

## USITT Conference & Stage Expo

George R. Brown Convention Center - Houston, TX

April 2 - 5, 2020

**Order Deadline Tuesday, March 3, 2020**

Order with full payment and graphic files must be received by Order Deadline Date above. Orders received after deadline date may not be available.

Event Code: T100590420  
 email: [exhibits@shepardes.com](mailto:exhibits@shepardes.com)  
 phone: (832) 799-5700  
 fax: (832) 415-0517

## Attention Getting • High Visibility • Great Branding Easy • Cost Effective Rental • Durable Dye Sublimation Graphics



CIRCLE DESIGN		HSC10	HSC16
Code	Size	Discount*	Regular
69140	10' x 48"	\$5,873.10	\$7,635.05
69142	16' x 48"	\$9,334.25	\$12,134.55



SQUARE DESIGN		HSS10	
Code	Size	Discount*	Regular
69143	10' x 48"	\$7,141.65	\$9,284.15



TRIANGULAR DESIGN		HST10	
Code	Size	Discount*	Regular
69144	10' x 48"	\$5,779.05	\$7,512.75



WAVE DESIGN		HSWS	HSWD
Code	Size	Discount*	Regular
69145	10' x 48" Single	\$2,545.05	\$3,308.55
69146	10' x 48" Double	\$3,386.65	\$4,402.65

- All Rentals Include:**
- Dye sublimation printed fabric pillow case**
- Rental frame**
- Blockout liner**
- Basic harness**
- Weights under 75 pounds**
- Rigging not included**

Graphics must be received prior to the Order Deadline date to receive discount pricing. See Graphic Guidelines for file specifications and Graphic Uploads for file submissions.

**Don't forget to also place an order for building and hanging your sign!**

Submission of this form 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 Hanging Sign Rental: \$ \_\_\_\_\_  
 8.250% Tax\*: \$ \_\_\_\_\_  
 Amount Due: \$ \_\_\_\_\_

Company Name: \_\_\_\_\_ Booth # \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Signature: \_\_\_\_\_

**HANGING SIGN:** If you have a sign or anything (truss, etc.) that has been approved to hang from the ceiling, **send it to the advance shipping warehouse** address. Hanging items must be identified and readily available since they are installed first, before the show floor becomes encumbered by freight.

Print at least one label for each box. Include the exhibiting company name and booth number. If you are creating your own labels, make sure the same information below is on your labels.

<b>R U S H</b>	<b>ADVANCE WAREHOUSE HANGING SIGN</b>	
	To: _____	(EXHIBITING CO. NAME)
	Booth #: _____	c/o Shepard Exposition Services 10001 Fannin Street Houston, TX 77045 Delivery Hours: M-F, 8-4:30 PM
	For: _____	USITT Conference & Stage Expo First day freight can arrive w/o a surcharge: <b>March 5, 2020</b> Last day freight can arrive w/o a surcharge: <b>March 24, 2020</b>

<b>R U S H</b>	<b>ADVANCE WAREHOUSE HANGING SIGN</b>	
	To: _____	(EXHIBITING CO. NAME)
	Booth #: _____	c/o Shepard Exposition Services 10001 Fannin Street Houston, TX 77045 Delivery Hours: M-F, 8-4:30 PM
	For: _____	USITT Conference & Stage Expo First day freight can arrive w/o a surcharge: <b>March 5, 2020</b> Last day freight can arrive w/o a surcharge: <b>March 24, 2020</b>



**USITT Conference & Stage Expo**

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April 2 - 5, 2020

**Deadline: Thursday, March 12, 2020**

Event Code:	T100590420
email	<a href="mailto:houston@shepardes.com">houston@shepardes.com</a>
phone	(832) 799-5700
fax	(832) 415-0517

**This form must be completed for all suspended structures. Please include the completed form with your hanging sign order forms.**

As the contracted exhibitor, the display house or builder for the below exhibitor, I do hereby certify and guarantee that the stress points for the hanging structure have been properly engineered and tested. We further certify that the structure can be hung safely and has been constructed to meet all applicable regulations and safety measures. We hereby release, indemnify and forever hold harmless the following:

**USITT Conference & Stage Expo  
George R. Brown Convention Center  
Shepard Exposition Services**

along with their subsidiaries, their directors, officers, employees, representatives, agents and contractors from and against any and all liability, claims, damage, loss, fines, or penalties arising from the installation, use or dismantling of this structure. All hang points supporting in excess of 200 lbs. may be verified (metered) on site at the exhibitor's expense.

**Exhibiting Company** \_\_\_\_\_

**Authorized Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Authorized Name (printed)** \_\_\_\_\_

**Email** \_\_\_\_\_

**Display House/Builder (if applicable)** \_\_\_\_\_

**Authorized Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Authorized Name (printed)** \_\_\_\_\_

**Email** \_\_\_\_\_

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fax	(832) 415-0517

**Things to Know!**

All signs must be designed to comply with Show Organizer rules and regulations and facility limitations.

