE

One pole banner requires a single pole banner bracket kit which includes 2 horizontal poles (crossbars), 2 brackets, and 4 bands. A double pole banner (one on each side of a light pole) requires a double pole banner bracket kit which includes 4 horizontal poles (crossbars), 4 brackets, and 4 bands.



# ADHESIVE GRAPHICS

# 1

## VEHICLE GRAPHICS & WRAPS

Whether you have one company vehicle, a full fleet with multiple vehicle styles, or anything in between, fleet graphics are the perfect way to turn a functional business necessity into a cost-effective promotional tool to increase your brand awareness. Fleet graphics can be customized for your exact needs and the typical options are vinyl lettering, vehicle graphics, and full vehicle wraps.

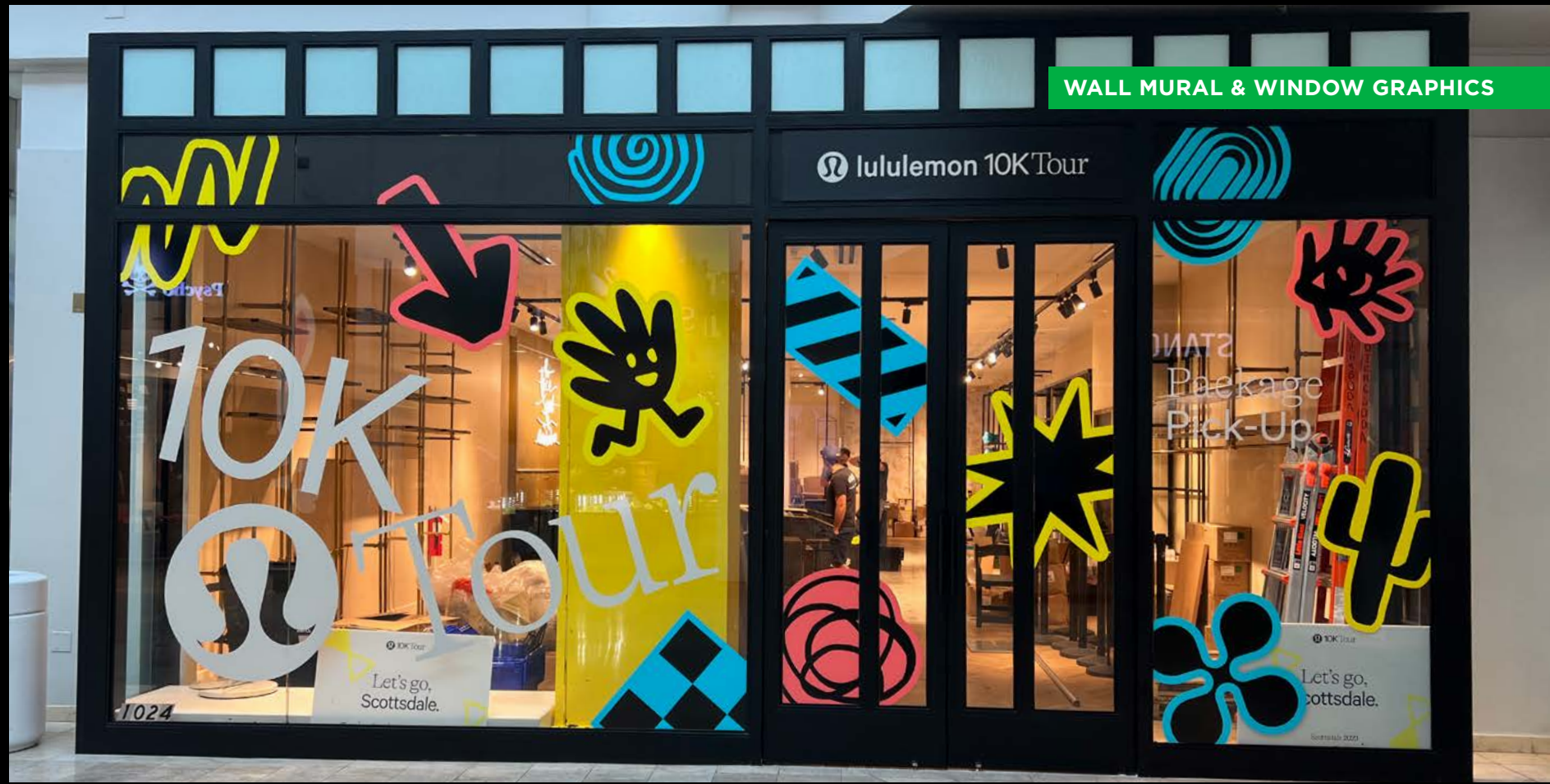


VEHICLE GRAPHICS

# 2

## WALL MURALS & WINDOW GRAPHICS

Add color and excitement to hallways, concourses, administrative offices, conference rooms, windows, or almost any blank space within your arena with wall murals and window graphics. Wall murals and window graphics easily turn a blank wall or window into a work of art for branding or sponsorship opportunities and can help give the appearance of a major renovation without any of the hassle.



WALL MURAL & WINDOW GRAPHICS

# 3

## STAIR RISER DECALS

Stair riser decals adhere to the face of the stair and provide a unique branding or sponsor signage opportunity in typically high traffic areas such as entrance, lobby, or seating bowl stairs. Use with repeating logos and messaging or combine the images on each stair into a stunning display.

# 4

## FLOOR GRAPHICS

Create a unique branding or sponsor opportunity with floor graphics. Floor graphics are durable, non-slip, and can be customized to any shape, size, or design. Material options available for interior or exterior applications.



FLOOR GRAPHICS



# CUSTOM SIGNS

Custom signs can bring logos to life, transform empty walls, and convey important messages. With a variety of material and finishing options including CNC routing and dimensional capabilities, our custom rigid signs are produced exactly to your needs and specifications. Some of our standard in-stock materials include:

4mm Coroplast	3mm Dibond®	Baltic Birch
6mm Coroplast	6mm Dibond®	Acrylic
10mm Coroplast	Brushed Dibond®	Lexan
3mm Sintra®	.030 Polystyrene	Cardstock
6mm Sintra®	.040 Polystyrene	Magnet
13mm Sintra®	ConVerd Board™	Visual Magnetic
	3/16" Foam Board	Steel
	1/2" Gatorfoam®	Aluminum .040
	UltraBoard	Aluminum .060

# 1

## DIMENSIONAL SIGNS & DISPLAYS

Create a big visual impact with custom dimensional signs and displays. Eye-catching dimensional signage is perfect for capturing immediate attention for your brand or messaging. We offer an array of material options for dimensional signs and displays such as acrylic, foam, metal, PVC plastics, wood, and more.

