

DISCOUNT DEADLINE:* MONDAY, JULY 26, 2021

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

Sign prices are based on customer supplying print-ready graphics in the requested format. Please see our Graphic Guidelines page for specific file/artwork information and the Graphic Upload page for a step by step guide on uploading your artwork.

Foam Core Signs, Single Sided

CODE	ITEM	QTY	DISCOUNT	REGULAR	TOTAL
70009	22" x 28" Vertical		\$135.20	\$175.75	
70010	22" x 28" Horizontal		\$135.20	\$175.75	
70011	28" x 44" Vertical		\$281.85	\$366.40	
70012	28" x 44" Horizontal		\$281.85	\$366.40	
70027	38.25" x 90.75" Meter Board, Trovicel Panel		\$570.55	\$741.75	
70138	39" x 84" Meter Board, Ultraboard		\$324.50	\$421.80	

Accessories

CODE	ITEM	QTY	DISCOUNT	REGULAR	TOTAL
70017	4' x 8' Blank Foamcore		\$50.25	\$65.30	
70021	Velcro/per ft. (Minimum of 5')		\$3.20	\$4.20	
70004	7" x 44" ID Sign		\$55.35	\$71.90	
50094	Floor Easel		\$58.45	\$75.95	
50095	22" x 28" Chrome Sign Holder		\$102.75	\$133.60	
50508	Cardboard Meter Board Base, Black		\$21.65	\$28.15	

TOTAL ESTIMATE	\$ _____
TAX (All tax rates are subject to change)	8.38%
AMOUNT DUE	\$ _____

Printed Vinyl Banners (per sq. ft.)

CODE	ITEM	QTY	DISCOUNT	REGULAR	TOTAL
70065	Vertical with Grommets		\$23.45	\$30.45	
70071	Horizontal with Grommets		\$23.45	\$30.45	
70066	Vertical with Pockets		\$25.20	\$32.80	
70072	Horizontal with Pockets		\$25.20	\$32.80	

Table Clings

CODE	ITEM	QTY	DISCOUNT	REGULAR	TOTAL
70034	36" x 36" Round Table Cling Table clings are made to fit our standard pedestal table tops.		\$218.70	\$284.35	

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.

COMPANY NAME: _____ BOOTH NUMBER: _____
 CONTACT NAME: _____
 EMAIL ADDRESS: _____

UPLOADING GRAPHICS 101

ADDING FILES TO THE FTP.

Las Vegas Antique Jewelry & Watch Show

Wynn Las Vegas | Las Vegas, Nevada

L123710821

August 24 - 26,

All graphic files for ordered products should be uploaded to our FTP site. Please see Graphic Guidelines page for detailed file specifications.

Before Sending Files

1. Please name your files for easy identification using the following format:

Company Name_Booth#_Panel Letter

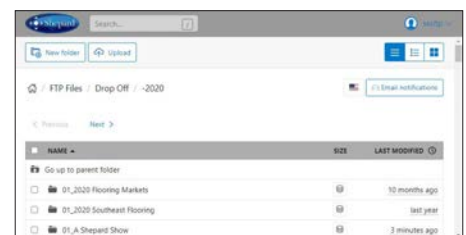
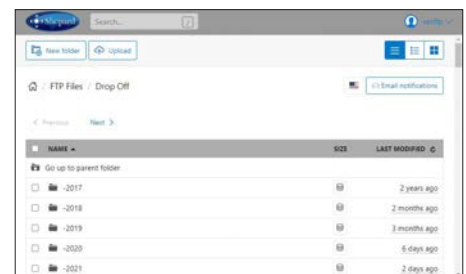
example: Shepard_Booth1905_Panel A.pdf

2. Packaged files should be compressed (.zip) and include document, fonts and images needed.

Submitting Your Files

1. Go to: files.shepardes.com.
2. Login to the FTP site.
User Name = sesftp
Password = ftpftp
3. Click the **Go to Files** button.
4. Select the "Drop Off" folder.
5. Navigate to the show folder using the following path:
Year → Month → Show Name → Exhibitor Uploads
example: 2020 → 01_Shepard Show → Exhibitor Uploads
6. Upload files by drag and drop OR by selecting the **Upload** button and browse to the files you want to upload.
NOTE: You can create additional folders using the New Folder button to help with organizing uploads. Be careful when doing this, as you can not delete these.
7. When upload is complete, email the name of your files to:
orders@shepardes.com with the subject line: "Show Name" FTP Upload.

