



## Graphics Guide for 2009 FTTH Conference & Expo

### Table of Contents

<b>ELECTRONIC DOCUMENTS</b> .....	2
Conference E-Newsletter Banner .....	2
Dedicated E-Mail Blast (Pre/Post Conference) .....	2
On-Site Daily E-Newsletter : .....	2
Horizontal Banner Ad:.....	3
On-Site Daily E-Newsletter Electronic Insert:.....	3
<b>PRINT DOCUMENTS</b> .....	3
Expo Guide: .....	3
<b>GRAPHIC SPECIFICATIONS FOR PRINT DOCUMENTS</b> .....	3
<b>SIGNAGE</b> .....	4
Signage Locations – Client Provided Conference Signage .....	4
Guidelines for Submitting Graphics Artwork – Saddle Banners, Expo Meeting Room Banner.....	4
How and where to send Artwork: .....	5
<b>SHIPPING INFORMATION</b> .....	5
To the Freeman Warehouse .....	5
To the George R Brown Convention Center.....	6
<b>UPLOAD TO FTTH Council FTP SITE – FTTH Council URL</b> .....	6
Appendix A – Shipping Labels	
Appendix B – Material Handling forms	

## Graphics Guide for 2009 FTTH Conference & Expo

### Deadline Summary

<b>July 17</b>	All graphics for print and signage
<b>Ship Between: August 28-September 22</b>	Material shipping deadline to Freeman Warehouse

## ELECTRONIC DOCUMENTS

### Conference E-Newsletter Banner

**Material deadline: minimum 14 days prior to scheduled E-Newsletter send date**

<u>Issue</u>	<u>Due Date</u>
July 23	July 10, 2009
August 13	July 30, 2009
September 3	August 20, 2009
September 17	September 3, 2009

#### **JPG file – low resolution**

**Dimensions: 460W X 90H pixels**

Contact **Tina Hughes** for information. [tina@legendconferences.com](mailto:tina@legendconferences.com) or 613-226-9988 x6

### Dedicated E-Mail Blast (Pre/Post Conference)

**Material deadline: 14 days prior to your scheduled send date**

Please contact **Tina Hughes** to discuss your email blast before **August 31, 2009**. We can offer a template to assist you in the preparation of your message or you can provide a finished version in HTML. We will require a final copy version along with all HTML files and graphic images.

- ❖ Max Dimensions: Width – 682 pixels X Height – 808 pixels
- ❖ Minimum Dimensions: Width – 600 pixels X Height – 300 pixels (This is a basic postcard/invitation size layout).
- ❖ If you would like to add embedded video or flash please contact Ellen MacDonald at [Ellen@legendconferences.com](mailto:Ellen@legendconferences.com).

#### **JPG file – low resolution**

**Or HTML coded file**

### On-Site Daily E-Newsletter :

\*On-Site Daily Newsletter will be a 4 color electronic publication. Please provide URL clickable link.

#### ❖ **Publication Days:**

Monday September 28, 2009

Tuesday September 29, 2009

Wednesday September 30, 2009

## Horizontal Banner Ad:

**Material deadline: September 04, 2009**

Location / Size

Inside A	7.5" x 1.5"
Inside B	7.5" x 1.5"
Back Cover	7.5" x 1.5"

## On-Site Daily E-Newsletter Electronic Insert:

**Material deadline: September 04, 2009**

- ❖ Max Dimensions: Width – 682 pixels X Height – 808 pixels
- ❖ Minimum Dimensions: Width – 600 pixels X Height – 300 pixels (This is a basic postcard/invitation size layout).
- ❖ If you would like to add embedded video or flash please contact [Ellen@legendconferences.com](mailto:Ellen@legendconferences.com).
- ❖ Content and production is the responsibility of the advertiser/sponsor
- ❖ Client supplied insert must be provided in a PDF format and sent to the attention of Tina Hughes at [tina@legendconferences.com](mailto:tina@legendconferences.com) by **Friday, September 4, 2009.**
- ❖ **FTTH Council reserves the right to approve all inserts prior to distribution.**

## PRINT DOCUMENTS

### Expo Guide:

**Material deadline: July 17, 2009**

Program Guide will be a 4-color publication

#### **Ad Size / Location**

1/2 page – Full Bleed	4.875"H x 7.25"W
Full page – Full bleed	8.5"H x 11"W
Tab – Full bleed	8.5"H x 11"W
Inside Front or Back cover – Full bleed	8.5"H x 11"W
Outside Back cover – Full bleed	8.5"H x 11"W

Note: Bleeds are required, please have final files allow for a 0.25" bleed all around.

