



Making an Impression without Saying a Word

Ventriloquist Terry Fator's Program Book Wows Vegas Audiences

by Dianna Brodine

2007 “America’s Got Talent” winner Terry Fator crashed the Las Vegas Strip with a rollicking show that combines celebrity impressions and ventriloquism. For more than three years, Fator has wowed audiences in Las Vegas, making an impression without moving his mouth while his puppets sing everything from Etta James to Guns and Roses. When the time came for Fator to create a new program book, his advertising team also wanted to make an impression without saying a word, turning to the use of UV coating and multi-level embossing to add a punch to the final piece.

Collaborating yields impressionable result

In the first quarter of 2010, THREE MARTINI LUNCH began rebranding its client, Terry Fator. The Las Vegas, NV-based advertising agency has provided creative services for clients that include Excalibur Hotel and Casino, MGM Resorts International, Luxor Hotel and Casino and Treasure Island Las Vegas, giving it unique insight into the excitement that Vegas entertainment businesses hope to inspire through their ad campaigns.

The program book was one of the last items slated for the rebrand, according to 3 MARTINI LUNCH Managing

Partner/Creative Director Selena Pope. A retail item targeted toward the patrons of the Terry Fator show, currently running inside The Mirage Resort & Casino, the book is sold before and after the show at the Terry Fator retail kiosk and is one of its big sellers.

“For the cover, in staying true to Terry Fator’s brand, we wanted to convey the puppets as the stars of the show and Terry Fator as more of a secondary element,” explained Pope. “We wanted end-users to feel that what they were purchasing was of substantial value, while also reminding them of the great time they had at the Terry Fator show.”

The design plan for the program book included a multi-level emboss on the cover, achieving a three-dimensional feel that brings the puppets to life – just as Terry Fator does on stage. Spot UV was to be used throughout the interior pages to highlight a filmstrip of photos from Fator’s career, adding emphasis to the unspoken timeline throughout the program book.

Working together to achieve these effects were design firm 3 MARTINI LUNCH, printer EarthColor and Prestige

Embossing, the print finisher responsible for the embossed image.

Pre-production planning key to success

Prestige Embossing is a Houston, TX-based trade graphic finisher with capabilities for diecutting, foil stamping, embossing and much more. In business since 1980, Prestige Managing Partner Robert Graham was confident in his team's ability to add the detail needed for the program book to shine under the Vegas lights.

Preplanning started off with a preproduction meeting at Earth Color Houston, allowing Graham to consult with the printer's production staff on what could be expected as far as detail, depth, die type and type of files required. Universal Engraving, Inc. (UEI), Overland Park, KS, was contacted to manufacture the brass sculpted die



and precast counter. When Earth Color received the final art from the designer, both printer and finisher felt it would be a good idea to produce samples.

“Earth Color printed 75 two-page front covers on actual stock (100# Maxcote cover) on its IGEN 4 digital press, which we sent to UEI to press proof the die in-house,” explained Graham. Prior to shipping the die and counter, UEI sent the embossed proofs to Prestige Embossing, which then Fed Ex'd the proofs to Earth Color Houston,



Earth Color sales in Las Vegas and to 3 MARTINI LUNCH for review and approval. The proofs enabled the customer to get a clearer picture of the embossing effects and the detail engraved into the embossing die. "All three organizations worked closely together over many weeks, sending back die strike samples prior to production to get the intricacies of the front cover design perfected," said Pope.

A conference call allowed all parties to discuss the register to print, as well as detail and depth of the embossing. One small addition was made to the die as a result of the call, and the die was shipped by UEI the next day. "When we actually received the die at Prestige, we were extremely excited to get it on press," Graham said. "Our tag line here at Prestige is 'Raising Paper to New Levels', and we feel like we accomplished this by adding some 3D effects through the embossing of the puppets!"

The Terry Fator program book was printed at Earth Color Houston. The printer produced 10,000 each of the three forms on its Heidelberg Speedmaster CD six-color 28x40" with UV capabilities, using 4-color process hybrid inks plus strike-through dull varnish and spot UV throughout all forms. The front cover had an overall gloss UV, which was done in-line on the same press at Earth Color.

