

# TOTE BAG INSERT GUIDELINES

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 25\*  
Inserts Due to ATD Warehouse May 9\*\*

\*An electronic version of the item must be uploaded to the [Exhibitor & Sponsor Portal](#) by Friday, April 25<sup>th</sup>, for ATD approval.

\*\* Inserts cannot arrive prior to April 18

- Brochures and flyers must be 8.5" 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.
- Please follow the artwork guidelines below.
- For planning and budgeting purposes, you will need to provide 9,500 inserts

## Artwork Guidelines

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

### Logo Usage

The ATD logo is not permitted for use at any time.

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 ATD [YEAR] International Conference & EXPO or ATD[YEAR]. Please do not abbreviate the conference name to "ICE" or "ATD International". *Examples:* ATD 2025 International Conference & EXPO, ATD25

### **ATD Misrepresentation and Affiliations**

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