[Graphic specifications](#) listed below.

## GRAPHIC SPECIFICATIONS FOR PRINT DOCUMENTS

Please supply files in one of the following electronic formats:

- Note:
- all files should be press ready, with a minimum resolution of 300 dpi, full size.
  - If bleeds are used, final art should allow for a 0.25" bleed, per side
  - DO NOT SEND the following file types: GIF, .doc .ppt .EXE or .SEA, tif

Acceptable file formats:

- Adobe - Illustrator, InDesign, Photoshop
  - If sending an Illustrator file, all text should be converted to outline
- Adobe Acrobat PDF files
  - PDF files must be created as a - High Quality Print - or - Press Quality - file.

#### **How and where to send Artwork:**

##### ❖ **IF UNDER 10 MG**

- ❖ E-mail Zip file to [tina@legendconferences.com](mailto:tina@legendconferences.com)
- ❖ Make Reference: i.e. program guide artwork, on-site daily news banner artwork, on site-daily news insert artwork, signage artwork in the subject line.

##### ❖ **IF OVER 10 mg**

\*\*\*\*\* [SEE FTP instructions below – FTTH Council URL for more instructions](#)

When uploading files, please contact [tina@legendconferences.com](mailto:tina@legendconferences.com) to notify us of the upload.

## SIGNAGE

### **Signage Locations – Client Provided Conference Signage**

**Approval of client provided signage - deadline: September 4, 2009**  
**Signage delivered to Conference Organizers – deadline: September 26, 2009**

- ❖ Signage locations will be assigned by the conference organizer. And will be placed for the duration of the conference.
- ❖ The 2009 FTTH Conference and Expo assumes no liability for loss or damage to the signage locations provided. Standard Commercial Banner stands are considered acceptable. Dimensions should not exceed 4' x 8'.
- ❖ FTTH Conference Organizers must approve client provided conference signage no later than **September 4, 2009**
- ❖ Client provided signage to be delivered to Conference Organizers no later than Saturday, **September 26, 2009**.

### **Guidelines for Submitting Graphics Artwork – Saddle Banners, Expo Meeting Room Banner**

**Material deadline: July 17, 2009**

Minimum requirements for full reproduction of Artwork\* exactly as provided 300 dpi resolution at the full size of actual finished product

- ❖ All related PMS and/or CMYK color codes
- ❖ Accurate color proof print of artwork
- ❖ Contact name, phone number and email address or Art creator (if applicable)
- ❖ "Vector" type files must include all fonts, or convert fonts to outlines or paths
- ❖ Software formats: saved in their native format
  - o Adobe (Illustrator, InDesign, and Photoshop)
- ❖ DO NOT SEND the following file types: GIF, .doc .ppt .EXE or .SEA, tif

**How and where to send Artwork:**

❖ **IF UNDER 10 MG**

❖ E-mail Zip file to [tina@legendconferences.com](mailto:tina@legendconferences.com)

Make Reference: i.e. type of signage artwork in the email subject line.

❖ **IF OVER 10 mg**

\*\*\*\*\***SEE FTP instructions below – FTTH Council URL for more instructions**

When uploading files, please contact [tina@legendconferences.com](mailto:tina@legendconferences.com) to notify us of the upload.

**SHIPPING INFORMATION**

**To the Freeman Warehouse**

❖ For shipments arriving **after August 28, 2009 and before September 22, 2009**

**Freeman Warehouse shipping address:** (Actual shipping labels available at the end of this document)

Advertising Company Name \_\_\_\_\_

**Reference Item:**

Promo Items \_\_\_\_\_

Conference bag insert \_\_\_\_\_

Sponsor Provided Signage \_\_\_\_\_

**2009 FTTH CONFERENCE & EXPO**

c/o Freeman  
2200 Cavalcade  
Houston, TX 77009

Freeman will accept crated, boxed, or skidded materials ***beginning Friday, August 28, 2009 at the above address. Material arriving after Tuesday, September 22, 2008 will be received at the warehouse with an additional "after deadline charge".***

