Environments for Aging

Salt Palace Convention Center, Salt Lake City, UT

April 8 - 10, 2019

Discount Deadline   Monday, March 18, 2019

Order with complete Payment Authorization and graphics must be received before Discount Deadline date to receive discounted pricing.

Event Code: L184710419

Connect With Us!

email	lasvegas@shepardes.com
phone	(702) 507-5278
fax	(702) 948-0341
mail	5845 Wynn Road, Suites A,B,C,D, Las Vegas, NV 89118

Sponsorship Production

SPONSORSHIP PRODUCTION INFORMATION

*   Approved artwork should be fully uploaded no later than **Monday, March 18, 2019** . Please note that it is Shepard policy that all orders are pre-paid before final processing. We will require full payment before we can proceed with layout and final production.

*   A graphic proof will be sent back for final approval if file is received prior to deadline date of **Monday, March 18, 2019** . After that time, all graphic submissions will be considered final and be sent directly into production.

*   If you are supplying your own sponsorship banners/graphics and will ship them directly to the Advanced Warehouse, they will need to be received by Shepard at our Advanced Warehouse prior to **Monday, March 18, 2019** . Any banners that are received after that date will only be hung at the discretion of show management. Note that you will still be responsible for rigging labor charges, billed at the exhibitor kit rates for both installation and removal.

SIGNS & BANNERS

Code	Qty	Item	Discount	Regular	Total
70125		Interior Vinyl Banner	$14.60/NSF	$18.25/NSF	
70126		Floor Decals/Window Clings	$15.60/NSF	$19.50/NSF	
70127		Misc. Flat Panels	$16.64/NSF	$20.80/NSF	
70128		Billboard Units **	$3,276	$4,095.00	

Prices quoted above are for print-ready graphics. If graphics submitted are not print-ready, additional fees may apply.

Lighting is available as part of the Billboard Unit. If this is desired to be used, electrical must be ordered directly through Mandalay Bay Convention Center Exhibitor Services at an additional cost to the sponsor. The above pricing presumes Shepard installation; if union rules require electrical labor for light installation, additional charges will apply.

** This is an example of a Billboard Unit

Please contact Shepard customer service with any questions at (702) 507-5278

Signature indicates you read and accept the Payment Policy and Terms & Conditions.

There are no exchanges or refunds once item has been delivered to your booth. Cancellations must be received in writing within 14 days prior to first exhibitor move in day.

Rental items found and in use in your booth are subject to "Standard" pricing.

Total: $ _____

8.250% Tax*: $ _____

Amount Due: $ _____

Company Name: _____

Booth # _____

Contact Name _____

Contact Email Address _____

Please Sign ➤

✖ Card Holder Signature

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SIGN SUBMISSION INFORMATION

Please follow these requests, so Shepard can provide the highest of quality signs for your show.

File Submission Media

~ CD-ROM
~ Email attachment (4 mgs or smaller only)
~ FTP (.zip compression), call for FTP information

When sending disks, please label them with the following:
   Exhibitor Co. Name, Booth #, Show Name, Show Date

Artwork Dimensions & Color Specifications

~ All artwork submitted should be created at 100% actual size or in 10% reduction increments (please indicate scale used)
~ Specify target colors as PMS C or U, and send us 100% accurate proofs with your disk. (Color variations may occur due to output devices.)

Acceptable Software & Formats

~ Adobe Illustrator (AI/EPS), InDesign, Photoshop & Acrobat
~ Files should be formatted in high-resolution quality, 100-300 dpi
~ Vector-based artwork preferred with fonts converted to outline

Other Graphic Services Available

~ Artwork/graphic design serivces   (70067)
~ Logo reproduction   (70052)
~ Special artwork mounting   (70069)

Please note: If customer-provided graphic files are not to exact specifications/requirements, a design-time surcharge will apply.

GRAPHIC GUIDELINES

The following guidelines were created to ensure your brand is being showcased professionally and effectively. Please provide these guidelines to your designer to use as a roadmap for designing your graphics and to ensure a seamless transfer of files for print and production. Our talented, in-house design team will provide graphic layout services as needed or upon request.

