



## **It's All About You – Meet/Showcase/Succeed!**

Interact over 3 days with over 1000 industry leaders – all under one roof. We've made it easy to connect with customers and position your company to your target audience. Leave with high-quality leads to boost sales.

Attendees return to our conference year-after-year to brush up on best practices, network with colleagues, and learn about the latest products, services, and technologies. In an uncertain economy, break free from your competitors by building recognition among true decision-makers who make a difference. Our attendees are the best of the best in the industry!

*You can do in three days at the ATMIA Conference what might otherwise take three months – or more!*

### *Options*

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For questions and assistance getting registered contact Dana Benson 605-582-7058 or [dana.benson@atmia.com](mailto:dana.benson@atmia.com).





**The 22<sup>nd</sup> Annual ATMIA Conference** is the premier US ATM Conference & Tradeshow, bringing together Independent ATM Owners/Deployers, financial institutions, networks, processors, vendors, and service providers at one event.

**Buyers come to the ATMIA Conference and Tradeshow to find ideas that help them retain their top spot in the ATM industry**

The ATMIA Conference offers you the chance to meet over 1,100 industry experts, discuss hot new topics and exchange information and views, in a friendly and professional environment. **It is the also the place where business relationships are initiated, developed and maintained. There is simply no more relevant ATM focused event.**

Sponsoring and exhibiting at ATMIA events has proved successful in bringing together senior decision makers and key industry players from across the US and the rest of the world – in a truly international event. This ensures that sponsors and exhibitors have the ideal forum to gain competitive advantage and business opportunities.

**Learn More/More Info:** A portfolio of the marketing opportunities follows, but this is by no means exhaustive. A tailor-made package can be created to suit your individual needs. For any questions, please contact Dana Benson, Director of Conferences & Sponsorships at 605-582-7058 or [dana.benson@atmia.com](mailto:dana.benson@atmia.com)

TOP SPONSORSHIPS	ATMIA Member	Non Member
<b>DIAMOND SPONSORSHIP (SOLD )</b> <ul style="list-style-type: none"> <li>• 10x20 booth space</li> <li>• 8 full conference staff passes, 6 exhibit hall only staff passes</li> <li>• Logo on event trinket</li> <li>• Breakfast Sponsorship Day 1</li> <li>• Full page color ad in Program of Events</li> <li>• Logo and company description in sponsor section of event app</li> <li>• 1 push notification on the event app</li> <li>• 1 rotating banner ad on the event app</li> <li>• Marketing Distribution in attendee bag (supplied by sponsor)</li> <li>• Company description on secure attendee web page</li> <li>• Logo/Link on event web site and marketing materials, including emails</li> <li>• Additional staff conference passes at reduced rates</li> <li>• Company article in January 2021 ATMIA e-newsletter</li> <li>• Attendee list containing full contact details</li> </ul>	\$14,750	\$15,750
<b>GOLD SPONSORSHIP (3 AVAILABLE – 1 SOLD )</b> <ul style="list-style-type: none"> <li>• 10x20 booth space</li> <li>• 7 full conference staff passes, 5 exhibit hall staff passes</li> <li>• Logo on event trinket</li> <li>• 1 push notification on the event app</li> <li>• 1 rotating banner ad on event app</li> <li>• Breakfast sponsor – Day 2</li> <li>• Logo and company description in sponsor section of event app</li> <li>• Full page color ad in Program of Events</li> <li>• Marketing Distribution in attendee bag (supplied by sponsor)</li> <li>• Company description on secure attendee web page</li> <li>• Logo/Link on event web site and marketing materials, including emails</li> <li>• Additional staff conference passes at reduced rates</li> <li>• Company article in January 2021 ATMIA e-newsletter</li> <li>• Attendee list containing full contact details</li> </ul>	\$13,750	\$14,750