The program book covers were register embossed one-up, work and turn (one front/one back) on a 23x35" sheet on Prestige's new generation Brausse 1050 SEF. This format was perfect for this run, only requiring one embossing die which

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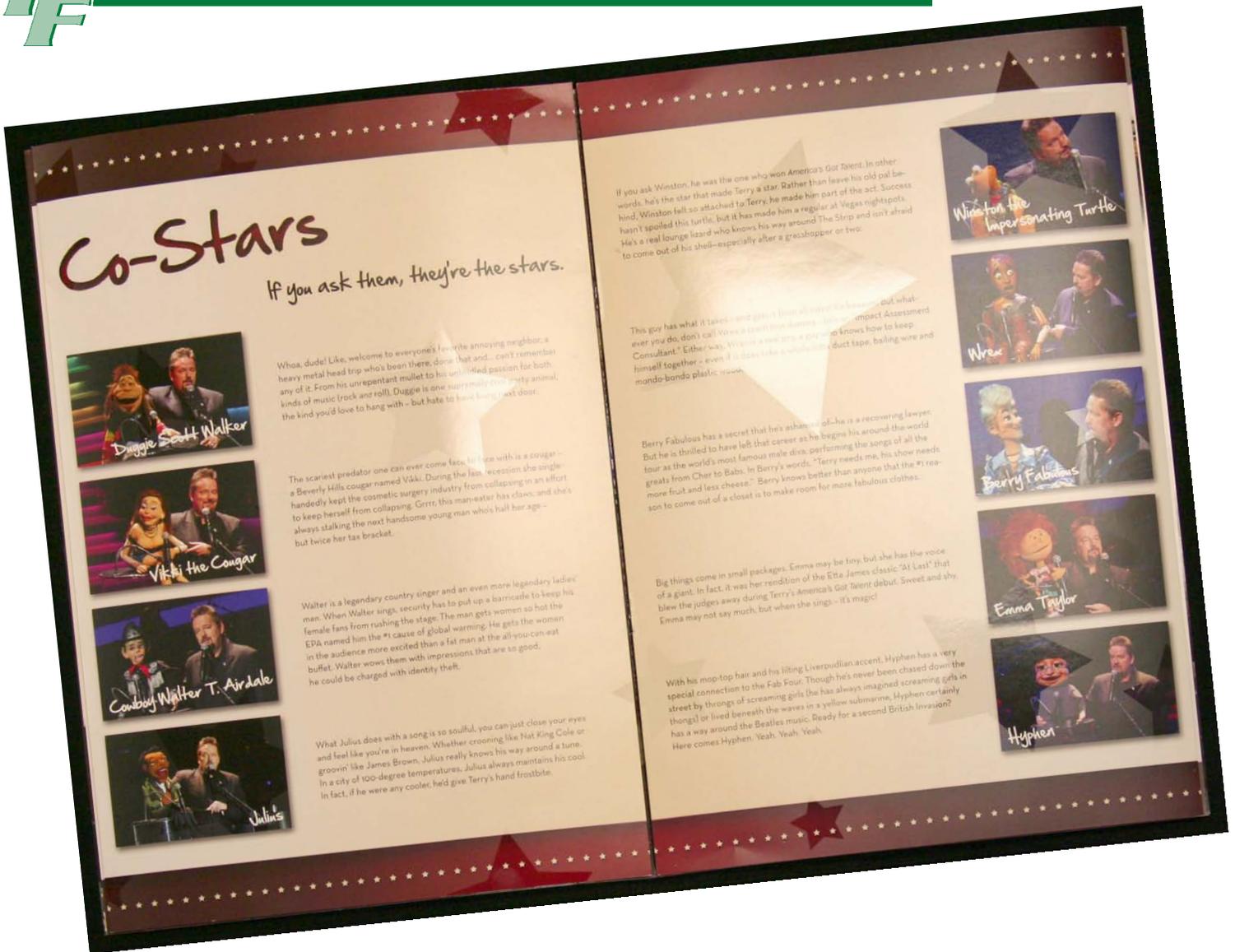
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ensured the same detail, depth and registration throughout the run. The finished size of the project was 10x14" with the register emboss bleeding on three sides and butting up to the spine.

"Makeready for this was handled very carefully to achieve deep embossing with as much detail as possible," Graham explained. "We used a floating counter makeready so we could spot up directly under the counter, ensuring direct pressure where needed and the ability to take away pressure when we exceeded the limitations of the printed sheet. The floating counter makeready also ensured exact nesting of the counter to the die on every impression, giving us that little wiggle that the floating makeready allows." Prestige also used UEI's yellow cover board to obtain all the depth and detail throughout the run and to provide a little cushion between the counter and printed sheet. "We did have to make some adjustments to the precast counter," said Graham, "We rounded off some of the higher and sharper points where we ran into cracking issues."