Failure to follow these steps could result in delayed graphics.



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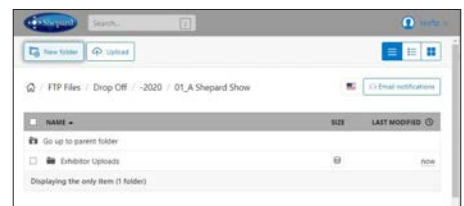
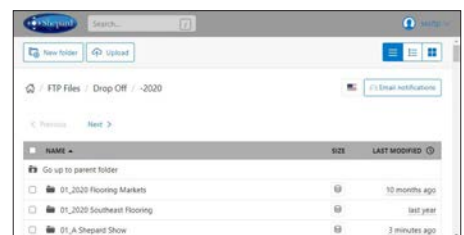
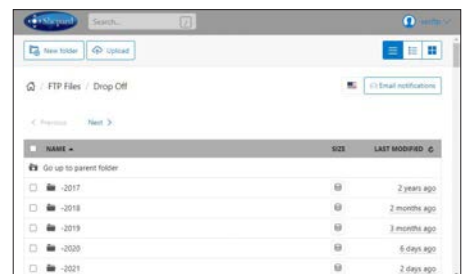
example: Shepard_Booth1905_Panel A.pdf

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Submitting Your Files

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SHEPARD GRAPHIC GUIDELINES

DIRECT TO SUBSTRATE PRINTING.

Ensure your brand is professionally showcased.
With Shepard, You Can.





Our talented, in-house design team provides graphic layout services to ensure a seamless transfer of files for print and production. If files are being provided, please provide these guidelines to your designer to use as a roadmap for designing and submitting graphics.

Document Size & Specs

- All artwork should be created at 100% size at 150 dpi or in a proportionally scaled down format.
examples: 50% at 300 dpi OR 25% at 600 dpi
- Please mark artwork size if scaled down.
example: DESIGNED AT 50%
- 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.
- When working between Adobe programs, DO NOT copy & paste objects from Illustrator to InDesign files. This causes objects to not print correctly. Save elements from Illustrator and place them in InDesign.

Acceptable File Formats

Shepard uses the most current version of Adobe Creative Cloud®. If providing native files from another version, please also provide an .idml file. **WE DO NOT ACCEPT:** Microsoft® Word®, Excel®, or PowerPoint® files.

PROGRAM	FILE EXTENSION	SPECIAL CONSIDERATIONS
 Acrobat	.pdf	Must be high resolution with fonts embedded.
 InDesign	.indd or .idml	Images embedded and fonts changed to outlines or send a packaged file with fonts and images.
 Illustrator	.ai or .eps	Vector artwork. Images embedded and fonts changed to outlines or send a packaged file with fonts and images.
 Photoshop	.psd .tiff .jpeg .eps	Raster artwork. Must be built in CMYK color space.

Color

- Artwork must be created in the **CMYK color space**.
- If **PMS color matching** is required during the printing process, please **use Pantone®+ Solid Coated swatches** in your artwork.
- 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 Color Space.



CMYK Color Space.

Fonts & Links

If creating artwork in Adobe® InDesign® or Illustrator® there are two options when supplying fonts.

- **Change fonts to outlines.** This prevents fonts defaulting or being substituted throughout the layout and production process. *REMEMBER: if creating outlines, text is no longer editable.*
- **Package the fonts.** From InDesign or Illustrator select File → Package → Check “Copy Fonts” and submit PC format TTF fonts or OTF fonts with your artwork.
- **Package the links.** From InDesign or Illustrator select File → Package → Check “Copy Linked Graphics” and submit all images with your artwork.

SHEPARD GRAPHIC GUIDELINES

CONTINUED

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 Illustrator and used for creation of logos and icons.