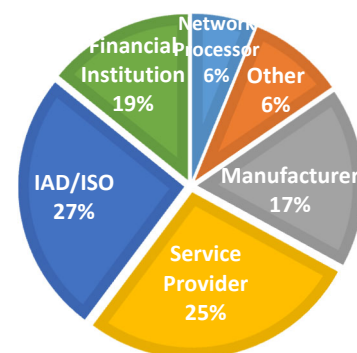
TOP SPONSORSHIPS (Continued)	ATMIA Member	Non Member
<b>SILVER SPONSORSHIP (2 AVAILABLE – 1 SOLD)</b> <ul style="list-style-type: none"> <li>• 10x10 booth space</li> <li>• 6 full conference staff passes, 4 exhibit hall only staff passes</li> <li>• Logo on event trinket</li> <li>• 1 rotating banner ad on event app</li> <li>• Half page color ad in Program of Events</li> <li>• Logo and company description in sponsor section of event app</li> <li>• Marketing Distribution in attendee bag (supplied by sponsor)</li> <li>• Company description on secure attendee web page</li> <li>• Logo/Link on event web site and marketing materials, including emails</li> <li>• Additional conference staff passes at reduced rates</li> <li>• Company article in January 2021 ATMIA e-newsletter</li> <li>• Attendee list containing full contact details</li> </ul>	\$10,850	\$11,850
<b>BRONZE SPONSORSHIP – SINGLE BOOTH (UNLIMITED AVAILABLE)</b> <ul style="list-style-type: none"> <li>• 10x10 booth space</li> <li>• 4 full conference staff passes, 3 exhibit hall only staff passes</li> <li>• Logo and company description in sponsor section of event app</li> <li>• Marketing Distribution in attendee bag (supplied by sponsor)</li> <li>• 50% off print ads and event app banner ads</li> <li>• Company description on secure attendee web page</li> <li>• Logo/Link on event web site and marketing materials, including emails</li> <li>• Additional staff conference passes at reduced rates</li> <li>• Company article in January 2021 ATMIA e-newsletter</li> <li>• Attendee list containing full contact details</li> </ul>	\$7,500	\$8,500
<b>BRONZE SPONSORSHIP – DOUBLE BOOTH (UNLIMITED AVAILABLE)</b> <ul style="list-style-type: none"> <li>• 10x20 booth space</li> <li>• 6 full conference staff passes, 4 exhibit hall only staff passes</li> <li>• Logo and company description in sponsor section of event app</li> <li>• Marketing Distribution in attendee bag (supplied by sponsor)</li> <li>• 50% off print ads and event app banner ads</li> <li>• Company description on secure attendee web page</li> <li>• Logo/Link on event web site and marketing materials, including emails</li> <li>• Additional conference staff passes at reduced rates</li> <li>• Company article in January 2021 ATMIA e-newsletter</li> <li>• Attendee list containing full contact details</li> </ul>	\$10,850	\$11,850

## WHO ATTENDS?

The ATMIA Conference & Tradeshow allows you to showcase your products and services to the most comprehensive ATM audience. **The delegates want to discover new products and develop profitable business connections.** Let them know you can provide exactly what they are looking for by exhibiting or sponsoring at the ATMIA Conference.

In 2020 the event held in Houston attracted over 1050 professionals from 460+ companies. The attendees are high level executives & decision makers within their organization and the industry. The following graph is a breakdown of the 2020 delegates.

DELEGATE TYPE



## SPONSORSHIP PACKAGES

The event offer several sponsorship opportunities to stretch your marketing exposure during the conference. Some of the packages do not include a booth which is great for small companies with limited staff to work a booth or could be added on to an existing sponsorship or booth for additional exposure. Your marketing message reaches the delegates with big impact! We hope one will appeal to you.

**\*All of the sponsorships on this page include the following benefits plus those specific to the sponsorship.**

- Marketing Distribution in attendee bag (supplied by sponsor)
- Company description on secure attendee web page
- Logo/Link on event web site and marketing materials, including emails
- Additional staff conference passes at reduced rates
- Company article in January 2021 ATMIA e-newsletter
- Attendee list containing full contact details
- Logo and company description in sponsor section of event app



