PRE- AND POST-SHOW MAILER GUIDELINES

Each exhibitor can send one pre- and one 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 Mailing

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 suppliers are excluded from the list. Telephone, fax, and email addresses are not provided.
2. On **February 21, 2020**, 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 forms:

    - list rental order form

    - 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). 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 **April 13, 2020**.
6. **Exhibitors are not permitted to view the list. All mailings must be arranged through a third-party mail house. Lists may be sorted (to mail to a specified 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 Mailing

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. Telephone, fax, and email addresses are not included.

2. Approximately one week after 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:

    - list rental order form

    - 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). 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 (to mail to a specified 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 ATD [YEAR] International Conference & Exposition or ATD [YEAR]. **Please do not abbreviate the conference name to "ICE" or "ATD International"**.

Examples: **ATD 2020 International Conference & Exposition** or **ATD 2020**

ATD Misrepresentation and Affiliations

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