EXHIBITOR MANUAL

Exhibitor Manual
Please read this manual carefully and completely. It contains important information relating directly to exhibit procedures. You will obtain prompt and efficient attention to your exhibit needs if you follow the enclosed procedures in advance of the ATMIA US Conference 2018. It is important to us that you have a successful show, including an easy move-in and move-out.

To make your participation in the ATMIA Conference 2018 as smooth as possible, we urge you to:

- Mail, email or fax ALL forms as early as possible.
- Keep duplicate copies of forms for your records and bring them to the show.
- Avoid on-site orders.
- Pre-fabricate your display to reduce set-up time to minimize your labor cost.
- Immediately phone Dana Benson (605-582-7058, dana.benson@atmia.com) with any questions.

Conference web site. For complete information on the conference please visit the web site. It contains up to date information on the schedule, exhibitors, speakers etc.

Contact Information
ATMIA Event Staff
2260 E. Byrum Circle
Brandon, SD  57005
Exhibitor/Sponsor Information:
Dana Benson, Director of Conferences & Sponsorships
Telephone: 605-582-7058
Fax: 605-582-7071
dana.benson@atmia.com
Attendee Registrations:
Brita Price, Event Business Manager – US, Canada, Africa
Telephone: 605-271-8494
Fax: 605-271-8498
brita.price@atmia.com
Hotel: Wynn Las Vegas
3131 Las Vegas Blvd, South
Las Vegas, NV 89109
Event Contact:
  Broc Addis
  Telephone: 702-770-2714
  email: broc.addis@wynnlasvegas.com
For reservations: Please refer to the ‘Reservations Section’ in this kit

Exhibit Company: Teamwork Event Specialists
7500 Exchange Drive
Orlando, FL 32809
Contact:
  Customer Service or Laura Thompson laura.thompson@teamwork-inc.com
  Telephone: 407-438-7480
  Fax: 407-438-7481

Move-In and Set-Up Day: Set-up will begin at 8am on February 6. All exhibits must be set up by 5:30pm on Tuesday, Feb. 6. Please see Teamwork Service kit below for complete details.

Exhibitor Kits and Forms:
  1. ATMIA exhibitor kit: https://www.atmia.com/conferences/usa/exhibitorsponsor/exhibitor-kit/
  2. Teamwork Event Specialists is the exhibit company for the conference. If you have any questions, please contact Teamwork Customer Service at: (407) 438-7480 or Laura Thompson laura.thompson@teamwork-inc.com

Exhibit Hours
The exhibit hall will be open the following days and times. It is recommended that you keep your booth staffed the entire time. (These times are subject to change so please see web site agenda)

<table>
<thead>
<tr>
<th>Day</th>
<th>February 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday</td>
<td>Feb. 6</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Feb. 7</td>
</tr>
<tr>
<td>Thursday</td>
<td>Feb. 8</td>
</tr>
</tbody>
</table>

Tear-Down Hours - Please see Teamwork Exhibitor kit above for complete details and processes.

<table>
<thead>
<tr>
<th>Thursday</th>
<th>February 8</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>12:45 – 4:30pm</td>
</tr>
</tbody>
</table>

Conference Passes & Registrations - - - (NEW! The full conference passes do include pre-conference workshops)

<table>
<thead>
<tr>
<th>Booth Size/Sponsorship</th>
<th>Complimentary passes for event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening Night Sponsor</td>
<td>7 full conference passes/5 exhibit hall passes</td>
</tr>
<tr>
<td>Beverage Station Sponsor</td>
<td>2 full conference passes</td>
</tr>
<tr>
<td>Mobile App Sponsor</td>
<td>4 full conference passes/2 exhibit hall passes</td>
</tr>
<tr>
<td>WiFi Sponsor</td>
<td>4 full conference passes</td>
</tr>
<tr>
<td>Coffee Break Sponsor</td>
<td>2 full conference passes</td>
</tr>
<tr>
<td>Single booth (8’x10’)</td>
<td>3 full conference passes</td>
</tr>
<tr>
<td>Double booth (8’x20’)</td>
<td>5 full conference passes</td>
</tr>
<tr>
<td>Triple booth (8’x30’)</td>
<td>8 full conference passes</td>
</tr>
<tr>
<td>Quad booth (40’x40’)</td>
<td>10 full conference passes</td>
</tr>
<tr>
<td>Bronze Sponsor – Single Booth</td>
<td>4 full conference passes/3 exhibit hall passes</td>
</tr>
<tr>
<td>Bronze Sponsor – Double Booth</td>
<td>6 full conference passes/4 exhibit hall passes</td>
</tr>
</tbody>
</table>
Silver Sponsor  
6 full conference passes/4 exhibit hall passes

