

# atd2020 LEARNING NEVER PEAKS

## INTERNATIONAL CONFERENCE & EXPO

### HELPFUL HINTS

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#### Take Advantage of Pre-Show Promotions

- Send complimentary EXPO-only passes to clients and prospects. Your personal invitation could persuade the right buyer to attend the conference and visit your booth. See [Exhibitor Registration and Lead Retrieval FAQs](#) for details.
- Send a [pre-show mailing](#) using a third-party mail house.

#### Take Advantage of On-Site Promotional Opportunities

- Place a brochure, CD, or [promotional item](#) in every attendee's tote bag. [Contact](#) your sales associate for more details.
- Participate in the [EXPO Treasure Hunt](#) to increase booth traffic. [Contact](#) your sales associate for more details.

#### Company Listing

- Exhibitors will have the opportunity to submit a 250-word printed company listing and a 1,000-word online company listing.
- Directions and passwords for submitting your listings are included in your exhibitor confirmation email.
- All print descriptions must be submitted by Friday, February 7, to be included in the printed program guide and the April issue of *TD* magazine.
- Consider purchasing the [Premium Branding Enhancement](#) to increase your presence at the show. For \$750, attendees will be able to see your company logo alongside your company description, view your uploaded videos and product slides, read your press releases, and add your booth to their Attendee Agenda Planner. [Contact](#) your sales associate for more details.

#### Reserve Housing Early

- Coordinate travel plans and housing reservations according to your planned move-in and move-out dates and times. Remember, all exhibits must be set by 5 p.m. on Sunday, May 17. Tear down cannot begin until 1:45 p.m. Wednesday, May 20.
- To make a hotel reservation, please contact our official housing company, MCI USA, at 800.931.6032 (domestic) or 972.349.5562 (international). You can also book online at <https://www.mcisemi.com/atd2020/>.
- As an exhibitor at ATD 2020, you may be contacted by phone or email by outside housing companies to secure hotel reservations for the conference. These companies are not affiliated or working in partnership with ATD, and reservations made through them for our meeting cannot be guaranteed.

### **Register Exhibitor Personnel in Advance**

- Use the password-protected online exhibitor registration website that enables you to add, view, and update your company's booth personnel.
- Access to exhibitor registration is also available through your Exhibitor Dashboard.

### **Review the Freeman and Facility and Other Contractors Sections of the Exhibitor Manual**

- Submit all applicable forms by their deadlines to facilitate logistics and save money.
- Complete the EAC (Exhibitor Appointed Contractors) form by April 17 if your company is using an outside contractor to set up and dismantle. This form must be submitted with a Certificate of Insurance.

### **Order Essential Services Early and in Advance**

- Electrical, labor, carpet, furniture, Internet access, catering, and lead retrieval are just a few of the services that can be ordered well in advance of the show.
- Place orders early and include payment to qualify for discounts.
- Confirm all orders with contractors in advance before leaving for the show.
- Remember to bring all confirmations, transmittal forms, and receipts with you to the show. If you will not be attending the show, designate a point person within your company and share this information with them.

### **Shipping**

- Shipping instructions can be found in the Freeman Services section or the Material Handling section.
- Preprinted shipping labels for your booth can be found in the Freeman Services section or the Material Handling section.
- Freeman will begin accepting shipments at the advanced warehouse on Wednesday, April 15. Avoid after-deadline charges by shipping materials to the advance warehouse by Wednesday, May 6. Late charges will apply to shipments received at the warehouse after this date.
- Freeman will receive shipments at the exhibit facility beginning at 8 a.m. on Friday, May 15. Shipments arriving prior to this date will be refused by the facility.

### **Booth Setup**

- Review the union regulations found under the Freeman section.
- Consider renting a standard or custom display from Freeman. Information can be found under "Rental Exhibits" behind the Freeman tab.
- The exhibit hall will be open for setup on the following schedule:

Friday, May 15	8 a.m.–5 p.m. (island booths only)
Friday, May 15	12 p.m.–5 p.m. (all exhibitors)
Saturday, May 16	8 a.m.–5 p.m.
Sunday, May 17	8 a.m.–5 p.m.
- All exhibits must be set up by 5 p.m. on Sunday, May 17.
- Move-out cannot begin until 1:45 p.m. on Wednesday, May 20.