**RECOMMENDATION: If shipping multiple items please group them together to assist in reducing your material handling charges.**

**Labels and costing may be found on last few pages of this document, if you require further information on shipping, please contact Freeman at 713-433-2400 or email FreemanHoustonES@freemanco.com**

❖ For shipments arriving between **September 23-24, 2009\*** at the Freeman Warehouse, these items will be received however, with an "after deadline charge". **No shipments** will be accepted at the warehouse on **September 7, 2009 or September 25, 2009.**

**\*THIS IS NOT THE RECOMMENDED SHIPPING DATE  
ALTERNATIVE!**

## **To the George R Brown Convention Center**

- ❖ For shipments arriving **between September 26, 2009 (after 2PM) thru Wednesday September 30, 2009** are to be sent to the George R. Brown Convention Center to the attention of Freeman.

**Show site shipping address:** (Actual shipping labels available at the end of this document)

Advertising Company Name \_\_\_\_\_

**Reference Item:**

Promo Items \_\_\_\_\_

Conference bag insert \_\_\_\_\_

Sponsor Provided Signage \_\_\_\_\_

### **2009 FTTH CONFERENCE & EXPO**

c/o Freeman

George R Brown Convention Center

1001 Avenida De Las Americas, Hall E

Houston, TX 77010

***Freeman will receive shipments at the exhibit facility beginning Saturday, September 26, 2009 after 2:00PM. Shipments arriving before this date may be refused by the facility.***

**Labels and costing may be found on last few pages of this document, if you require further information on shipping, please contact Freeman at 713-433-2400 or email FreemanHoustonES@freemanco.com**

## **UPLOAD TO FTTH Council FTP SITE – FTTH Council URL**

To access the FTTH Council FTP site, you must first use your FTP client.

A folder will be set up with your company name for file upload purposes.

Legend FTP site URL address: <ftp://www.legendconferences.com>

FTP Server: ftthcouncil.org

Guest Login: web17\_ftthguest

Guest Password: guest!FTth

This will bring you into our Conference Guest Folder where your file will be transferred.

*When uploading files, please contact [tina@legendconferences.com](mailto:tina@legendconferences.com) to notify us of the upload.*

# F R E E M A N

13101 Almeda Road  
Houston, TX 77045  
(713) 433-2400 • Fax: (713) 433-9441  
FreemanHoustonES@freemanco.com

**INCLUDE THE FREEMAN METHOD OF  
PAYMENT FORM WITH YOUR ORDER**

NAME OF SHOW: 2009 FTTH CONFERENCE & EXPO / SEPT. 27 - OCT. 01, 2009  
COMPANY NAME \_\_\_\_\_ BOOTH #: \_\_\_\_\_  
CONTACT NAME: \_\_\_\_\_ PHONE #: \_\_\_\_\_  
E-MAIL ADDRESS \_\_\_\_\_

For Assistance, please call 713-433-2400 to speak with one of our experts.

**Let Freeman OnLine® estimate your material handling charges for you.** Log on to [www.myfreemanonline.com](http://www.myfreemanonline.com), select your show and click on "Estimate My Material Handling Costs". From Freeman OnLine® you can print extra shipping labels, get tips on how to package your freight and much more.

## MATERIAL HANDLING SERVICES

**CRATED:** Material that is skidded or is in any type of shipping container that can be unloaded at the dock with no additional handling required.

**SPECIAL HANDLING:** (See definitions on back) Material delivered by a carrier in such a manner that it requires additional handling, such as ground unloading, stacked or constricted space unloading, designated piece unloading, shipment integrity, alternate delivery location, loads mixed with pad wrapped material, carpet and/or pad only shipments, no documentation and shipments that require additional time, equipment or labor to unload. **Federal Express, UPS, Airborne Express & DHL** are included in this category due to their delivery procedures.

**UNCRATED:** Material that is shipped loose or pad-wrapped, and/or unskidded machinery without proper lifting bars or hooks.

**STRAIGHT TIME:** 8:00 A.M. to 4:30 P.M. Monday through Friday

**OVERTIME:** 4:30 P.M. to 8:00 A.M. Monday through Friday, all day Saturday, Sunday, and Holidays (Overtime will be applied to all freight received at the warehouse and/or show site that must be moved into or out of booth during above listed times.)

