



# medtrade

the  
**YOU!**  
experience

**Medtrade**

Georgia World Congress Center - Atlanta, Georgia

October 16 - 17, 2018

Discount Deadline **Tuesday, September 25, 2018**

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

Event Code: G184691018

Connect With  
Us!

email [atlanta@shepardes.com](mailto:atlanta@shepardes.com)  
phone (404) 720-8600  
fax (404) 720-8755  
mail 1531 Carroll Drive, NW  
Atlanta, GA 30318

Sponsorship Production

- Approved artwork should be fully uploaded no later than **Friday, September 14, 2018**. 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 **Friday, September 14, 2018**. 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 **Friday, October 11, 2018**. 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	\$30/NSF	\$37/NSF	
70126		Floor Decals/Window Clings	\$37/NSF	\$46/NSF	
70127		Misc. Flat Panels	\$17/NSF	\$21/NSF	
70128		Billboard Units **	\$3,276.00	\$4,095.00	

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

Overhead rigging for hanging signs is available as part of the Billboard Unit. If this is desired to be used, rigging must be ordered directly through Shepard Exposition at an additional cost to the sponsor using the forms included in this manual. The above pricing presumes Shepard installation.



**\*\* This is an example of a Billboard Unit**

See the next two pages for graphic submission information and graphic guidelines.

Please contact Shepard customer service with any questions at (404) 720-8600

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

All orders cancelled by the exhibitor within 30 days of first day of exhibitor move in day may be subject to cancellation fees up to 100% of the total order, based upon the status of move-in, work performed and/or Shepard set-up costs or expenses. \* All tax rates are subject to change.

Total: \$

8.900% Tax: \$

Amount Due: \$

Company Name: \_\_\_\_\_ Booth # \_\_\_\_\_

Contact Name

Contact Email Address

Please Sign



Card Holder Signature



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## Medtrade

Georgia World Congress Center - Atlanta, Georgia

October 16 - 17, 2018

Upload Deadline **Friday, September 14, 2018**

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

Event Code: G184691018

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Atlanta, GA 30318

Graphic File  
Upload Instructions

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

**Address:** [https://files.shepardes.com/v3/files/FTP%20Files/Drop%20Off/-2018/10\\_Medtrade/Exhibitor%20Upload](https://files.shepardes.com/v3/files/FTP%20Files/Drop%20Off/-2018/10_Medtrade/Exhibitor%20Upload)

**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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Graphic Guidelines

## 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

Adobe Acrobat .pdf  
Adobe Illustrator .ai, .eps

Adobe InDesign .indd, .idml  
Adobe Photoshop .tiff, .psd, .eps

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

### Special Considerations

Create using a high-quality output.\*

Vector artwork. Images embedded and fonts changed to outlines\*\* or a packaged file.

Fonts changed to outlines\*\* or a packaged file.

Raster artwork. File should be in CMYK color space.

## 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