Gold Sponsor  
7 full conference passes/5 exhibit hall passes

Diamond Sponsor  
8 full conference passes/6 exhibit hall passes

Full Conference Pass includes:
- Entrance into each general session and breakouts
- Access to the exhibit hall
- All meals served at the event (coffee breaks, continental breakfasts, lunches, and receptions)
- Conference materials
- Include ATMIA pre-conference workshops!

Exhibit Hall passes include:
- Entrance into the exhibit hall
- All meals in the exhibit hall (coffee breaks, continental breakfasts, lunches, and receptions)
- Conference materials
- Does not include ATMIA pre-conference workshops or any other sessions/keynotes/breakouts.

Additional Passes can be purchased for your staff:
- Full conference passes: $500 each for people within your company.
  - Include ATMIA pre-conference workshops!
- Additional Exhibit Hall Only passes: $250 each for people within your company.
  - The Exhibit Hall Only Passes do not include the ATMIA pre-conference workshops or any other sessions/keynote/breakouts.

Registering your Staff:  In order to register your staff using your complimentary passes, please make sure to fill out the **Exhibitor Pass Request Form** at [available at this link](#). To register staff online your complimentary passes using the link above, you will need your Confirmation Number that was included on the confirmation email when you registered your booth. If you do not have it, please click the ‘What is my confirmation number’ link on the web page and it will be emailed to the email account on the registration.

All attendees, exhibitors, and sponsors must be registered for the conference. If you need to register additional staff for the event, please complete and return the **Additional Pass Request** form in this kit by **January 18, 2018** to have all names printed in the Attendee List.

**Hotel Reservations**
A limited block of reduced rate rooms has been reserved for ATMIA Conference participants at the Loews Sapphire Falls Resort. Please note: The only secure way to make your reservations is by contacting the hotel directly via phone or using the link below. Do not make your reservation if someone calls you or send your and email claiming to be from the hotel for from ATMIA or offering “better rates”. Contact ATMIA staff if you have any questions.
To secure accommodations:
- Web Site: [https://aws.passkey.com/event/49138265/owner/18530/home](https://aws.passkey.com/event/49138265/owner/18530/home)

**Company Descriptions for Delegate Web Page & Event App**
ATMIA has created an event app for this conference which has become very popular with delegates. All exhibitors have the opportunity to include your logo, company description and contact details on the app. The sooner you submit these items the sooner we can add them to the app. All exhibitors must complete the
Exhibitor Description Form located at this link and email Brita Price (brita.price@atmia.com) your logo as soon as possible or by December 7, 2017.

**Security**
Security will be provided by the hotel and the exhibit hall will be locked during non-conference hours. While show management exercises reasonable care in safeguarding your property, neither ATMIA nor any of their officers, agents, or employees assume responsibility for such property. Do not leave unpacked display materials unattended. Securely fasten all lightweight high-theft-risk items to display boards or lock in showcases. Personal items of value should never be left unattended (esp. handbags, phones, and laptops). During move-out, exhibitors should remain with their goods and merchandise until it is picked up or receipted for in a designated storage area.

**Liability Insurance**
Exhibitors must make sure the company insurance includes extraterritorial coverage as well as theft, public liability, and property damage insurance covering travel to the show, during the show, and in transporting equipment to its next destination. ATMIA requires a copy of each company’s proof of insurance. Fax (605-582-7071) or email it to Dana Benson (dana.benson@atmia.com) by January 24, 2018. Exhibitors should be aware that ATMIA take no responsibility for loss, theft, or disappearance of property.

