



# BANNER & GRAPHICS SPONSORSHIP

Archery Trade Association

INDIANA CONVENTION CENTER | Indianapolis, IN

January 11 - 13, 2022

1191470123

**DISCOUNT DEADLINE FOR FILE SUBMISSION: MONDAY, DECEMBER 12, 2022**

**FINAL DEADLINE FOR ALL FILES: FRIDAY, DECEMBER 16, 2022**

Your Shepard Liaison for your Sponsorship is Hannah Snyder at [eventproduction@shepardes.com](mailto:eventproduction@shepardes.com). Hannah will handle your graphics submission, production approvals, invoicing, as well as anything else you need for the success of your sponsorship participation.

## Design & Production Services

Shepard offers full-service production for all your banner and graphic sponsorship needs!

CODE	ITEM	SQFT	DISCOUNT	REGULAR	TOTAL
70033	Banner per sqft		\$14.59	\$18.97	
70034	Cling per sqft		\$15.61	\$19.74	

*Price break available per sq. ft. for oversized banners. This will be provided by Hannah Snyder.*

Pricing is per square foot for all graphic production. The pricing is inclusive of shipping the graphics to show site and material handling associated with the shipment (delivery to hanging location and return of banner at show close if selected). Please refer to page 2 of this packet for information on providing your print-ready graphics.

If you elect not to use Shepard to produce your graphics, please refer to the Shipping Information section.

## Shipping Information

If you elect not to use Shepard to produce your graphics, **you must SHIP YOUR ITEMS SEPARATE from your exhibit materials.**

The exhibitor will be responsible for shipping costs and material handling charges.

See the full exhibitor kit for material handling rates. If you would like to use Shepard Logistics as your shipping carrier, please contact [logistics@shepardes.com](mailto:logistics@shepardes.com).

Shipments **MUST ARRIVE** to the Shepard Advanced Warehouse **NO LATER THAN FRIDAY, DECEMBER 2, 2022.**

Please affix the custom pink shipping label included in this packet to the sponsorship material box(es).

Please send only sponsorship material that is coordinated with Trey Miller, ATA. All other booth freight should go directly to the advanced warehouse or direct to show site as normal.

## Rigging & Labor Services for Install & Dismantle

The Indiana Convention Center is the sole organization authorized to manage installation of banners to their property. You must order rigging services directly with the ICCLOS at this link: <https://www.icclos.com/exhibitors/order-electrical-and-utilities/>

For all other sign installation Hannah Snyder will provide a personalized quote for labor services.



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## Graphics Submission

Please create your graphics at either 100% size at 150 dpi or in a proportionally scaled down format (example: 50% at 300 dpi or 25% at 600dpi). All content should be kept within the live area, please keep any text or logos approx. 2" away from the edges of panels to ensure structure metal does not cut off content.

All artwork should be created/supplied in the CMYK color space. Please provide Pantone® colors if we need to match a specific color during the printing process.

## Acceptable File Formats

Shepard uses the most current version of Adobe Creative Cloud. If providing native files from another version, please provide an .idml file.

- Adobe Acrobat - .pdf
- Adobe Illustrator\* - .ai, .eps
- Adobe InDesign\* - .indd
- Adobe Photoshop - .tiff, .psd, .eps

\* Please make sure to package these files and provide native file, links

## File Submission Info

Visit our FTP site to upload your artwork:

[https://files.shepardes.com/files/FTP%20Files/Drop%20Off/-2023/01\\_ATA/Sponsorship%20Program](https://files.shepardes.com/files/FTP%20Files/Drop%20Off/-2023/01_ATA/Sponsorship%20Program)

Find your company folder, then upload your files!  
Please let Hannah know when completed.



# BANNER & GRAPHICS SPONSORSHIP - POST SHOW INSTRUCTIONS

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## Step 1:

At the end of the show, would you like Shepard to bring your banner(s) back to your booth?

Yes, please return to my booth so they can be shipped.

No, please throw away at the end of the show.

*Please note! This is NOT a shipping form. If you need to make shipping arrangements, please contact Hannah Snyder, [eventproduction@shepardes.com](mailto:eventproduction@shepardes.com) for further assistance.*

## Step 2:

Banner or Graphic Description

Please confirm this is a correct proof of your banner or graphic:

## Step 3:

Provide name and number of onsite contact.

Company Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Onsite Contact: \_\_\_\_\_ Cell Number: \_\_\_\_\_

**Please return completed form to Hannah Snyder, [eventproduction@shepardes.com](mailto:eventproduction@shepardes.com)**

