

# atd2020 LEARNING NEVER PEAKS

## INTERNATIONAL CONFERENCE & EXPO

### TOTE BAG INSERT GUIDELINES

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Please follow the instructions below **if you are a Platinum Sponsor or have purchased a tote bag insert sponsorship**. If you wish to purchase a tote bag insert sponsorship, contact your Sales Account Executive.

- Final day to submit insert sample to ATD for approval .....April 10
  - Inserts Due to ATD Mail House .....April 24
1. An electronic version of the item must be emailed to [expo@td.org](mailto:expo@td.org) by Friday, April 10, for ATD approval.
  2. Brochures and flyers must be 8" x 11" or smaller in size. Items such as packets of gum, pens, note pads, and so on are generally approved, as long as they are smaller than the dimensions indicated.
  3. Please follow the artwork guidelines below.
  4. For planning and budgeting purposes, 11,500 inserts will be required.
  5. For planning and budgeting purposes, inserts will be shipped to Alexandria, VA. The complete shipping address will be given upon approval.

#### Artwork Guidelines

All mailers must be approved by ATD. Following these artwork guidelines will save time and money!

#### Logo Usage

1. The ATD logo is not permitted for use at any time.
2. The official conference logo (provided by ATD) for exhibitors and sponsors is permitted on your organization's website and print marketing pieces. Any print pieces must be approved by ATD.

#### Association Name

When referencing the association name, it should be stated as:

ATD or Association for Talent Development

### **Conference Name**

When referencing the conference name, it should be stated as:

1. ATD [YEAR] International Conference & Exposition or ATD [YEAR]

*Examples:* **ATD 2020 International Conference & Exposition** or **ATD 2020**

*Note:* Do not abbreviate the conference name to “ICE” or “ATD International”

### **ATD Misrepresentation and Affiliations**

Organizations should not make any false claims to be a partner or affiliate of ATD.