



TOTE BAG INSERT GUIDELINES

Please use the following instructions 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 associate.*

- Final day to submit sample to ATD for approval April 3, 2019
- Due to Mail House April 17, 2019

1. An electronic version of the item must be sent to ATD for approval by Wednesday, April 3.
Email: Joong Kim, expo@td.org.
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 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.