Description	Price Per CWT	200 lb. Minimum
-------------	---------------	-----------------

### RATE CLASSIFICATIONS:

<b>Warehouse Shipment (200 lb. minimum)</b>		
Crated or Skidded Shipment.....	\$ 48.50	97.00
Special Handling Shipment.....	\$ 63.00	126.00
<b>Show Site Shipment (200 lb. minimum)</b>		
Crated or Skidded Shipment.....	\$ 46.50	93.00
Special Handling Shipment.....	\$ 60.50	121.00
Uncrated or Pad Wrapped Shipment.....	\$ 69.75	139.50
<b>Small Package - Maximum weight is 30 lbs per shipment*</b>		
Per Shipment .....	\$ 40.50	

\*A small package shipment is a shipment totaling any number of pieces with a combined weight not to exceed 30 lbs that is received on the same day, from the same shipper and delivered by the same carrier.

### ADDITIONAL SURCHARGES:

<b>Shipment Delivered after Deadline Date (in addition to above rates)</b>		
Warehouse Shipment after Deadline .....	\$ 12.25	24.50
Show Site Shipment after Deadline .....	\$ 11.75	23.50
<b>Overtime Charge - Inbound (in addition to above rates)</b>		
Crated or Skidded Shipment.....	\$ 11.75	23.50
Special Handling Shipment.....	\$ 15.25	30.50
Uncrated or Pad Wrapped Shipment .....	\$ 17.50	35.00
<b>Overtime Charge - Outbound (in addition to above rates)</b>		
Crated or skidded Shipment .....	\$ 11.75	23.50
Special Handling Shipment.....	\$ 15.25	30.50
Uncrated or Pad Wrapped Shipment .....	\$ 17.50	35.00
<b>Mobile Spotting Fee .....</b>	<b>\$150.00</b>	

Description	Weight	CWT	Price per CWT	Estimated Total Cost (200 lb. Min.)
	÷ 100 =			
<b>Surcharges</b>	÷ 100 =			

### Tips to Save on Material Handling

- **Consolidate shipments** - when total weight is less than 200 lbs. For Example:

3 Separate Shipments

60 lbs. charged @ 200 lbs. \$ 97.00

52 lbs. charged @ 200 lbs. \$ 97.00

65 lbs. charged @ 200 lbs. \$ 97.00 = \$291.00

1 Consolidated Shipment

3 pieces (1 shipment)

177 lbs. charged @ 200 lbs = \$97.00

**Added benefit** - your shipments are less likely to get misplaced if they are packaged together with larger items.

<b>Tax</b>	n/a
<b>Total</b>	

FREEMAN material handling

## SPECIAL HANDLING DEFINITIONS

for frequently asked questions and material handling estimator tools, go to [www.myfreemanonline.com](http://www.myfreemanonline.com)

Special handling applies to shipments that are loaded by cubic space and/or packed in such a manner as to require additional labor/handling, such as ground unloading, constricted space unloading, designated piece unloading, carpet/pad only shipments or stacked shipments. Also included are shipment integrity, alternate delivery locations, mixed shipments, and shipments without individual bills of lading. Shipments loaded in this manner require additional time, labor, or equipment, to unload, sort and deliver.

**What is Ground Loading/Unloading?**

Vehicles that are not dock height, preventing the use of loading docks, such as U-hauls, flat bed trailers, double drop trailers, company vehicles with trailers that are not dock level, etc.

**What is Constricted Space Loading/Unloading?**

Trailer loaded "high and tight" shipments that are not easily accessible. Freight is loaded to full capacity of trailer – top to bottom, side to side. One example of this is freight that is loaded down one side of a trailer that must be bypassed to reach targeted freight.

**What is Designated Piece Loading/Unloading?**

Drivers that require the loading crew to bring multiple pieces of the freight to the rear of the trailer to select the next piece, having to remove freight from the trailer then reload to fit or the trailer must be loaded in a sequence to ensure all items fit.

**What are Stacked Shipments?**

Shipments loaded in such a manner requiring multiple items to be removed to ground level for delivery to booth. Stacked or "cubed out" shipments, loose items placed on top of crates and/or pallets constitute special handling.

