

FEBRUARY 6-8, WEST PALM BEACH, FL



PRE- AND POST-SHOW MAILER GUIDELINES

Each exhibitor has the opportunity to send one (1) pre- and one (1) post-show mailing using a third-party mail house. **The list of attendees will not be given directly to the exhibitor. You must use a third-party mail house to coordinate your mailing.** Carefully read the information below, which details the only way you can participate in this process.

Pre-Show Mailer

1. The pre-show attendee mailing list contains the name, title (if provided), company name, and address of attendees registered six weeks before the conference. Exhibitors and vendors are excluded from the list. No telephone numbers, fax numbers, or email addresses are provided.
2. On Wednesday, December 12, 2018, exhibitors will receive an email with a code to request the pre-show ATD list from the provider.
3. Once the list provider has been given the code, the exhibitor will be sent two (2) forms:
 - a. list rental order form
 - b. list rental agreement.
4. The exhibitor must complete both forms and send them back to the list provider with a sample of their mailer for approval (see artwork guidelines below). The exhibitor will be notified within 72 hours if their mailer is approved or if any changes need to be made.
5. Once everything is approved and the list is available, an Excel file will be sent to the exhibitor's mail house (by Friday, January 4, 2019).
- 6. Exhibitors are not permitted to view the list. All mailings must be arranged through a third-party mail house. Lists may be sorted (by specific geographical location or job title), but this process must be managed by the third-party company.**
7. The list is for one-time use only and will expire on the first day of the conference.

Post-Show Mailer

1. The post-show attendee mailing list contains the name, title (if provided), company name, and address of all registered attendees. Exhibitors and vendors are excluded from the list. No telephone numbers, fax numbers, or email addresses are included.
2. Following the conference, exhibitors will receive an email with a link to the post-show exhibitor survey. Once the survey has been completed, the exhibitor will have access to a code and will be able to request the post-show list from the ATD list provider.
3. Once the list provider has been given the code, the exhibitor will be sent two forms:
 - a. list rental order form
 - b. list rental agreement.
4. The exhibitor must complete both forms and send them back to the list provider with a sample of their mailer for approval (see artwork guidelines below). The exhibitor will be notified within 72 hours if their mailer is approved or if any changes need to be made.
5. Once everything is approved and the list is available (about 30 days after the conference), an Excel file will be sent to the exhibitor's mail house.
- 6. Exhibitors are not permitted to view the list. All mailings must be arranged through a third-party mail house. Lists may be sorted (by specific geographical location or job title), but this process must be managed by the third-party company.**
7. The list is for one-time use only and expires 60 days after it is made available.

Artwork Guidelines

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

Logo Usage

1. The ATD logo is not permitted for use at any time.
2. The official conference logo (provided by ATD) for exhibitors and sponsors is permitted on the 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:

1. ATD [YEAR] International Conference & Exposition or ATD [YEAR]

*Examples: **ATD 2019 International Conference & Exposition** or **ATD 2019***

Note: Do not abbreviate the conference name to “ICE” or “ATD International”

2. ATD TechKnowledge™ [YEAR] or TK [YEAR]

*Examples: **ATD TechKnowledge™ 2019** or **TK 2019***

ATD Misrepresentation and Affiliations

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

Disclaimer

As mentioned above, ATD does not share attendee information with exhibitors. If you are contacted by anyone claiming to have our attendee list (past or present), please be aware they are not affiliated or working in partnership with ATD.