# 2

## CUSTOM STANDEES

Display your message in a unique way with standees. Customizable to any shape, standees are great for capturing attention and increasing engagement.



DIMENSIONAL SIGNS & DISPLAYS



DIMENSIONAL SIGNS & DISPLAYS



DIMENSIONAL SIGNS



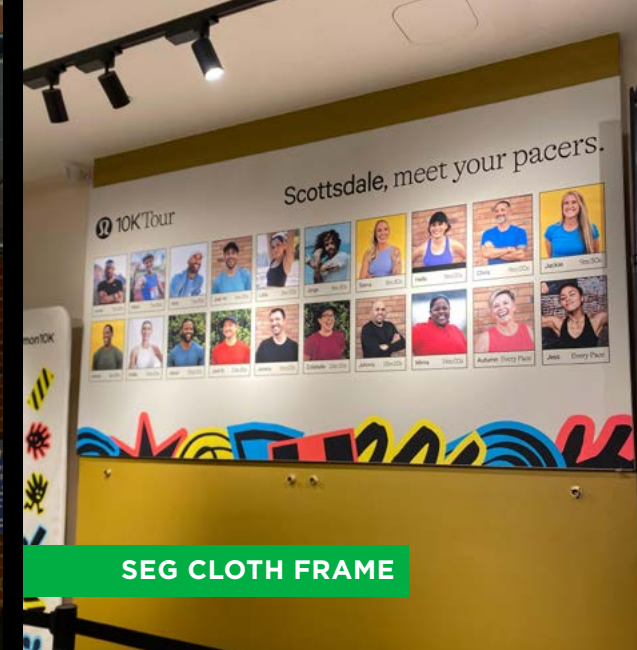
DIMENSIONAL SIGNS

# SIGN FRAMES

# 1

## BANNER GRIP FRAMES

Aluminum “picture frame” style frame for vinyl or cloth banners. Banner Grip Frames are permanently installed into place and the graphics can be changed as necessary via a clamp system and covered sides. Commonly used for branding, promotional, or sponsor signage.



SEG CLOTH FRAME



PLASTIC A-FRAME

# 2

## SNAP FRAMES

Aluminum “picture frame” style frame for rigid graphics (typically polystyrene). Snap Frames are permanently installed into place, and the graphics can be easily changed out via flip up sides that snap back into place holding the graphic. Snap Frames are commonly used for promotional or sponsor signage.

# 3

## SEG CLOTH FRAMES

A thin profile frame designed for cloth banners. SEG Cloth Frames are permanently installed and the graphics can easily be changed as necessary via a channel system on the frame and silicone edging on the banner. SEG Cloth Frames provide a high-end look perfect for interior applications. Also available as a backlit cloth frame.

# 4

## PLASTIC A-FRAMES

Constructed from durable, but easy to move, plastic that folds flat for storage, plastic a-frames allow for easy print changes from promotion to promotion. Holds a 36” tall x 24” wide print. Multiple colors are available.



BANNER GRIP FRAME



# A-FRAMES

# 1

## COROPLAST A-FRAMES

Non-padded a-frames can be customized to almost any size and are constructed to ship and store flat to maximize space. Coroplast A-Frames can have graphics printed directly to the Coroplast material for long-term use or can be outfitted with a quick-change Velcro® system for easy and affordable seasonal or game-to-game graphic changes.

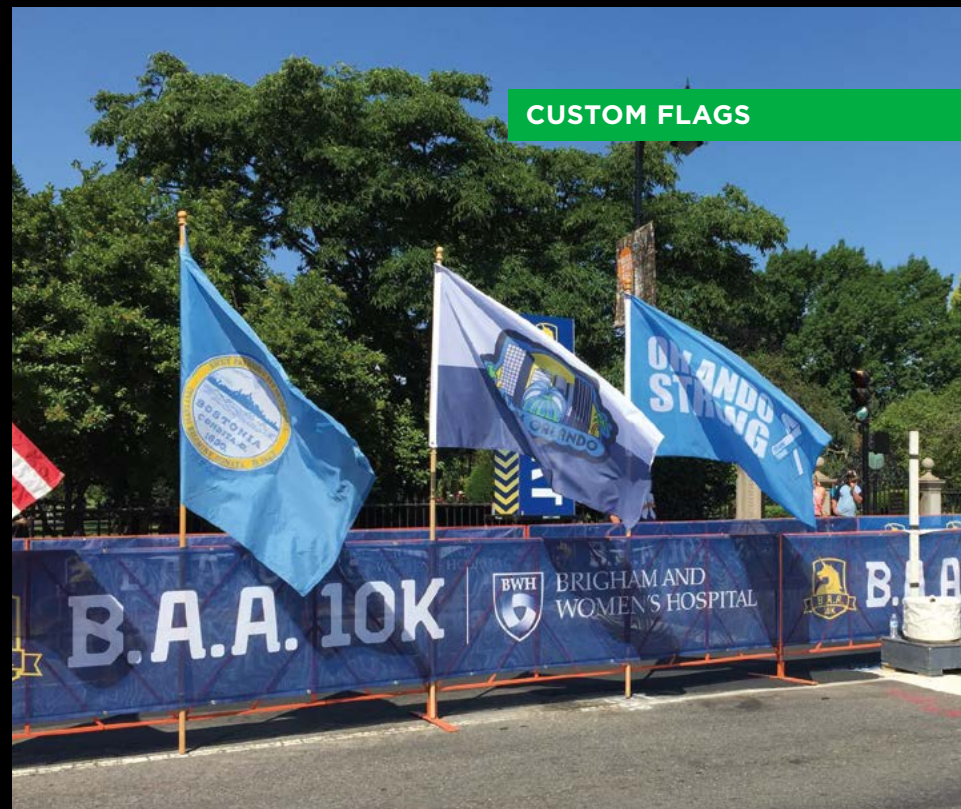
# 2

## SOFTLINE A-FRAMES™

Softline A-Frames™, our signature padded a-frame, keeps your athletes safe while showcasing your sponsors or team branding right next to the action. Softline A-Frames™ feature vinyl banners with a quick-change Velcro® system which allows for easy and affordable season or game-to-game graphic changes. Great for courtside or sideline placement, these padded a-frames are available in two sizes: 3'x4' and 3'x8'. Softline A-Frames™ also fold flat for storage.



COROPLAST A-FRAME



CUSTOM FLAGS

# RETAIL GRAPHICS

Capture fans attention in your concourse with custom retail signage solutions for your concessions, team stores, and box office windows.



