Shepard

Graphics and Signs

Fastener Fair

Charlotte Convention Center - Charlotte, North Carolina

May 19 - 20, 2020

Discount Deadline   **Monday, April 20, 2020**

Order with complete Payment Authorization and graphic artwork must be received before Discount Deadline date to receive discounted pricing. Additional Rush charges may be applied to orders placed onsite.

Sign prices are based on customer supplying print-ready graphics in the requested format.

Foam Core Signs, Single sided

Qty.	Code	Item	Discount	Regular	Amount
	70009	Vertical, 22" x 28"	$184.25	$239.55	
	70010	Horz., 22" x 28"	$184.25	$239.55	
	70011	Vertical, 28" x 44"	$280.65	$364.85	
	70012	Horz., 28" x 44"	$280.65	$364.85	
	70027	Meterboard, 38.25" x 90.75", trovicil panel	$568.05	$738.45	
	70138	39"x84" Meterboard, Ultraboard	$330.00	$429.00	

Vinyl Banners with Digital Printing

Qty.	Code	Item	Discount	Regular	Amount
	70065	Grommets, per sq. ft.- Vertical	$23.40	$30.40	
	70071	Grommets, per sq. ft. - Horizontal	$23.40	$30.40	
	70066	Pockets, per sq. ft. - Vertical	$25.15	$32.70	
	70072	Pockets, per sq. ft.- Horizontal	$25.15	$32.70	

Please see our **Graphic Guidelines** page for specific file and artwork information.

See our **Graphic Upload** page for a step by step guide on uploading your artwork.

Accessories

Qty.	Code	Item	Discount	Regular	Amount
	70017	Blank Foamcore, 4' x 8'	$50.05	$65.05	
	70021	Velcro, per ft, min. 5 ft.	$3.25	$4.25	
	70004	7" x 44" ID Sign	$55.10	$71.65	
	50094	Floor Easel	$49.40	$64.20	
	50095	22x28 Sign Holder	$112.50	$146.25	
	50508	Cardboard Meterboard base, blk	$22.00	$28.60	

Table Clings   Table clings are made to fit our Pedestal table tops!

Qty.	Code	Item	Discount	Regular	Amount
	70034	36"x36" Rnd Table Cling	$196.00	$254.80	

Submission of this form indicates you read and accept the Payment Policy and Terms & Conditions.

Due to the custom nature of this product, no refunds or cancellations are available once ordered.

Total Graphics:	$
7.250% Tax*:	$
Amount Due:	$

Company Name: _____   Booth # _____

Contact Name _____

Email: _____

Signature: _____

Tax rate subject to change. Tax rate at the time of event will be utilized.

Fastener Fair

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May 19 - 20, 2020

Event Code:	G152000520
email	atlanta@shepardes.com
phone	(404) 720-8600
fax	(404) 720-8755

Upload Deadline   Monday, April 20, 2020

Orders with complete Payment Authorization and graphics must be received before
Upload Deadline date

All graphic files for ordered products should be uploaded to our FTP site.

Address: https://files.shepardes.com/files/FTP%20Files/Drop%20Off/-2020/05_Fastener%20Fair/Exhibitor%20Uploads

Username: sesftp

Password: ftpftp

1 Name your files in this format: Company Name_Booth#_Panel Letter   example: Shepard_1905_A

2 When you are in your show folder, you can either drop and drop your files into the folder to initiate upload
or
You may click the Upload Files button and select the files you need to upload.

3 When upload is complete, email the name of your files to: **atlanta@shepardes.com**
As the subject line use: **"Show Name" FTP Upload**

Failure to follow these steps could result in delayed graphics.

Please see Graphic Guidelines page for file specifications.

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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.

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.

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.

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