

FEBRUARY 6-8, WEST PALM BEACH, FL



## TOTE BAG INSERT GUIDELINES

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Please use the following instructions if you are a Gold or Silver Sponsor or have purchased a tote bag insert sponsorship. *If you wish to purchase a tote bag insert sponsorship, contact your sales associate (contact information can be found on the **Conference Contacts** page).*

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|-------------------------------------------------------------------------------|--------------------|
| <input type="checkbox"/> Final day to submit sample to ATD for approval ..... | <b>December 14</b> |
| <input type="checkbox"/> Due to Mail House .....                              | <b>December 28</b> |

1. An electronic version of the item must be sent to ATD for approval by **Friday, December 14.**

Email: [expo@td.org](mailto:expo@td.org)

2. Brochures and flyers must be 8"x11" or smaller. Items such as packets of gum, pens, notepads, and so on are generally approved, as long as they are smaller than the dimensions indicated.
3. Please adhere to the following artwork guidelines:

### Artwork Guidelines

All mailers must be approved by ATD.

### 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 the 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 2019 International Conference & Exposition** or **ATD 2019***

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

2. ATD TechKnowledge™ [YEAR] or TK [YEAR]

*Examples: **ATD TechKnowledge™ 2019** or **TK 2019**.*

## **ATD Misrepresentation and Affiliations**

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