

UPLOADING GRAPHICS 101

ADDING FILES TO THE FTP.

Archery Trade Association

Kentucky Exposition Center | Louisville, KY

GI36020122

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All graphic files for ordered products should be uploaded to our FTP site. Please see Graphic Guidelines page for detailed file specifications.

Before Sending Files

1. Please name your files for easy identification using the following format:

Company Name_Booth#_Panel Letter

example: Shepard_Booth1905_Panel A.pdf

2. Packaged files should be compressed (.zip) and include document, fonts and images needed.

Submitting Your Files

1. Go to: files.shepardes.com.
2. Login to the FTP site.
User Name = sesftp
Password = ftpftp
3. Click the **Go to Files** button.
4. Select the "Drop Off" folder.
5. Navigate to the show folder using the following path:
Year → Month → Show Name → Exhibitor Uploads
example: 2020 → 01_Shepard Show → Exhibitor Uploads
6. Upload files by drag and drop OR by selecting the **Upload** button and browse to the files you want to upload.
NOTE: You can create additional folders using the New Folder button to help with organizing uploads. Be careful when doing this, as you can not delete these.
7. When upload is complete, email the name of your files to:
orders@shepardes.com with the subject line: "Show Name" FTP Upload.

Failure to follow these steps could result in delayed graphics.

