



BusCon

Indiana Convention Center - Indianapolis, Indiana

October 2 - 3, 2018

Discount Deadline **Tuesday, September 11, 2018**

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

Event Code: I110891018

Connect With Us! email Indianapolis@shepardes.com
 phone (317) 677-1235
 fax (317) 389-5524
 mail 6101 West 80th Street
 Indianapolis, IN 46278

Executive Accessories

Desks, Credenzas, Files, Bookcases

Qty.	Item	Discount	Regular	Amount
	CR8-Madison Credenza, Grey	\$621.00	\$807.30	
	JD8-Madison Executive Desk, Grey	\$733.70	\$953.80	
	BC8-Madison Bookcase, Grey	\$531.30	\$690.70	
	TECH3B-Tech Desk w/drawers- Powered!	\$673.90	\$876.05	
	TECH-Tech Desk- Powered	\$545.10	\$708.65	
	TECH3-3-drawer File Cbnt w/Casto	\$179.40	\$233.20	

Have a **Powered** product? Order the Adapter to make charging easy!

Product Display- Pedestals

	PDL36B-Ped, Locking- Powered!	\$609.50	\$792.35	
	PDL42B-Ped, Locking- Powered!	\$722.20	\$938.85	
	PDL36W-Ped, Locking- Powered!	\$609.50	\$792.35	
	PDL42W-Ped, Locking- Powered!	\$722.20	\$938.85	

Chargers and Adapters

Qty.	Item	Discount	Regular	Amount
	ADAPT B-Charging Adapter, black	\$29.90	\$38.85	
	ADAPT W-Charging Adapter, white	\$29.90	\$38.85	

Product Display- Shelving

	PSHCCS-Posh Shelving	\$623.30	\$810.30	
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Refrigerators

	R1R-White 14 Cubic Feet	\$1,048.80	\$1,363.45	
	R1Q-White 4 Cubic Feet	\$368.00	\$478.40	

Lamps

	LA15-Mason Silver Floor Lamp	\$266.80	\$346.85	
	LA14-Mason Silver Table Lamp	\$174.80	\$227.25	

Mobile Tablet Stands

	TBSTDW-Mobile Tablet Stand, Black	\$170.20	\$221.25	
	TBSTND-Mobile Tablet Stand, White	\$170.20	\$221.25	

Mobile Tablet Accessories*

	TBBCHR-Tablet, brochure holder	\$78.20	\$101.65	
	TBSHLF-Tablet, charging shelf	\$78.20	\$101.65	
	TBPNTN-Tablet, print stand	\$78.20	\$101.65	

Work & Multi-Use Tables

	MERLIN-Multi Use Table	\$416.30	\$541.20	
	WD3-Work Table	\$400.20	\$520.25	

Ordering Tablet Accessories?
Don't forget to also order the Tablet Stand!

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 "Regular" pricing.

Total Exec Accessories: \$ _____
 7.000% Tax*: \$ _____
 Amount Due: \$ _____

Company Name: _____ Booth# _____

Contact Name

Contact Email Address



Card Holder Signature



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Discount Deadline **Friday, August 31, 2018**

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

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Graphics and Signs

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"	\$175.10	\$227.65	
	70010	Horz., 22" x 28"	\$175.10	\$227.65	
	70011	Vertical, 28" x 44"	\$266.75	\$346.80	
	70012	Horz., 28" x 44"	\$266.75	\$346.80	
	70025	Meterboard, 39" x 90.75"	\$539.85	\$701.80	

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.

Vinyl Banners with Digital Printing

Qty.	Code	Item	Discount	Regular	Amount
	70065	Grommets, per sq. ft.- Vertical	\$22.20	\$28.85	
	70071	Grommets, per sq. ft. - Horizontal	\$22.20	\$28.85	
	70066	Pockets, per sq. ft. - Vertical	\$23.85	\$31.00	
	70072	Pockets, per sq. ft.- Horizontal	\$23.85	\$31.00	

Accessories

Qty.	Code	Item	Discount	Regular	Amount
	70017	Blank Foamcore, 4' x 8'	\$47.55	\$61.80	
	70021	Velcro, per ft, min. 5 ft.	\$3.10	\$4.05	
	70004	7" x 44" ID Sign	\$52.40	\$68.10	
	50094	Floor Easel	\$46.90	\$60.95	
	50095	22x28 Sign Holder	\$106.90	\$138.95	

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

Qty.	Code	Item	Discount	Regular	Amount
	70034	36"x36" Rnd Table Cling	\$186.30	\$242.20	

Signature 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.

Total Graphics: \$ _____
7.000% Tax*: \$ _____
Amount Due: \$ _____

Company Name: _____

BOOTH: _____

Contact Name

Contact Email Address



X
Card Holder Signature



BusCon

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October 2 - 3, 2018

Upload Deadline **Friday, August 31, 2018**

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

Event Code: I110891018

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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_BusCon/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: **Indianapolis@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
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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





Hanging Rental Signs

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Order Deadline **Friday, August 31, 2018**

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

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Attention Getting • High Visibility • Great Branding

Easy • Cost Effective Rental • Durable Dye Sublimation Graphics



CIRCLE DESIGN

Code	Size	Discount*	Regular
69140	10' x 48"	\$5,339.15	\$6,940.90
69142	16' x 48"	\$8,485.70	\$11,031.40



SQUARE DESIGN

Code	Size	Discount*	Regular
69143	10' x 48"	\$6,492.45	\$8,440.20



TRIANGULAR DESIGN

Code	Size	Discount*	Regular
69144	10' x 48"	\$5,253.65	\$6,829.75



WAVE DESIGN

Code	Size	Discount*	Regular
69145	48" Single	\$2,313.70	\$3,007.80
69146	48" Double	\$3,078.80	\$4,002.45

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 Discount 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 hanging your sign!

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 Hanging Sign Rental: \$ _____
 7.000% Tax*: \$ _____
 Amount Due: \$ _____

Company Name: _____ Booth # _____

Contact Name

Contact Email Address



Card Holder Signature