RETAIL GRAPHICS

# CUSTOM TRADITIONAL & VERTICAL FLAGS

Custom flags are perfect for displaying inside and around the arena or for sponsored promotional giveaways. Flags are digitally printed on polyester flag cloth using water-based heat-set dye sublimation inks. Flags are single-sided (1S) or double-sided (2S) with a block out layer in-between.



6'x10'



5'x8'



4'x6'



3'x5'



8'x3'

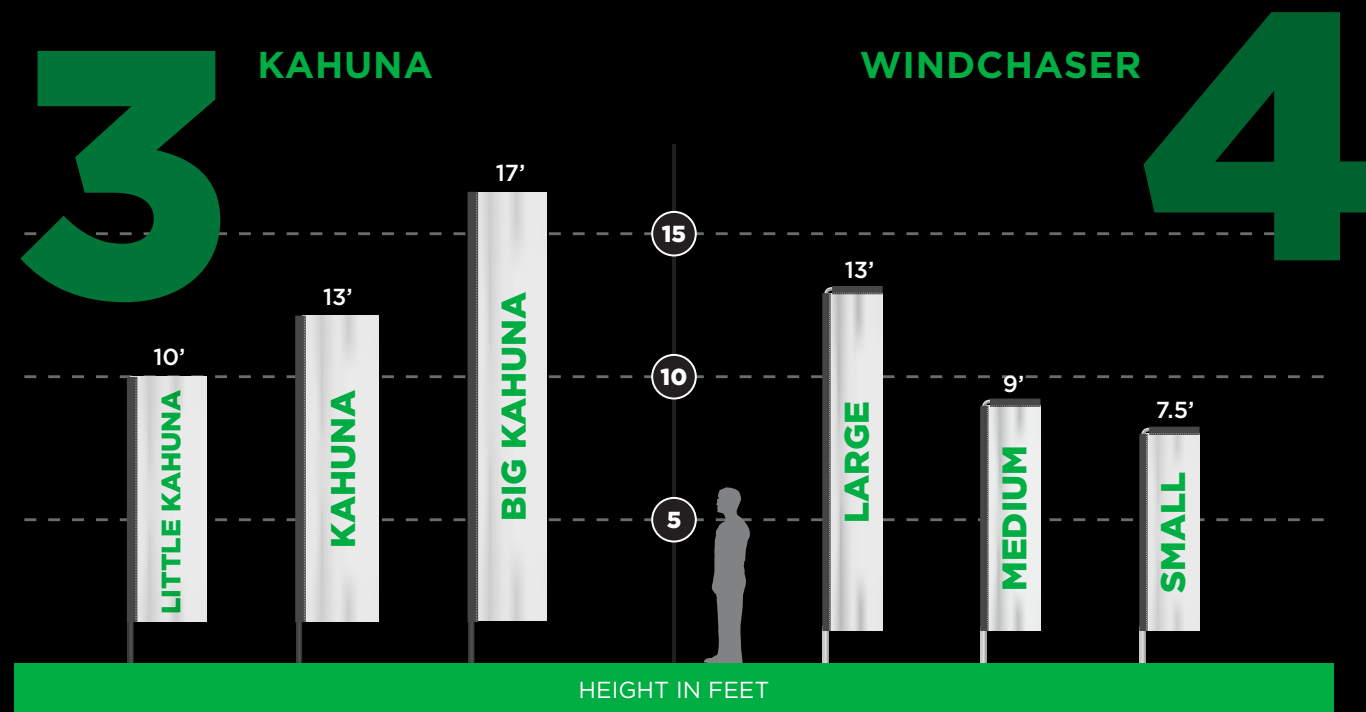
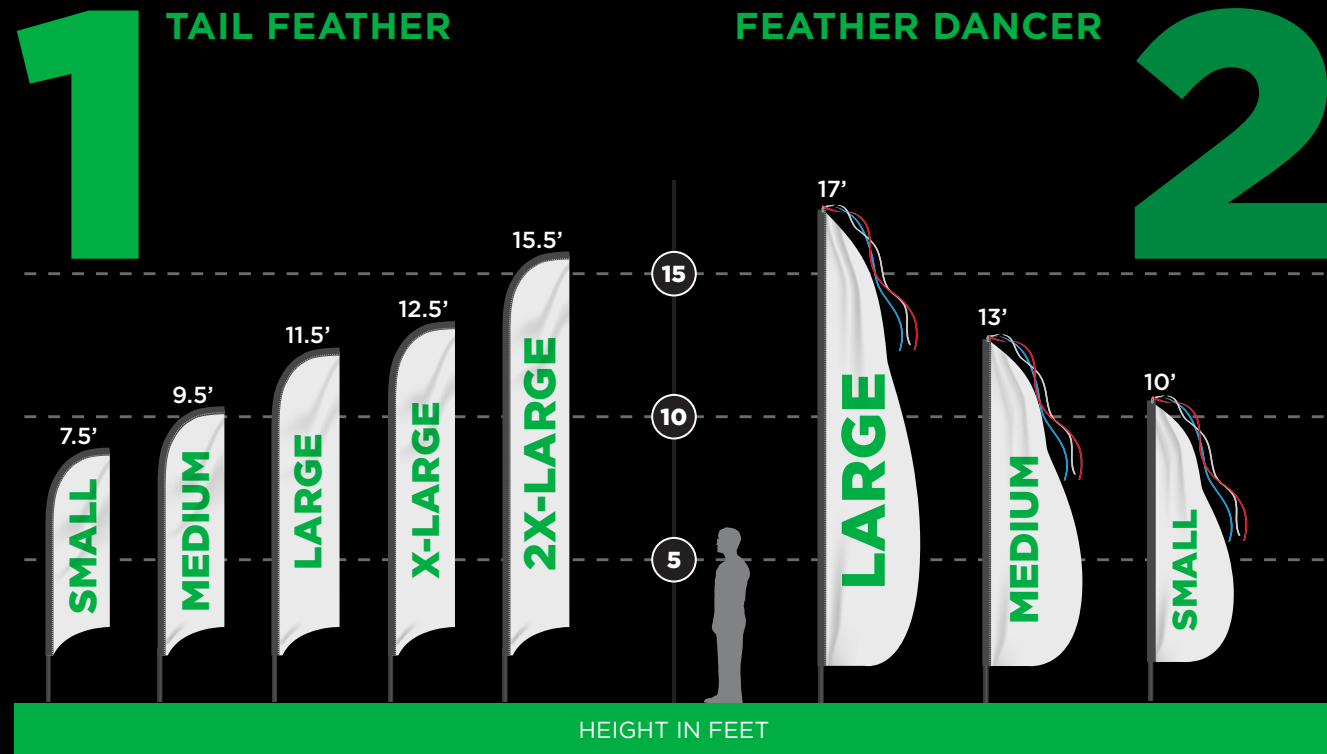


5'x3'



Eco-friendly production process - printed with water-based dye set.