Raster

- Raster-based artwork is resolution dependent and will reproduce poorly if the appropriate file resolution is not supplied correctly.
- If supplying raster art, it is best to save your artwork in a 1 to 1 (full size) output ratio at 150 dpi 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 Photoshop and is most often used for photographic images.



Vector Logo at 100% scale.



Vector Logo at 200% scale.



Raster Logo at 100% scale.



Raster Logo at 200% scale.

Resolution

- Artwork should scale to 150 dpi at 100% scale to ensure the artwork remains high resolution when printed at full size. See examples and samples below.

*examples: 1:1 or 100% - resolution no less than 150 dpi
2:1 or 50% - resolution no less than 300 dpi
4:1 or 25% - resolution no less than 600 dpi*

- Images pulled from the Internet are NOT suitable for high quality, large format printing. These images are low resolution and will not reproduce well.
- Verify resolution by viewing artwork on the screen at full size in high definition. Observe image from different distances away, artwork is typically view from a couple feet away.

Before Sending Files

- Please name your files appropriately for easy identification.

*examples: Poster_22x28.pdf
Panel A_1920x898_Qty3.pdf
Shepard_Booth1905_Panel A.pdf*

- 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.

Submitting Your Files

- **FTP.** Ask your Account Executive to create a folder in the "Dropoff Folder." Packaged files should be compressed (.zip).

Website: files.shepardes.com

Login: **sesftp**

Password: **ftpftp**

- **Email Attachment.** MAXIMUM SIZE: 10MB
- **Large File Transfer Site.** DropBox, YouSendIt, WeTransfer, Hightail, etc.

METHOD OF PAYMENT

Las Vegas Antique Jewelry & Watch Show

Wynn Las Vegas | Las Vegas, Nevada

L123710821

August 24 - 26,

Please review the information and complete your payment information online.

You may choose to pay by credit card, check payable to Shepard Exposition Services, or bank wire transfer, however, we require your credit card authorization to be on file before we process your order(s) for service. **For your convenience, we will use your online credit card information to charge your credit card account for any additional amounts incurred as a result of show site orders placed by your representative including material handling and logistics charges for shipments received on your company's behalf and any unpaid balance due for Shepard services.** Credits for services will be issued at show site only.

Shepard no longer accepts cash payments for any Shepard Services. Once a payment is processed by credit card, any changes to the payment method will be charged a fee of 5% of the total invoice. 10010-Change Of Payment Method Transaction Fee

Shepard Exposition Services only accepts payment information electronically. Place your order online with Shepard or follow the steps below to provide your payment information electronically and submit your order forms.

Complete your payment information online.

Login to your account at <https://www.shepardes.com/payment-methods> and choose the event you are submitting payment for.

Discount Pricing Deadlines

Orders received without payment or after the discount price deadline will be charged at the standard price.

Online: Tuesday, August 3, 2021 All paid orders placed online prior to the deadline date.

Discount Deadline: Tuesday, August 3, 2021 All paid orders placed via pdf prior to the deadline date.

ACH/Wire Transfers

You may choose to pay by Check or ACH/Wire Transfer, however a credit card is required on file to process all orders.

In order to accurately process the transfer of funds from your account, please complete the following information and email it along with a copy of the wire receipt to the email printed on the header of this page. A \$50 service charge will be added for processing checks drawn on foreign banks. A \$25 service charge will be added for processing U.S. wire transfers. \$50 service charge for international wire transfers.

The following information must be included on the bank copy of the wire transfer confirmation:

NAME OF SHOW BEING ATTENDED: **Las Vegas Antique Jewelry & Watch Show**

EVENT CODE: **L123710821**

EXHIBITING COMPANY NAME: _____ BOOTH NUMBER: _____

Account Name: Shepard Exposition Services, Inc.	Routing Number: 041000124	SWIFT CODE (US): PNCCUS33	Please include the show name, event code and your booth number if you are sending a physical check.
Bank Name: PNC Bank N.A., Pittsburgh, PA 15219 USA	Account Number: 42-6061-9772	SWIFT CODE (INTL): PNCCUS33	

TAX EXEMPT? Please submit tax exemption certificate to: orders@shepardes.com. If you are tax exempt, you must provide a tax exemption certificate for the state in which the event is being held.