**Cancellation Policy**
Cancellation Policy for Exhibitors/Sponsors/Advertisers:

<table>
<thead>
<tr>
<th>Timeline:</th>
<th>Amount Refunded:</th>
</tr>
</thead>
<tbody>
<tr>
<td>90+ days prior to the event</td>
<td>$1,000 administrative fee will be deducted</td>
</tr>
<tr>
<td>45-90 days prior to the event</td>
<td>50% cost of booth</td>
</tr>
<tr>
<td>&lt;44 days prior to the event</td>
<td>no refund</td>
</tr>
</tbody>
</table>

_in the event that ATMIA or the represented organization elects to cancel an event, ATMIA will refund only payment made directly to ATMIA and will not be held responsible for other costs of expenditure incurred by the sponsor/exhibitor. ATMIA will not refund payment or assume additional costs and liability that result from “acts of God” or criminal activity. All refunds will be issued within six weeks of receipt of written cancellation._

**Hospitality Suites/Social Events/Meeting Rooms**
ATMIA would be happy to arrange a room for your company for hospitality suites, meetings or social events throughout the week. However, these events must not encourage absence of attendees or exhibitors from the convention or exhibit hall during official hours of the conference. Please complete the online form or contact the hotel directly.

**Sponsorship**
To increase your visibility at the ATMIA Conference, take advantage of our sponsorship program. There are several different sponsorship packages available. A list of sponsorships is available by contacting Dana Benson (dana.benson@atmia.com) or 605-582-7058 or by visiting the sponsorship section of the event web site.

**Program Advertising**
Your company can now place an ad in the conference program of events. Everyone attending the conference receives a program of events so your company message is guaranteed to go home with all who attend. Full and half page ad sizes are available in full color. Complete the form at this link. All ads reservation forms are due December 20, 2017 and the ads are due January 4, 2018.

**Marketing Insert into Attendee Bag**
Your company can now place one marketing item into the delegate bag. Everyone attending the conference receives a bag so your company brochure/trinket is guaranteed to go home with them. With this fee you can put one item into the bag—that can include one trinket (notepad, keychain, pen, etc) or one marketing
document. The item must be supplied by the advertising company and be to the address provided by February 1, 2018. If you are interested in taking advantage of this advertising opportunity please complete the form at this link or in this kit.
ATMIA US Conference 2018  
Wynn ~ Las Vegas ~ February 6-8, 2018

**Exhibitor Check List**

<table>
<thead>
<tr>
<th>Item</th>
<th>Page</th>
<th>Date Due</th>
<th>Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Booth Payment</td>
<td></td>
<td>Immediately</td>
<td></td>
</tr>
<tr>
<td>Sponsorship Payment</td>
<td>4</td>
<td>Immediately</td>
<td></td>
</tr>
<tr>
<td>Meeting Room Reservation</td>
<td></td>
<td>Immediately</td>
<td></td>
</tr>
<tr>
<td>Advertising Placement</td>
<td>6</td>
<td>December 20, 2017</td>
<td></td>
</tr>
<tr>
<td>Ads for program of events</td>
<td>6</td>
<td>January 4, 2018</td>
<td></td>
</tr>
<tr>
<td>Exhibitor Description</td>
<td></td>
<td>December 7, 2017</td>
<td></td>
</tr>
<tr>
<td>Exhibitor Pass Request Form</td>
<td></td>
<td>January 18, 2018</td>
<td></td>
</tr>
<tr>
<td>Additional Pass Request Form</td>
<td>7</td>
<td>January 18, 2018</td>
<td></td>
</tr>
<tr>
<td>Attendee Marketing Insert</td>
<td>7</td>
<td>register now</td>
<td></td>
</tr>
<tr>
<td>Certificate of Insurance</td>
<td>3</td>
<td>January 24, 2018</td>
<td></td>
</tr>
</tbody>
</table>

Please submit forms on time!
Advertising Placement Form

Reservations Due: December 20, 2017  ~  Ads Due: January 4, 2018
Fax: 605-582-7071 or email dana.benson@atmia.com

Company ________________________________________________________________

Contact: ______________________________________________________________________

Email Address ______________________________________________________________________

Phone: ___________________________ Fax: _________________________________

** All ads must be camera ready (see below). If they need to be created or adjusted in any way, a fee will be charged to the advertising company.

Ad specifications Images
• All images should have a minimum resolution of 300 dpi at 100%.
• All images should be converted to CMYK.

Colors
• All art files should be converted to CMYK. We cannot guarantee color consistency for files that must be converted from Index, LAB or RGB color spaces to CMYK.