# ADVERTISING FLAGS



Eco-friendly production process - printed with water-based dye set.

# CUSTOM TABLE COVERS

**1**

## CUSTOM TABLECLOTHS

Custom Tablecloths are digitally dyed in full color on white display cloth. Tablecloths are available in standard 6' and 8' lengths. They are intended for use with standard 30" high trade show folding tables. Steam away wrinkles. Dry Clean Only.



**2**

## FITTED TABLE COVERS

Available in standard 6' and 8' sizes, fitted table covers are designed to fit snugly around standard 30" high trade show folding tables.



**3**

## CUSTOM TABLE RUNNERS AND TABLE THROWS

Custom Table Throws and Table Runners are digitally printed in full color on white Deluxe Silvertex Display Cloth. Table Throws are available in standard 6' and 8' table lengths. Table Runners are 30" wide and can be used with any length table. The Table Throw and the Table Runner are economical alternatives to our traditional Full Coverage Tablecloth and either one can be a great looking addition to a standard solid color trade show tablecloth. Steam away wrinkles. Dry Clean Only.

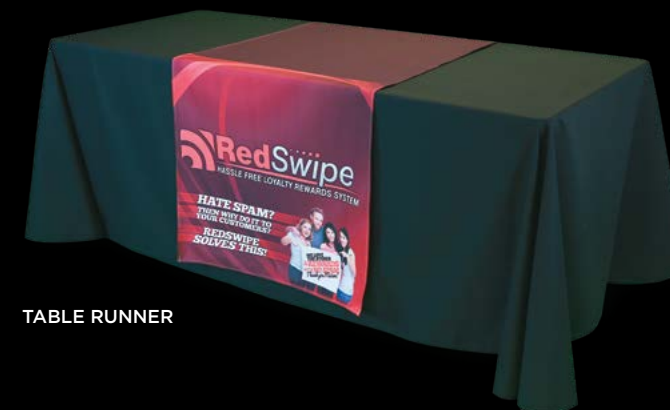


TABLE RUNNER



TABLE THROW

# MEDIA BACKDROPS

# 1

## INTELIFRAME BACKDROP

A durable and portable solution that utilizes a display cloth slipcover for a self-standing, wrinkle free banner display. The price includes a frame with powder-coated steel base, custom printed display cloth, and carry bag.

# 2

## ADJUSTABLE BACKDROP

A freestanding display cloth banner stand featuring telescoping metal poles that allow for the same frame to be used with backdrops of varying sizes. The poles adjust from 48" to 96" high and 48" to 96" wide. The pricing below includes custom printed display cloth banner, display stand, and carry case.

# 3

## POP-UP FABRICWALL SYSTEM-FULL WRAP

Custom printed display cloth on a sturdy, Pop-up Wall Frame with wrapped sides. This display is easy to set up and offers a generous area to display your product or message. The cross-braced frame design employs interlocking tubing that maintains maximum tension on the graphic panel. Entire display fits into a rolling case which comes with your display.

# 4

## POP-UP FABRIC WALL SYSTEM - NO WRAP

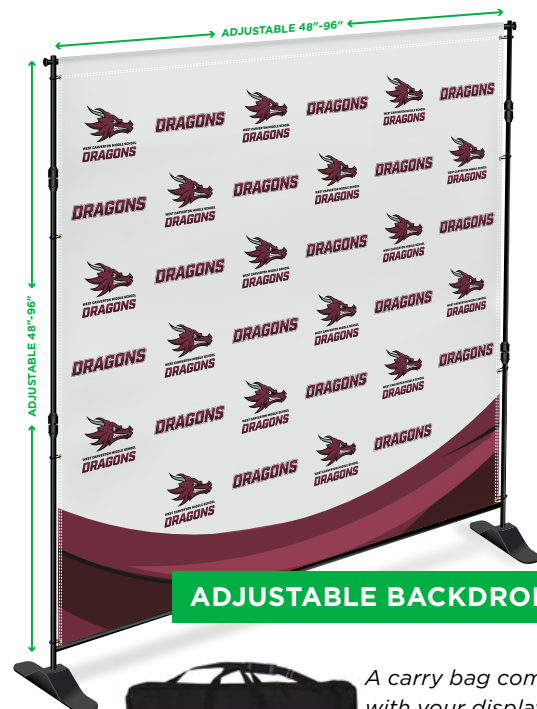
A Pop-up Wall Frame without wrapped sides is easy to set up and offers a generous area to display your product or message. The cross-braced frame design employs interlocking tubing that maintains maximum tension on the graphic panel.

Entire display fits into a rolling case which comes with your display.

**WRINKLE FREE!**



INTELIFRAME BACKDROP



ADJUSTABLE BACKDROP

A carry bag comes with your display.



POP-UP FABRIC WALL SYSTEM - NO WRAP

POP-UP FABRICWALL SYSTEM-FULL WRAP

Folds down easily.



# 5

## CUSTOM PRINTED RETRACTABLE DISPLAYS

### PREMIUM RETRACTABLE DISPLAY

Stylish design and proven reliability. Single-sided and specially designed for maximum convenience and ease of use. Pricing includes your custom printed banner installed in the stand and a carry bag.

### ECONOMY RETRACTABLE BANNER STAND

Offered at an affordable price. Finished in anodized silver with heavy duty molded end plates and swivel out feet. Graphics printed on No Curl PET Display Face.



CONVENIENT CARRYING CASE.



PHOTO TO LEFT SHOWS THE REVERSE SIDE OF THE PREMIUM DISPLAY BASE.