EVENT SPONSORSHIP PACKAGES		ATMIA Member	Non Member
<b>OPENING NIGHT RECEPTION (3 AVAILABLE)</b> <ul style="list-style-type: none"> <li>• 10x10 booth space</li> <li>• 7 full conference staff passes, 5 exhibit hall only staff passes</li> <li>• Logo on reception napkins (possible bar in/near booth)</li> <li>• Sponsor of the Opening Night Reception</li> <li>• 1 event app push notification to delegates the night of the reception</li> <li>• 1 Rotating Banner on the Event App</li> <li>• Full page color ad in Program of Events</li> <li>• <i>*See additional benefits above</i></li> </ul>		\$10,000	\$11,000
<b>EVENT APP – EXCLUSIVE SPONSOR</b> <ul style="list-style-type: none"> <li>• A custom designed splash page highlighting the sponsor company</li> <li>• Rotating Banner ad on event app</li> <li>• 1 10x10 booth</li> <li>• 4 conference staff passes, 2 exhibit hall staff passes</li> <li>• 1 event push notification to delegates during the event</li> <li>• <i>*See additional benefits above</i></li> </ul>		\$9,500	\$10,500
<b>WiFi SPONSOR - 1 SOLD</b> <ul style="list-style-type: none"> <li>• Sponsor the one thing that keeps everyone connected Show Floor WiFi.</li> <li>• Custom designed splash page with sponsor logo</li> <li>• Choose the username/password (approved by ATMIA)</li> <li>• 2 full conference passes</li> <li>• <i>*See additional benefits above</i></li> </ul>		\$7,500	\$8,500
<b>CHARGING STATION LOUNGE</b> <ul style="list-style-type: none"> <li>• 3 full conference passes</li> <li>• Sponsor of one the Charging stations lounge in the exhibit hall</li> <li>• <i>*See additional benefits above</i></li> </ul>		\$9,500	\$10,500
<b>BEVERAGE STATION SPONSOR (4 AVAILABLE)</b> <ul style="list-style-type: none"> <li>• 3 full conferences staff passes</li> <li>• Sponsor of one of the Beverage Stations at the event</li> <li>• 1/2 page color ad in Program of Events</li> <li>• Company log on coffee sleeves at station</li> <li>• <i>*See additional benefits above</i></li> </ul>		\$5,500	\$6,500
<b>COFFEE BREAK SNACK SPONSOR (3 AVAILABLE)</b> <ul style="list-style-type: none"> <li>• 2 full conference staff passes</li> <li>• Logo on napkins during coffee break</li> <li>• Sponsor of one of the Coffee Breaks at the event</li> <li>• 1/2 page color ad in Program of Events</li> <li>• <i>*See additional benefits above</i></li> </ul>		\$3,500	\$4,500

## BREAKOUT TRACK – SPONSORSHIP

*\*All of the sponsorships on this page include the following benefits plus those specific to the sponsorship.*

- *Marketing Distribution in attendee bag (supplied by sponsor)*
- *Company description on secure attendee web page*
- *Logo/Link on event web site and marketing materials, including emails*
- *Additional staff conference passes at reduced rates*
- *Company article in January 2021 ATMIA e-newsletter*
- *Attendee list containing full contact details*
- *Logo and company description in sponsor section of event app*

BREAKOUT TRACKS – SPONSOR	ATMIA Members	Non-Members
<b>FI TRACK SPONSOR (1 AVAILABLE)</b> <ul style="list-style-type: none"> <li>• Speaker slot – topic must be approved by ATMIA</li> <li>• As the sponsor, your logo will be display on the agenda and on-site signage.</li> <li>• Your company will have the opportunity to present a session during this track (topic and content must be approved by ATMIA).</li> <li>• You will also receive 2 full staff conference passes</li> <li>• 50% of print ads and event app banner ads</li> </ul> <i>*See additional benefits above</i>	\$3,000	\$4,000
<b>IAD TRACK SPONSOR (1 AVAILABLE)</b> <ul style="list-style-type: none"> <li>• Speaker slot – topic must be approved by ATMIA</li> <li>• As the sponsor, your logo will be display on the agenda and on-site signage.</li> <li>• Your company will have the opportunity to present a session during this track (topic and content must be approved by ATMIA).</li> <li>• You will also receive 2 full staff conference passes</li> <li>• 50% of print ads and event app banner ads</li> </ul> <i>*See additional benefits above</i>	\$3,000	\$4,000
<b>ATM INDUSTRY TRACK SPONSOR (1 AVAILABLE)</b> <ul style="list-style-type: none"> <li>• Speaker slot – topic must be approved by ATMIA</li> <li>• As the sponsor, your logo will be display on the agenda and on-site signage.</li> <li>• Your company will have the opportunity to present a session during this track (topic and content must be approved by ATMIA).</li> <li>• You will also receive 2 full staff conference passes</li> <li>• 50% of print ads and event app banner ads</li> </ul> <i>*See additional benefits above</i>	\$3,000	\$4,000