**Shepard** is responsible for **assembly, installation, and removal** of all hanging signs, overhead truss, attachment and removal of light fixtures for truss and lights, as well as any additional installation required for chain motors, span sets or other packages.

**Only Shepard personnel are allowed in aerial lifts or operate mechanical equipment.**

**Only** Shepard certified riggers can install and remove any and all hanging materials that will be flown overhead.

**All signs**, with the exception of banners, must have structural rigging points and signs exceeding 200 pounds must **include detailed construction plans** with a current structural engineer's stamp. Send these plans to Customer Service in advance of the first day of move in.

**Include engineer-stamped drawings** with hanging instructions as well as a set of assembly instructions (placement/orientation/height from floor) with the order. Shepard accepts no liability for any work completed without such instructions, when required.

If your sign requires electricity, make sure it is in working order and in accordance with the National Electric Code. Overhead Signs should be sent in a separate container directly to the **advance warehouse** using the **Advance Hanging Sign Shipping Label**.

Additional charges may be applied by Shepard due to regulations at the facility, weight limits, union jurisdictions, facility contracts, and in house providers. Including but not limited to: spanner truss for load points, additional labor for power and/or lighting specifics, additional materials, facility pick point ceiling fees, facility and/or in house exclusive labor charges, etc.

**Hanging Sign Checklist**

- Complete and Submit Payment Authorization Form
- Order Assembly labor to have your sign built by Shepard Certified Riggers
- Order Rigging Install and Removal labor for all Hanging Signs, Truss and Motors
- Order necessary Chain Motors, Rotating Motors and Truss
- Place electrical orders (if necessary)
- Submit Diagrams with orientation, dimensions and placement for ALL materials that will be flown overhead.
- Package Hanging Sign(s) in a separate container from exhibit materials
- Label Hanging Sign(s) using the Hanging Sign Shipping Label from this service manual
- Ship Hanging Sign(s) to the Advance Warehouse by: **Tuesday, March 24, 2020**

**Have questions or need more help? Our knowledgeable staff is ready to assist...give us a call!**



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**Discount Deadline Tuesday, March 3, 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.

Event Code:

T100590420

email

houston@shepardes.com

phone

(832) 799-5700

fax

(832) 415-0517

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

**Foam Core Signs, Single sided**

**Vinyl Banners with Digital Printing**

Qty.	Code	Item	Discount	Regular	Amount	Qty.	Code	Item	Discount	Regular	Amount
	70009	Vertical, 22" x 28"	\$192.60	\$250.40			70065	Grommets, per sq. ft.- Vertical	\$24.45	\$31.80	
	70010	Horz., 22" x 28"	\$192.60	\$250.40			70071	Grommets, per sq. ft. - Horizontal	\$24.45	\$31.80	
	70011	Vertical, 28" x 44"	\$293.40	\$381.40			70066	Pockets, per sq. ft. - Vertical	\$26.30	\$34.20	
	70012	Horz., 28" x 44"	\$293.40	\$381.40			70072	Pockets, per sq. ft.- Horizontal	\$26.30	\$34.20	
	70027	Meterboard, 38.25" x 90.75", trovicil panel	\$593.85	\$772.00							
	70138	39"x84" Meterboard, Ultraboard	\$345.00	\$448.50							

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'	\$52.30	\$68.00	
	70021	Velcro, per ft, min. 5 ft.	\$3.40	\$4.40	
	70004	7" x 44" ID Sign	\$57.60	\$74.90	
	50094	Floor Easel	\$51.65	\$67.15	
	50095	22x28 Sign Holder	\$117.60	\$152.90	
	50508	Cardboard Meterboard base, blk	\$23.00	\$29.90	

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

Qty.	Code	Item	Discount	Regular	Amount
	70034	36"x36" Rnd Table Cling	\$204.95	\$266.45	

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: \$ \_\_\_\_\_

8.250% Tax\*: \$ \_\_\_\_\_

Amount Due: \$ \_\_\_\_\_

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

Contact Name \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_



### USITT Conference & Stage Expo

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**Upload Deadline Tuesday, March 3, 2020**

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

Event Code:

T100590420

email

[houston@shepardes.com](mailto:houston@shepardes.com)

phone

(832) 799-5700

fax

(832) 415-0517

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

**Address: [https://files.shepardes.com/files/FTP%20Files/Drop%20Off/-2020/04\\_USITT/EXHIBITOR%20UPLOADS](https://files.shepardes.com/files/FTP%20Files/Drop%20Off/-2020/04_USITT/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: **[houston@shepardes.com](mailto:houston@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.