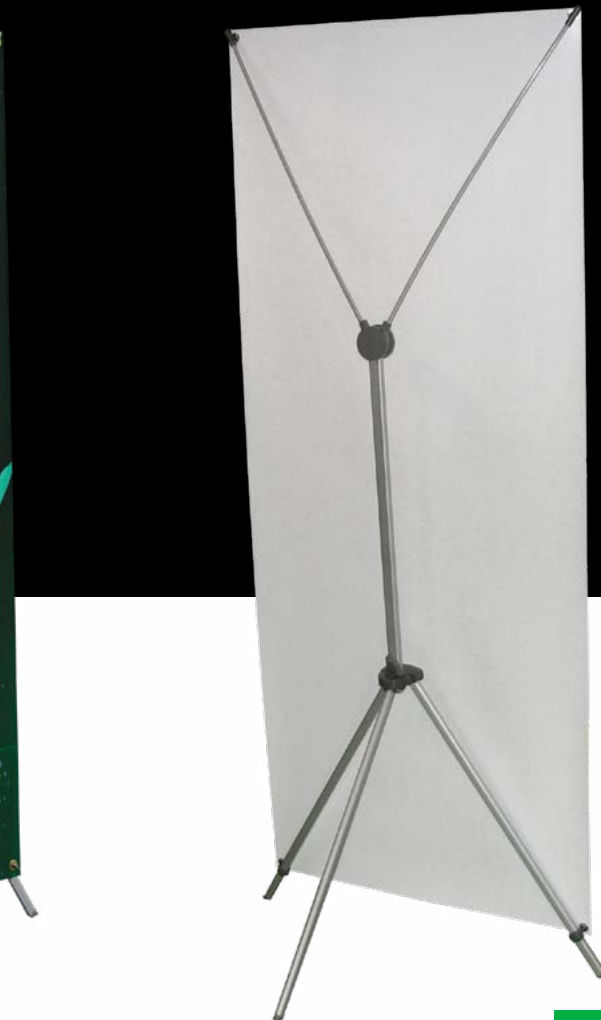
ECONOMY RETRACTABLE BANNER STAND

PREMIUM RETRACTABLE DISPLAY

# 6

## EZX DISPLAY STAND

This is a portable featherweight stand that assembles easily. Variable adjustment allows you to use this display frame as small as 55" x 23" wide. The display face is printed on HD No Curl PET and it all comes with a convenient carrying case.



CONVENIENT CARRYING CASE.

EZX DISPLAY STAND

# CUSTOM PENNANT STRINGS

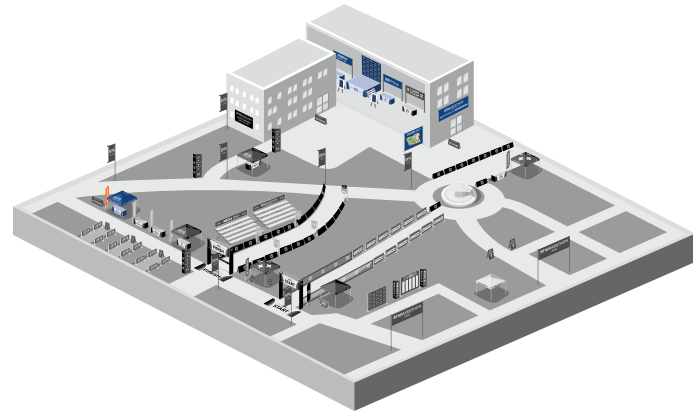
Promote your product or organization around town with full color custom printed pennant strings that are affordable as well as festive. Printed on 8 mil opaque poly, pennants are double-sided, and double sewn on a heavy-duty plastic-covered header. Rectangular, triangular, and special shapes are available upon request.