PRODUCT BRANDING and other MARKETING OPTIONS		ATMIA Member	Non Member
<b>MARKETING DISBURSEMENT</b> <ul style="list-style-type: none"> <li>Put your company material in the conference bag/packet to be given to all attendees (item to be supplied by company). Materials due to the hotel by February 14<sup>th</sup> to guarantee they will get into the packets</li> </ul>		\$1,000	\$1,500
<b>CONFERENCE BAG - SOLD</b> <ul style="list-style-type: none"> <li>Logo on bag</li> </ul>		\$7,500	\$8,000
<b>PEN - SOLD</b> <ul style="list-style-type: none"> <li>Logo on pen</li> <li>1 full conference pass</li> </ul>		\$3,500	\$4,000
<b>NOTE PAD - SOLD</b> <ul style="list-style-type: none"> <li>Logo on note pad</li> <li>1 full conference pass</li> </ul>		\$4,500	\$5,000
<b>LANYARD - SOLD</b> <ul style="list-style-type: none"> <li>Logo on lanyard</li> </ul>		\$6,000	\$7,000
<b>JOURNAL - SOLD</b> <ul style="list-style-type: none"> <li>Logo on journal given to delegates at registration</li> <li>1 full conference pass</li> </ul>		\$5,000	\$5,500
<b>WATER BOTTLE</b> <ul style="list-style-type: none"> <li>In an effort to be more environmentally responsible, rather than bottled water, there will be water stations set up throughout the event. The water bottles will be used by the delegates throughout the event</li> <li>1 full conference pass</li> </ul>		\$5,000	\$6,000
<b>SEAT DROP</b> <ul style="list-style-type: none"> <li>Place 1 item on delegate chairs in General Session Room before keynote address</li> <li>1 full conference pass</li> </ul>		\$1,500	\$2,000
<b>EVENT APP BANNER ADS</b> <ul style="list-style-type: none"> <li>One Rotating banner ad on the event app</li> <li>620x100 / JPG, PNG, GIF / 150 KB or small / no animation</li> </ul>		\$1,000	\$1,500
<b>PROGRAM OF EVENTS PRINTED Ad</b> <ul style="list-style-type: none"> <li>½ page</li> <li>Full page</li> </ul> <hr/> <b>Ad specifications --- Images</b>  Please provide print ready high resolution single page PDF/X-1a—PDF version 1.3 (Acrobat 4); output resolution of 2400 dpi; composite CYMK; resolution for color and grayscale images is 300 dpi; resolution for monochrome images is 1200 dpi; and fonts are embedded and subsetted 100% as well as other characteristics. This format is acceptable for full or partial pages.  Trim size: <b>7" x 10"</b> Bleed Size: <b>.125"</b> Live Area: <b>0.500" from Trim all around</b> <ul style="list-style-type: none"> <li>Full Page – non-bleed; 6.5" wide x 9.5" high // Full Page – bleed; 7.25" wide x 10.25" high</li> <li>1/2 Page Horizontal – non-bleed; 6.5" wide x 4.75" high // 1/2 Page Horizontal – bleed; 7.25" wide x 5.625" high</li> </ul>		\$700 \$950	\$800 \$1,050



## EXHIBITOR BOOTHS

There is no better way of promoting your organization and demonstrating your company's products and services to over 1100 attendees, than an exhibition booth. **ATMIA members are entitled to a discount on exhibition booths as indicated.**

**Please note that the number of exhibition booths is limited. Booths are allocated on a first-come first-serve basis, so book early to select your preferred location. Full payment or deposit is required to reserve a booth.**