**What is Shipment Integrity?**

Shipment integrity involves shipments on a carrier that are intermingled, or delivered in such a manner that additional labor is needed to sort through and separate the various shipments on a truck for delivery to our customers.

**What is Alternate Delivery Location?**

Alternative delivery location refers to shipments that are delivered by a carrier that requires us to deliver some shipments to different levels in the same building, or to other buildings in the same facility.

**What are Mixed Shipments?**

Mixed shipments are defined as shipments of mixed crated and uncrated goods, where the percentage of uncrated is minimal and does not warrant the full uncrated rate for the shipment, but does require special handling. Freeman defines special handling for mixed loads as having less than 50% of the volume as uncrated.

**What does it mean if I have "No Documentation"?**

Shipments arrive from a small package carrier (including, among others, Federal Express, UPS, Airborne Express & DHL) without an individual Bill of Lading, requiring additional time, labor and equipment to process.

**What about carpet only shipments?**

Shipments that consist of carpet and/or carpet padding only require special handling because of additional labor and equipment to unload.

**What is the difference between Crated and Uncrated Shipments?**

Crated shipments are those that are packed in any type of shipping container that can be unloaded at the dock with no additional handling required. Such containers include crates, fiber cases, cartons, and properly packed skids. An uncrated shipment is material that is shipped loose or pad-wrapped, and/or unskidded without proper lifting bars and hooks.

**F R E E M A N**

**R U S H**

**DO NOT DELAY**

**MUST DELIVER BY SEPTEMBER 22, 2009**

TO: \_\_\_\_\_

*EXHIBITOR NAME*

**C/O: FREEMAN**

**2000 CAVALCADE**

**HOUSTON, TX 77009**

**WAREHOUSE**

EVENT: **2009 FTTH CONFERENCE & EXPO**

BOOTH NO. \_\_\_\_\_ NO. \_\_\_\_\_ OF \_\_\_\_\_ PCS.

THE ABOVE LABELS ARE PROVIDED FOR YOUR CONVENIENCE.  
PLACE ONE ON EACH PIECE SHIPPED TO ENSURE PROPER DELIVERY.  
IF MORE LABELS ARE NEEDED, COPIES ARE ACCEPTABLE.

**F R E E M A N**

**R U S H**

**DO NOT DELAY**

**MUST DELIVER BY SEPTEMBER 22, 2009**

TO: \_\_\_\_\_

*EXHIBITOR NAME*

**C/O: FREEMAN**

**2000 CAVALCADE**

**HOUSTON, TX 77009**

**WAREHOUSE**

EVENT: **2009 FTTH CONFERENCE & EXPO**

BOOTH NO. \_\_\_\_\_ NO. \_\_\_\_\_ OF \_\_\_\_\_ PCS.

**F R E E M A N**

**F R E E M A N**

**R U S H**

**R U S H**

**DO NOT DELAY**

**DO NOT DELAY**

**CANNOT DELIVER BEFORE SEPTEMBER 26, 2009**

**CANNOT DELIVER BEFORE SEPTEMBER 26, 2009**

**TO:**

**TO:**

EXHIBITOR NAME

EXHIBITOR NAME

**C/O: FREEMAN**

**C/O: FREEMAN**

**GEO R BROWN CONVENTION CENTER  
1001 AVENIDA DE LAS AMERICAS  
HALL E  
HOUSTON, TX 77010**

**GEO R BROWN CONVENTION CENTER  
1001 AVENIDA DE LAS AMERICAS  
HALL E  
HOUSTON, TX 77010**

**SHOW SITE**

**SHOW SITE**

EVENT: **2009 FTTH CONFERENCE & EXPO**

EVENT: **2009 FTTH CONFERENCE & EXPO**

BOOTH NO: \_\_\_\_\_ NO. \_\_\_\_\_ OF \_\_\_\_\_ PCS

BOOTH NO: \_\_\_\_\_ NO. \_\_\_\_\_ OF \_\_\_\_\_ PCS

THE ABOVE LABELS ARE PROVIDED FOR YOUR CONVENIENCE.  
PLACE ONE ON EACH PIECE SHIPPED TO ENSURE PROPER DELIVERY.  
IF MORE LABELS ARE NEEDED, COPIES ARE ACCEPTABLE.