

- **Banners and Signs (July 2002 Board meeting; amended November 2021, April 2022)—**

All Clubs using an AKC licensed superintendent must display banners and signs provided by AKC to those superintendents at their shows. The banners and signs containing the AKC logo must be placed in prominent and highly visible areas. The banners must be hung on visible walls, under tents at outdoor shows, and directly on show rings. The signs must also be in highly visible areas, such as near a busy show entrance, near catalog sales points, one near the Best in Show ring during judging, and as part of the backdrop for the show photographer.

The Superintendent and the show-giving club are responsible for coordinating the placing of the banners and signs.

All superintended shows are required to have the AKC logo on all armbands.

Minimum signage requirements:

The AKC Logo must be at least 12 inches in diameter on all banners, signs, and placards.

All Events –

1. One horizontal ring banner per every two rings. This is in addition to any placement banners.
2. A flag banner, circular AKC logo or A-frame AKC branded sign visible in all photographs taken at a stand location.
3. An A-frame AKC branded sign must be displayed prominently in the group ring.

Indoor Events – in addition –

4. Two flag banners must be displayed prominently near the rings.

Televised/Streaming Events – in addition –

5. An AKC banner hung on the ring gating for the Group and BIS rings.
6. Two A-frame AKC branded signs placed on the corners of the group and BIS ring in a manner to insure visibility on camera.
7. Production crews should be consulted for proper placement for televised/streaming events.

Clubs that are not using Superintendents are strongly urged to display AKC banners and signs at their event.

These banners and signs may be purchased from AKC. Inquiries may be directed to:

Club Development

American Kennel Club

8051 Arco Corporate Drive, Suite 100

Raleigh, NC 27617-3390

clubdevelopment@akc.org

It is the responsibility of both the host club and the superintendent to ensure compliance with this policy. Clubs and/or superintendents will be subject to a fine ranging from a reprimand to \$300 for noncompliance.