## APPLICATION AND USAGE



# EXPO SIGNAGE



MEDIA BACKDROP



MEETINGS & SEMINARS



BIB PICKUP



REGISTRATION



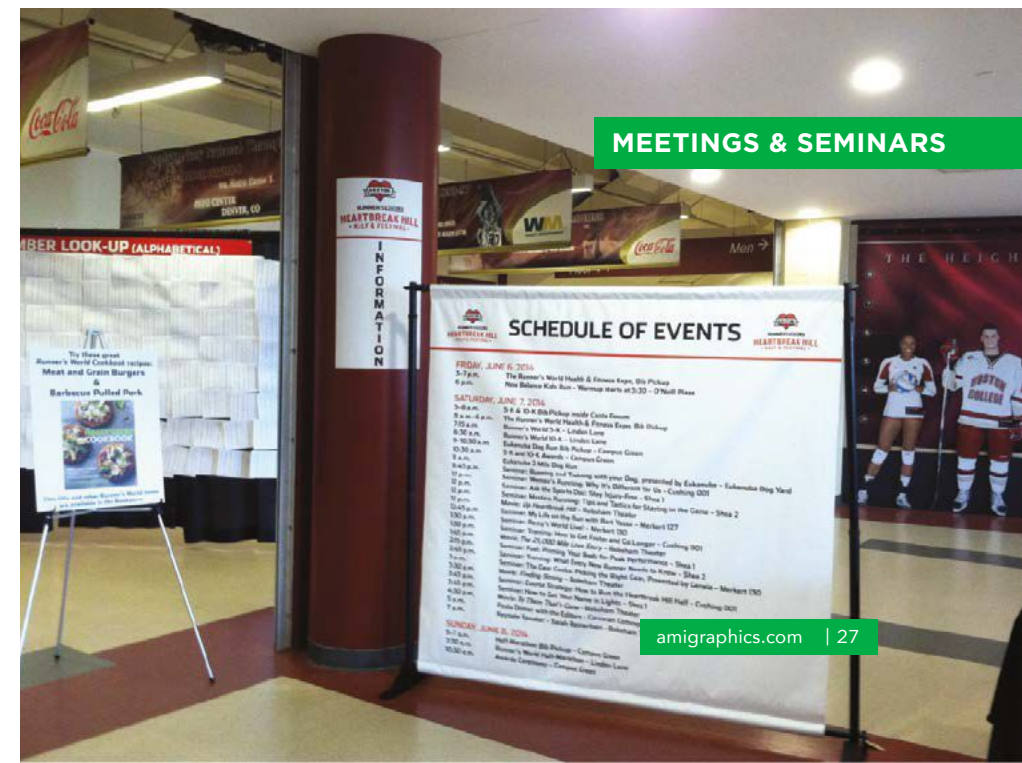
VENDOR & SPONSOR SIGNS



SUPPORTING EVENTS

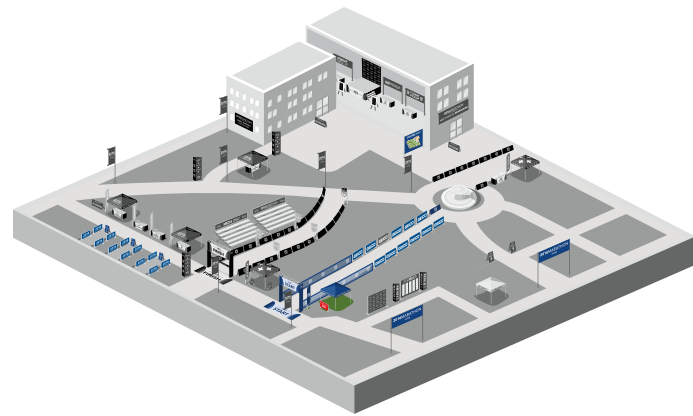


COURSE MAP



MEETINGS & SEMINARS

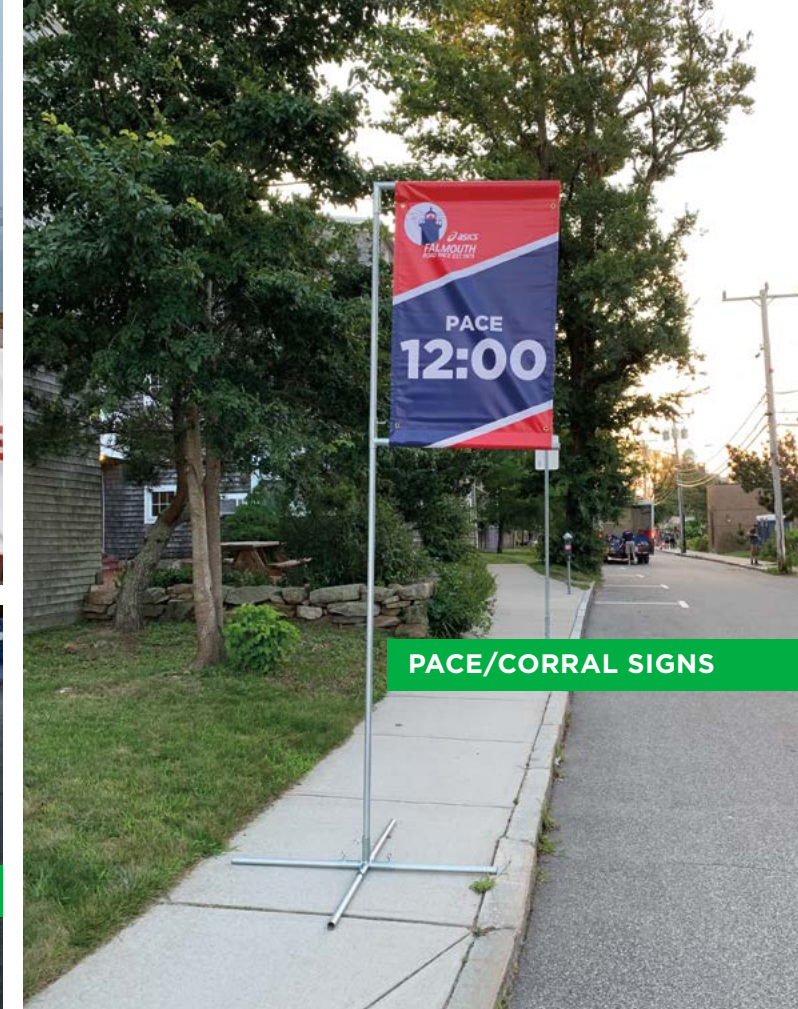
# START SIGNAGE



SPONSOR SIGNAGE