The cover, eight-page double gatefold center spread and eight additional pages of text were scored on Prestige's Bobst SP102 E 2. The covers and text were trimmed to final size with extreme care to ensure perfect crossover line-ups. All were then folded on Stahl folders and finally collated and stitched on an Osaka stitcher, again holding all the tight crossovers throughout the book. "We took all of the signatures to final size," explained Graham, "so we would have clean trims on the head, foot and face for the eight-page gatefold center spread. The fact that the whole project was printed on 80# Maxcote cover stock added to the challenge."

Despite the complexity of the project, Prestige Embossing turned the program book around in three weeks, from pre-production meetings through die manufacturing, embossing, scoring, trimming and collating/stitching.

Rave reviews from Vegas audiences

"For items that are directly related to generating income, Las Vegas has never been shy to place the 'bells-n-whistles' on its marketing materials to make them stand out," said Pope.

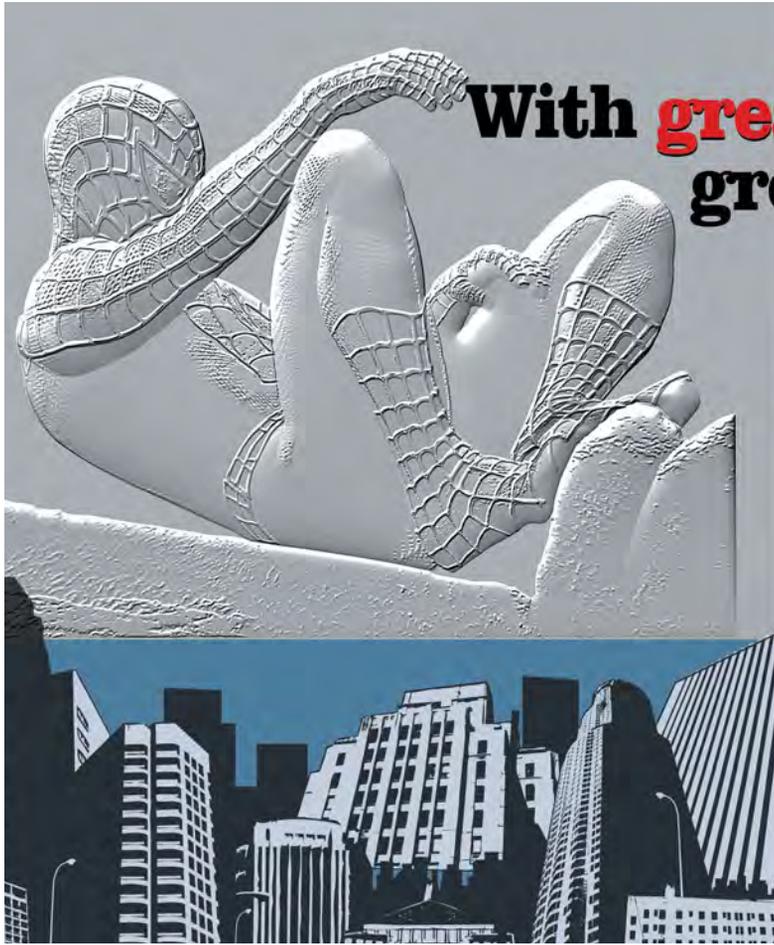
“Even in today’s economy, though we do feel the constraints of clients’ tighter budgets, the casino, hotel and entertainment industries do understand that their printed marketing materials are a carrier of their brand.”

With the Terry Fator program book, an oversized book with touch and feel elements added the bells and whistles. “Everyone likes to feel, touch and relate to objects,” Pope explained. “We feel that the processes we used for this program book gave that element which engaged Terry’s demographic directly.” The 3D effect of the embossing also brought the puppets – an essential part of Fator’s show and the audience experience – to life.



The final product has been very well received by all involved, according to Pope, and audience reaction has been equally positive. “The program book is selling at the retail kiosk faster than anticipated, and a reprint will be needed sooner than initially thought,” she said. “The program book is something that patrons of the show are proud to showcase on their coffee table at home, a souvenir of substance that is a memorable piece to share with friends and family back home.” ■

See Terry Fator’s show, “Ventriloquism in Concert”, playing nightly (excluding Sunday and Monday) in Las Vegas at the Mirage Hotel & Casino, while at the FSEA-IADD Joint Conference.



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