

atd2020 LEARNING NEVER PEAKS

INTERNATIONAL CONFERENCE & EXPO

EXHIBITOR REGISTRATION AND LEAD RETRIEVAL

Exhibitor Badges

Exhibitors are allotted two types of complimentary badges, which are only available to employees of exhibiting companies.

Full Conference Exhibitor – (1) per 10' x 10' booth

- includes access to **all general and concurrent sessions throughout the conference**
- does not include access to the preconference workshops or certificate courses
- includes access to the **EXPO for move-in, show hours, early and late access on show days, and move-out.**

Additional Full Conference Exhibitor registrations can be purchased for \$1,495 each.

Exhibitor Personnel – (3) per 10' x 10' booth

- includes access to the **EXPO floor ONLY**
- includes access to **EXPO during move-in, show hours, early and late access on show days, and move-out.**

Additional Exhibitor Personnel registrations can be purchased for \$99 each.

Sample Allotments

Booth Size or Sponsor Level	Full Conference Exhibitor	Exhibitor Personnel
10' x 10'	1	3
10' x 20'	2	6
10' x 30'	3	9
10' x 40' or 20' x 20'	4	12
20' x 30'	6	18
20' x 40'	8	24
30' x 30'	9	27
Platinum Sponsor	5	12
Gold Sponsor	3	4
Silver Sponsor	2	3
Bronze Sponsor	1	3

Exhibitor Badge Guidelines

- An exhibitor badge is required to access the EXPO floor to set up, dismantle, and work your company's booth during show hours.
- Complimentary EXPO-Only passes for clients and customers (see below) are only allowed in the EXPO during show hours.
- The lost badge fee is \$500 for Full Conference and Exhibitor Personnel badges.

Exhibitor Registration

- Exhibitor registration will open in December 2019. Correspondence will be sent to all exhibitors when registration is open. **Your on-site booth staff will need to be registered to obtain a badge before they will be permitted into the EXPO.** Follow these instructions to register your staff:
 - Go to www.atdconference.org and click on **For Exhibitors/Sponsors** under the EXPO tab on the top navigation bar to access the Exhibitor Resource Center.
 - Click on **Exhibitor Registration** under **Plan the Logistics**.
 - Follow the steps indicated to register your complimentary Full Conference Exhibitor and Exhibitor Personnel badges.
 - Register and pay for any additional Full Conference Exhibitor or Exhibitor Personnel if necessary.
- A confirmation will be emailed upon completion of the registration process.
- Exhibitor badges are not mailed and will be available for pickup on-site (see registration hours below).
- **Online registration will remain open for the duration of the event.**

Complimentary EXPO-Only Passes

- These passes are available to exhibitors to invite existing or potential customers to see their booth at ATD 2020.
- Invites can be sent from within the registration portal, under **Booth Promotion**.
- An **unlimited number** of complimentary EXPO-only passes are available.

Note: Attendees and guests are not allowed on the show floor during move-in, move-out, and nonexhibit hours. **Children under the age of 18 are not allowed on the show floor at any time.**

Lead Retrieval

Lead retrieval equipment can be ordered from within your Exhibitor Registration portal. Lead retrieval equipment and assistance will be available in the ATD Registration area at the Exhibitor Services counter.

ATD 2020 exhibitors can take advantage of the Exhibitor-Only Registration area outside of the EXPO!

On-Site Registration

Location:	Hall F Concourse	
Hours:	Friday, May 15	7–11 a.m. and 2–6 p.m.
	Saturday, May 16	7 a.m.–6 p.m.
	Sunday, May 17	7 a.m.–6:30 p.m.
	Monday, May 18	7 a.m.–6 p.m.
	Tuesday, May 19	7 a.m.–6 p.m.
	Wednesday, May 20	7 a.m.–4:15 p.m.