PACE/CORRAL SIGNS



BARRICADE COVERS



BARRICADE COVERS



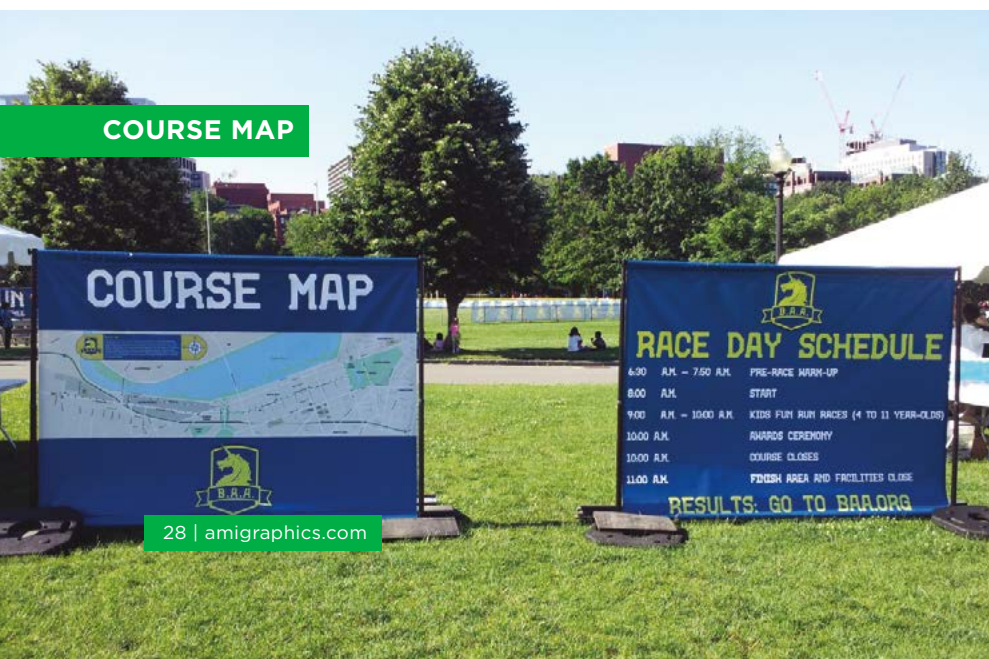
OVERHEAD STREET BANNER



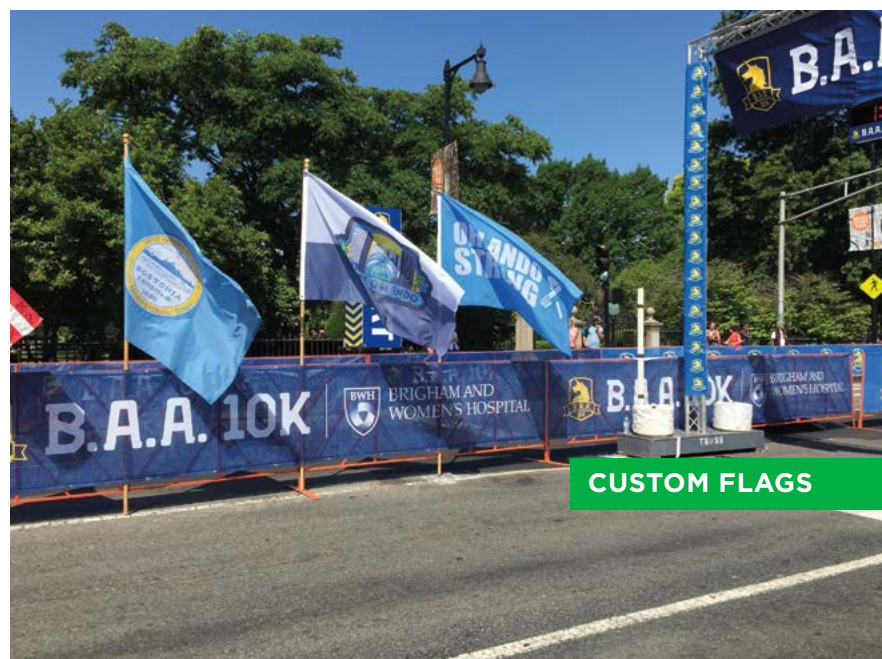
STARTING LINE



COURSE MAP



CUSTOM FLAGS



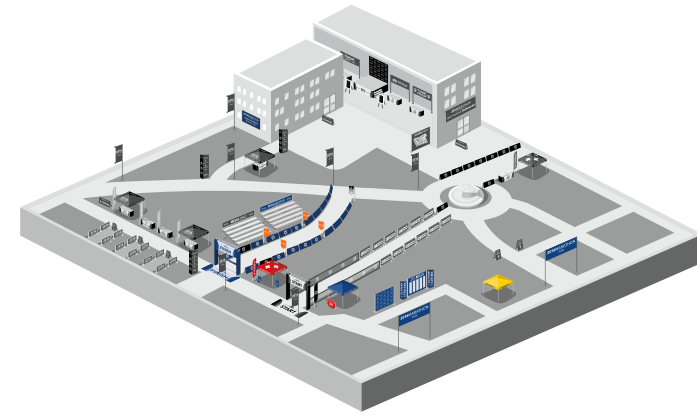
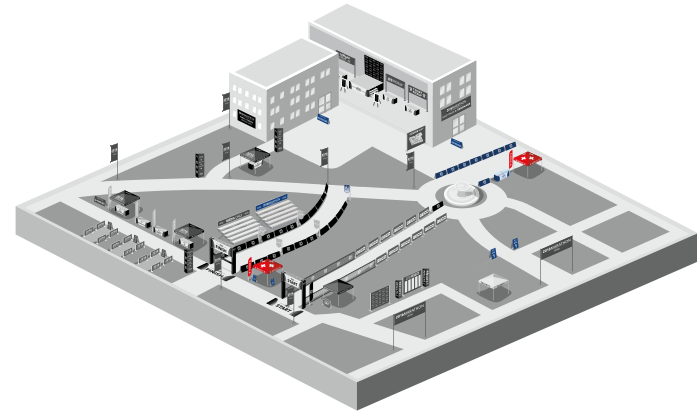
START LINE STREET GRAPHIC