EXHIBIT OPPORTUNITIES	ATMIA Member	Non Member
<b>SINGLE BOOTH</b> <ul style="list-style-type: none"> <li>• 10'x10'</li> <li>• 3 full conference staff passes</li> <li>• Company name</li> <li>• Waste Basket</li> <li>• 50-word description in attendee web page</li> <li>• Security when exhibit hall is closed</li> <li>• Additional staff passes at reduced rate</li> <li>• Attendee list with complete details</li> <li>• Company name and link on conference web site</li> <li>• Company name, logo, link, description on event app</li> </ul>	\$4,300	\$5,300
<b>DOUBLE BOOTH</b> <ul style="list-style-type: none"> <li>• 20'x10'</li> <li>• 5 full conference staff passes</li> <li>• ID sign with company name</li> <li>• Waste Basket</li> <li>• Company description in attendee web page</li> <li>• Security when exhibit hall is closed</li> <li>• Additional staff passes at reduced rate</li> <li>• Attendee list with complete details</li> <li>• Company name and link on conference web site</li> <li>• Company name, logo, link, description on event app</li> </ul>	\$7,700	\$8,700
<b>TRIPLE BOOTH</b> <ul style="list-style-type: none"> <li>• 10x30 exhibit space</li> <li>• 8 full conference staff passes</li> <li>• ID sign with company name</li> <li>• Waste Basket</li> <li>• Company description in attendee web page</li> <li>• Security when exhibit hall is closed</li> <li>• Additional staff passes at reduced rate</li> <li>• Attendee list with complete details</li> <li>• Company name and link on conference web site</li> <li>• Company name, logo, link, description on event app</li> </ul>	\$11,800	\$14,800
<b>QUAD BOOTH</b> <ul style="list-style-type: none"> <li>• 20'x20' exhibit space</li> <li>• 10 full conference staff passes</li> <li>• ID sign with company name</li> <li>• Waste Basket</li> <li>• Company description in attendee web page</li> <li>• Security when exhibit hall is closed</li> <li>• Additional staff passes at reduced rate</li> <li>• Attendee list with complete details</li> <li>• Company name and link on conference web site</li> <li>• Company name, logo, link, description on event app</li> </ul>	\$15,500	\$19,500

## EXHIBITOR LAYOUT ~ SOUTH SEAS BALLROOM ~ MANDALAY BAY RESORT & CASINO

***Several booths are sold...For an up to date interactive booth layout go to:***  
***<https://www.atmia.com/conferences/usa/exhibitorsponsor/>***



US 2021 REGISTRATION FORM		ATMIA Member	Non Member
Choose your Option			
<b>TOP SPONSORSHIPS</b>			
	Diamond <b>SOLD</b>	\$14,700	\$15,700
	Gold	\$13,750	\$14,750
	Silver	\$10,850	\$11,850
	Bronze – Single Booth	\$7,500	\$8,500
	Bronze – Double Booth	\$10,850	\$11,850
<b>EVENT SPONSORSHIPS</b>			
	Opening Night Reception	\$10,000	\$11,000
	Event App	\$9,500	\$10,500
	WiFi <b>SOLD</b>	\$7,500	\$8,500
	Charging Station	\$9,500	\$10,500
	Beverage Station	\$5,500	\$6,500
	Coffee Break Snack Sponsor	\$3,500	\$4,500
<b>PRODUCT BRANDING and other MARKETING OPTIONS</b>			
	Marketing Disbursement	\$1,000	\$1,500
	FI Track Sponsor	\$3,000	\$4,000
	IAD Track Sponsor	\$3,000	\$4,000
	ATM Industry Track Sponsor	\$3,000	\$4,000
	Bag - <b>SOLD</b>	\$7,500	\$8,000
	Pen <b>SOLD</b>	\$3,500	\$4,000
	Note Pad <b>SOLD</b>	\$4,500	\$5,000
	Lanyard - <b>SOLD</b>	\$6,000	\$7,000
	Journal <b>SOLD</b>	\$5,000	\$5,500
	Water Bottle	\$5,000	\$6,000
	Seat Drop	\$1,500	\$2,000
	Event App Banner Ads	\$1,000	\$1,500
	Program Print Ads		
	½ page ad	\$700	\$800
	Full page ad	\$950	\$1,050
<b>EXHIBITOR BOOTHS</b>			
	Single (10x10)	\$4,300	\$5,300
	Double (10x20)	\$7,700	\$8,700
	Triple (10x30)	\$11,800	\$14,800
	Quad (20x20)	\$15,500	\$19,500