ARTWORK GUIDELINES

Document Size & Specs

All artwork should be created at 100% size at 150 dpi or in a proportionally scaled down format (ex. 50% at 300 dpi or 25% at 600dpi). *NOTE: Mark artwork to the dimensions it is sized to if not 100%.* All content should be kept within the live area, leave approximately 2" all the way around artwork to ensure sign holder or structure metal does not cut off content.

COLOR

All artwork should be created/supplied in the CMYK color space. Please provide Pantone® colors/HEX code if we need to match a specific color during the printing process. All PMS colors should be converted to CMYK Process Color in the artwork. *NOTE: Converting color from RGB to CMYK will change the vibrancy and the look of some effects, DO NOT design artwork in RGB. Colors may vary due to output devices.*

RGB   CMYK

RGB *What you see on screen.*

CMYK *How it will print.*
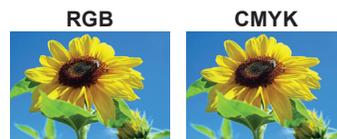
FONTS

If creating artwork in Adobe® InDesign® or Illustrator® there are two options when supplying fonts. Supply us with PC format TTF fonts.

- Change fonts to outlines. This prevents font substitution through layout and production. *REMEMBER: if creating outlines, text is no longer editable.*
- Package the fonts from InDesign or Illustrator (File → Package → Check "Copy Fonts") and submit with your artwork.

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.

PROGRAM	FILE EXTENSION	SPECIAL CONSIDERATIONS
Adobe Acrobat	.pdf	Create using a high-quality output.*
Adobe Illustrator	.ai, .eps	Vector artwork. Images embedded and fonts changed to outlines** or a packaged file.
Adobe InDesign	.indd, .idml	Fonts changed to outlines** or a packaged file.
Adobe Photoshop	.tiff, .psd, .eps	Raster artwork. File should be in CMYK color space.

WE DO NOT ACCEPT: Microsoft® Word®, Excel®, or PowerPoint® files for artwork/graphics.

* Contact your Account Executive, Director of Graphic Services, or designer of the Graphic Services team for instructions.

TIPS & TRICKS
"EMBED & OUTLINE IT"

Not sending native/original files: embed your artwork/images and change your fonts to outlines.**

TIPS & TRICKS
"KEEP IT IN THE BOX"

Keep all copy, logos and images within the "LIVE AREA" of the sign, a minimum of 2 inches from the edge.

ARTWORK FILE TYPES & RESOLUTION

Artwork can be created in several ways. Here are some things to consider.

Vector

Vector-based artwork is resolution independent and can be enlarged or reduced without loss of quality. This is the preferred file type and is most often created in Adobe Illustrator and used for creation of logos and clip art.

Raster

This type of file is resolution dependent and will reproduce poorly if the appropriate file resolution is not supplied. If you supply raster art, it is best to save your artwork in a 1 to 1 (full size) output ratio at 150dpi or higher. Lower resolutions (1MB or smaller) will result in reduced image quality. File size should not exceed 200MB (if possible). Raster images are most often created in Adobe Photoshop® and is most often used for photographic images.

Resolution

Artwork should be 150dpi at 100% scale or 300dpi at half size. This will ensure the artwork remains high resolution when printed at full size. See samples below.

Vector Logo at 200%

Raster Logo at 200%

High Resolution Logo

Low Resolution Logo

SUBMITTING YOUR FILES

Please name your files appropriately for easy identification. Clients should compress information that they transfer electronically (.zip). *NOTE: Please provide a JPEG thumbnail or low resolution PDF of the graphic for the Account Executive to view, this helps when creating/entering orders in our system.*

- External Hard Drive, Thumb Drive
- Email Attachment (5MB or smaller ONLY)
- Large File Transfer Site: DropBox, YouSendIt, WeTransfer, Hightail, etc.
- FTP (MUST COMPRESS FILES .zip or .sit)
  Ask your Account Executive to create a folder for you in the "Dropoff Folder."

  Website:　 files.shepardes.com
  Login:　 sesftp
  Password:　 ftpftp

TIPS & TRICKS
"AVOID DELAYS"

Provide artwork in the required formats!

TIPS & TRICKS
"SAY NO TO WEB IMAGES"

Images pulled from the Internet are not suitable for high quality printing.

TIPS & TRICKS
"WE WANT IT ALL!"

When providing native/original artwork make sure to include these items: fonts, images, document and content.