AMERICAN FLAG



# ON COURSE SIGNAGE



# FINISH SIGNAGE



PENNANT STRINGS



MILE MARKERS



BREAK TAPE

## ADDITIONAL APPLICATIONS

- Timing/Announcer's Tent
- Results
- Security Signage
- Family Meeting Area



WATER/FOOD STATIONS



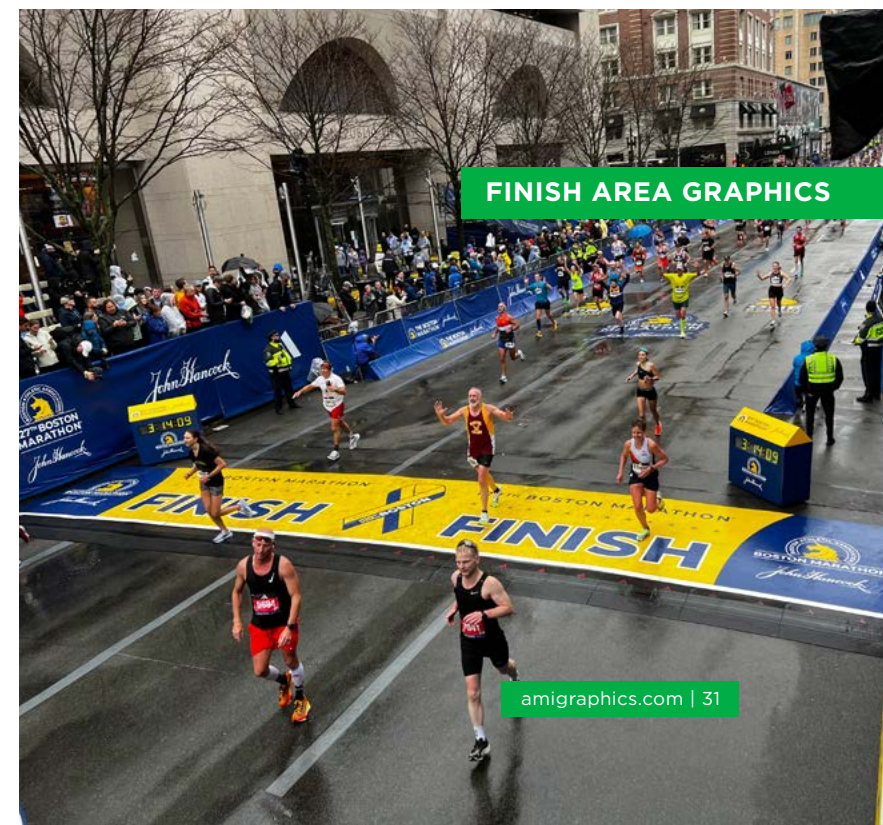
OFFICIAL VEHICLE GRAPHICS



MILE MARKERS

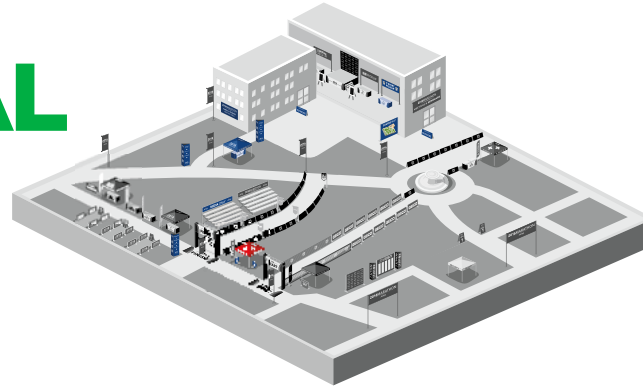


CROWD CONTROL FENCING EVENT MESH

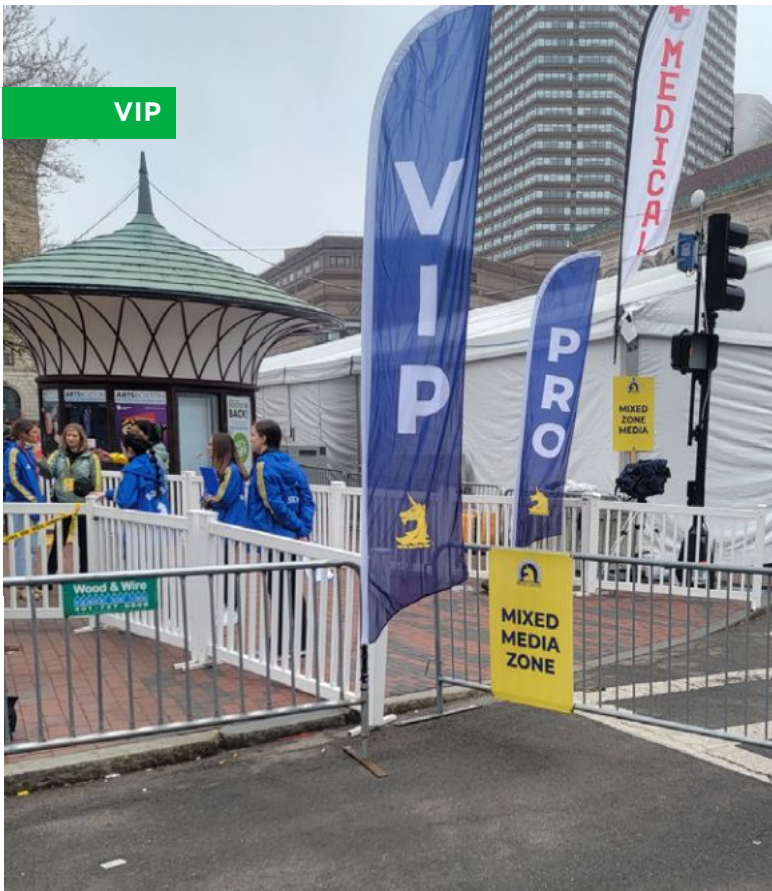


FINISH AREA GRAPHICS

# OPERATIONAL SIGNAGE



VIP



- ## ADDITIONAL APPLICATIONS
- Media
  - Venue Map
  - Parking
  - ADA
  - Transportation
  - Drug Testing & Elite Area
  - Volunteers

INFORMATION



BATHROOMS



BAGGAGE/GEAR CHECK

MILE MARKERS

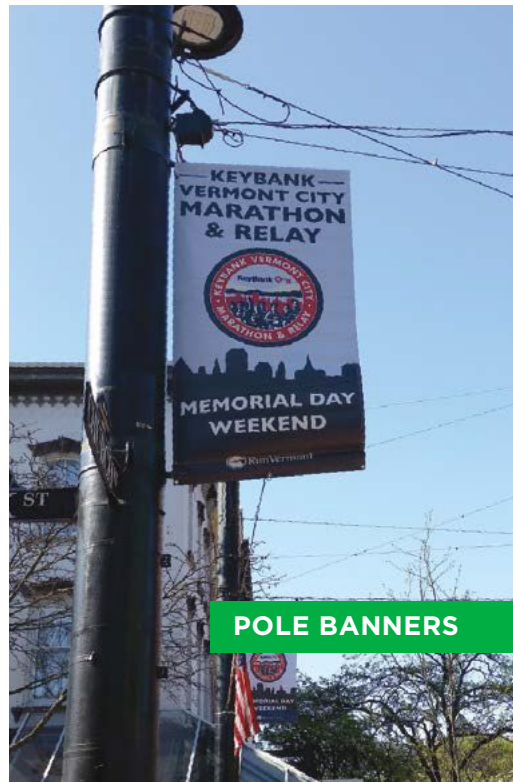


MEDICAL

MEETING AREA



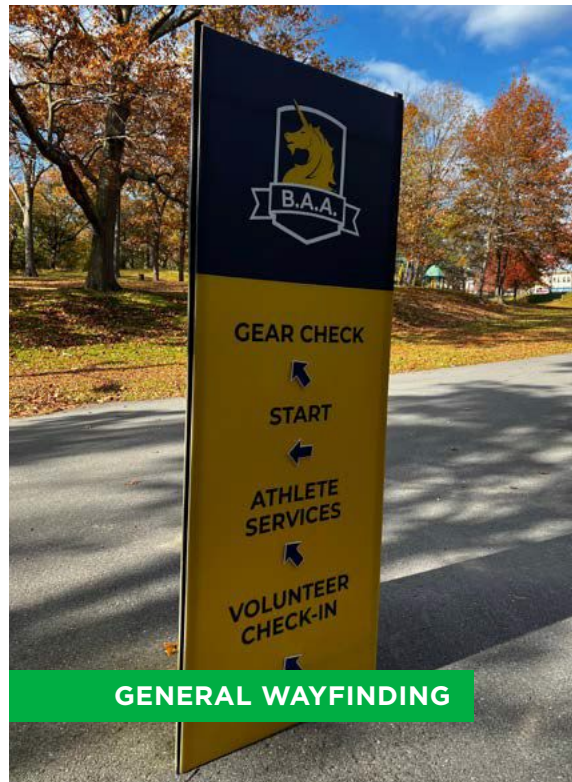
POLE BANNERS



BATHROOMS



GENERAL WAYFINDING



GIFT PICK-UP



# CO-BRANDING OPPORTUNITIES: YOUR BRAND AND AMERICA250™



As the United States prepares to commemorate its 250th anniversary, organizations across the country are seeking ways to participate in this historic milestone. As an official America250™ licensee, AMI Graphics is proud to offer co-branded signage solutions that pair your brand with the nation's Semiquincentennial identity.

Whether your clients represent colleges, municipalities, sports teams, tourism districts, franchises, campuses, corporate partners, or community events, co-branded America250™ signage offers a powerful way to join the national celebration while reinforcing their own brand presence.

## A NATIONAL MOMENT — MADE LOCAL

- Co-branding unlocks endless possibilities across:
- Pole banners for main streets, campuses, venues
- Windscreens, mesh wraps, large building banners
- Backdrops and table covers for events and ceremonies
- Custom vinyl banners, pennant strings, feather flags



Each project is produced within the official America250™ co-branding framework, identity with the official anniversary mark, we're here to help bring it to life. Ensuring full compliance with the approved guidelines.

## LET'S BUILD YOUR CO-BRANDED VISION

If your customers or partners want to celebrate America250™ with signage that pairs their identity with the official anniversary mark, we're here to help bring it to life.

**Contact our team to explore co-branded concepts, artwork requirements, and creative possibilities:**  
email: [info@amigraphics.com](mailto:info@amigraphics.com) | phone: (603) 664-7174



## SEE SOMETHING YOU LIKE?

Contact us today for more information.

[amigraphics.com](http://amigraphics.com)

603-664-7174

[info@amigraphics.com](mailto:info@amigraphics.com)