Accepted File Formats
PDF– Press-ready
Minimum resolution of 300 dpi at 100% (Includes bleeds with all fonts embedded or converted to outlines)

Full Page Bleed Ad
Final Trim Size: 7” wide x 10” high
Must include
• 1/8” bleed: 7.25 x 10.25
• Live area 6.5” x 9.5”
Full Page Non-Bleed Ad: 6.5” x 9.5”

Half Page Horizontal Bleed Ad
• Final Trim Size: 7” wide x 5” high
• Must include 1/8” bleed: 7.25” x 5.25”
Half Page Horizontal Non-Bleed Ad: 4.625” x 6.5”

For questions contact Bob Kobernusz bkobernusz@sio.midco.net

☐ Full Page (7”x10”) – Full Color
Cost -ATMIA Member $900
Cost – Non Member $1050 $ ________________

☐ Half Page (7”x5”) – Full Color
Cost-ATMIA Member $700
Cost- Non Member $800 $ ________________

Total Amount Due $_________________

Payment Options
☐ Check enclosed (payable to ATMIA)
Credit Card: ☐ Visa ☐ MasterCard ☐ American Express ☐ Diners Club ☐ JCB ☐ Discover
Name (as it appears on card) ____________________________ Expiration Date ______________
Card # ____________________________ Card ID# ____________________________
Signature: ____________________________ Date ____________________________
Additional Pass Request Form

Due: January 18, 2018
Fax: 605-271-8498 or email brita.price@atmia.com

Additional Staff - Passes for non-staff can be purchased at the current member/non member rates, please see Brita for assistance.

(please remember that these attendees must be from your company):

Company: ________________________________________________________________
Address: ____________________________________________________________________________
City: ___________________________ State: _______ Postal Code ___________ Country ____________

(1) Name: _____________________________ Registration Choice:
Title: ________________________________ ☐ Exhibit Hall Only $250 ☐ Full Conference $500
Email: ________________________________ Passes for non-staff can be purchased at the current member/non
Phone Number __________________________ member rates, please see Brita for assistance.

(2) Name: _____________________________ Registration Choice:
Title: ________________________________ ☐ Exhibit Hall Only $250 ☐ Full Conference $500
Email: ________________________________ Passes for non-staff can be purchased at the current member/non
Phone Number __________________________ member rates, please see Brita for assistance.

(3) Name: _____________________________ Registration Choice:
Title: ________________________________ ☐ Exhibit Hall Only $250 ☐ Full Conference $500
Email: ________________________________ Passes for non-staff can be purchased at the current member/non
Phone Number __________________________ member rates, please see Brita for assistance.

Total Amount Due $_________________
☐ Check enclosed (payable to ATMIA)

Credit Card: ☐ Visa ☐ MasterCard ☐ American Express ☐ Diners Club ☐ JCB ☐ Discover
Name (as it appears on card) ______________________________ Expiration Date ______________
Card # __________________________________________ Card ID # ______________________________
Billing Address (street or PO Box/City/State/Postal Code/Country):
____________________________________________________________________________________
____________________________________________________________________________________

Signature: ______________________________ Date __________________________
Marketing Bag Insert  
Items Due February 1, 2018

All Conference Sponsors may put one (1) company branded marketing item into the attendee bag as per your package. No need then to complete the form below – shipping details will be emailed to you.

If your company is not a sponsor but would like to include a marketing item in the bag the cost is $1,000/$1,500. Please complete and return this form. After you have registered for this benefit, the shipping address along with specific instructions will be provided.

**Total Amount Due $1,000 (ATMIA members) / $1500 (non members)**

☐ Check enclosed (payable to ATMIA)

**Credit Card:**

- ☐ Visa
- ☐ MasterCard
- ☐ American Express
- ☐ Diners Club
- ☐ JCB
- ☐ Discover

Company _____________________________________________________________

Contact ____________________________________________________________

Email ____________________________________________ Phone __________________________

Name (as it appears on card) ______________________________ Expiration Date __________________

Card # _____________________________ Card ID# __________________________

Billing Address (street or PO Box/City/State/Postal Code/Country): ________________________________

______________________________________________________________

Signature: ____________________________________________ Date ________________________________