### SELECT COMPANY TYPE (CHOOSE ONE)

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Financial Institution (other)             | <input type="checkbox"/> Card Association                | <input type="checkbox"/> ATM Hardware      |
| <input type="checkbox"/> Other Services                            | <input type="checkbox"/> Legal                           | <input type="checkbox"/> Bank              |
| <input type="checkbox"/> Card Issuer                               | <input type="checkbox"/> ATM Software                    | <input type="checkbox"/> ATM Insurance     |
| <input type="checkbox"/> Consultant                                | <input type="checkbox"/> Credit Union                    | <input type="checkbox"/> Media             |
| <input type="checkbox"/> Kiosks & Self-Service                     | <input type="checkbox"/> Payment Services                | <input type="checkbox"/> Switch            |
| <input type="checkbox"/> Cash Management                           | <input type="checkbox"/> Network Processor               | <input type="checkbox"/> Mobile Technology |
| <input type="checkbox"/> Security Solutions                        | <input type="checkbox"/> Independent ATM Deployers (IAD) |  |
| <input type="checkbox"/> Service/Maintain/Refurb or Replacing ATMs |  |  |
| <input type="checkbox"/> Sponsoring Financial Institution          | <input type="checkbox"/> Telecommunications              |  |
| <input type="checkbox"/> Cash Management/Distribution              | <input type="checkbox"/> Other _____                     |  |

COMPANY INFORMATION		
Company Name		
Contact		
Job title		
Address		
City		
State		
Postal Code		
Country		
Telephone		
Email		
Web site		
Booth Location	Preference #1	
	Preference #2	
	Booth layout on page 8	

PAYMENT INFORMATION	
Payment MUST be received to secure booth, sponsorship or advertising space	
Total Amount Due	
<b>Payment Options:</b> (Payable to ATMIA) If paying by check and registering <b>before February 1st</b> , a deposit of \$1,000 (non-refundable) is required to secure all sponsorships or booth locations. Please supply the credit card details below for deposit payment and an invoice will be issued for the balance. Final payment is due 30 days within issuance of invoice. <b>If registering after February 1st</b> , the full payment is due upon registration.	
Credit Card: Visa MasterCard America Express Discover	
Amount to Charge:	
Exp Date:	
Card Number	
CVC #	
Name On Card	
Signature	
Date	
Return form and payment to: ATMIA US Conference, Dana Benson, <a href="mailto:dana.benson@atmia.com">dana.benson@atmia.com</a> or call 605-582-7058	

## EXHIBIT & SPONSOR RULES & REGULATIONS

1. **Agreement:** Exhibitor hereby agrees to abide by these Rules & Regulations, together with such additional rules and regulations as may be adopted by ATMIA and provided to Exhibitor from time to time.
2. **Exhibitor Manual:** An exhibitor manual will be emailed to the contact of each exhibiting company. This will contain deadlines for such items as registrations and ads, and contact details for the Exhibit Company and the Conference Venue. The Exhibitor must read the document and return all items on time to be included in all exhibitor benefits.
3. **Membership:** In order to receive the member rate, the exhibitor's ATMIA membership must be current at the time of the event. If the membership lapses or the company chooses not to renew ATMIA membership, ATMIA has the right to charge the non-member rate.
4. **Assignment of Exhibit Space:** As a general rule, ATMIA will assign booths on a first-come, first-serve basis. ATMIA reserves the right to assign or relocate exhibit areas or reconfigure the exhibition area for the betterment of the show or otherwise in its sole discretion. Exhibit space assignment shall be conditional on payment in full of all amounts due. The exhibit space assigned to exhibitor is for the use of the named exhibitor only. Exhibit space sharing in whole or in part with any third party is expressly prohibited.
5. **Exhibitor Badges:** All exhibitor badges issued by ATMIA for exhibitors shall be for the sole use of exhibitor personnel identified in advance to ATMIA. Sharing of badges is not allowed.
6. **Terms of Payment:** Any registration submitted to ATMIA must be accompanied by the appropriate payment based on the amount due. Returned check will result in a \$50.00 returned check fee and all future payments by the exhibiting company must be by cash, credit card or certified check.
7. **Cancellation by Exhibitor:** If the exhibitor cancels from an event, the fees paid cannot be transferred to another event or membership of ATMIA. The following refund policy will be enforced:

<u>Timeline:</u>	<u>Amount Refunded:</u>
90+ days prior to the event	\$1,000 administrative fee will be deducted
45-90 days prior to the event	50% cost of booth
<44 days prior to the event	no refund
8. **Event Cancellation by ATMIA:** In the event that ATMIA 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/ advertiser. 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.
9. **Exhibitor Cancellation by ATMIA:** Exhibit space may be cancelled by ATMIA for failure to make payments when due or failure by exhibitor to comply with this Agreement or the applicable rules and regulations hereunder. If an exhibit space is cancelled by ATMIA, exhibitor shall forfeit all payments made and ATMIA shall have the right to rent such cancelled space to another exhibitor in its sole discretion without mitigation of such forfeited amounts.
10. **Attendance:** ATMIA uses reasonable efforts to market its events and attract attendees but does not guarantee specific levels of attendance at the conference. ATMIA makes no representations or warranties, express or implied, regarding attendance levels at hosted events.
11. **Mediation:** If a dispute arising out of or related to this agreement cannot be settled through negotiation, then the parties shall first try in good faith to settle the dispute by mediation through a commercially recognized mediation body to be agreed upon by the parties before resorting to any other dispute resolution procedure including but not limited to arbitration or litigation. ATMIA will not be liable for any fees associated with mediation for the exhibitor.
12. **Insurance:** Exhibitor and its independent contractors each agree to obtain and maintain appropriate commercial liability insurance for the event to cover equipment, staff and any accidents that may happen involving exhibits.
13. **Operation of Exhibits:** Displays in exhibit spaces must be designed and operated in a manner that respects the rights of other exhibitors and attendees. Displays shall not be designed in a manner that will block a neighboring exhibitor. If this occurs, ATMIA reserves the right to remove that exhibitor.
14. **Security:** In no case will ATMIA be responsible for theft, loss or damage to exhibitor's products, exhibit space, or display. Exhibitor agrees that it is wholly responsible for protecting its property on and off the venue premises. ATMIA will provide security in the exhibit hall when it is closed.
15. **Suitcasing Policy:** ATMIA appreciates the support of our attendees and sponsors at our industry events. As such we are increasing measures to protect our events from the opportunistic and unprofessional practice of suitcasing/outboording. ATMIA has adopted a zero tolerance policy regarding suitcasing. Suitcasing is a parasitic business practice where companies gain access to an event and solicit business in the aisles or other public spaces used for the conference, attempting to gain commercial value from a business event to which they contribute nothing thereby undermining the overall value for paying sponsors, exhibitors and delegates. This practice undermines the event and the industry. ATMIA recognizes that suitcasing may also take place in a hotel guest room, hospitality suite, restaurant, or any other public place in proximity to our event. For the purposes of this policy, suitcasing violations may occur at venues other than the exhibition floor and at other events. It is for this reason ATMIA must be informed of any hospitality suites, and expressed consent must be given prior to the event.
16. **COVID-19 Disclaimer:** ATMIA Conferences, active for over two decades, has taken enhanced health and safety measures for our events in the pandemic, and beyond, with your health interests in mind. Please note that you should follow all the association's public health instructions while attending ATMIA events. An inherent risk of exposure to COVID-19 exists in any public place where people are gathered in groups. It is well-known that COVID-19 is a contagious disease that can lead to severe illness and death. According to the Center for Disease Control and Prevention, senior citizens and guests with underlying medical conditions are especially vulnerable. By attending ATMIA events, you voluntarily assume all risks related to exposure to COVID-19. We urge you to comply with our public health guidelines during this event – so that we can all do our best to prevent any unnecessary spread of infections.