

ATMIA US Conference 2025

Exhibitor, Sponsor & Marketing Opportunities

February 5-7, 2025 - Rosen Shingle Creek - Orlando, Florida



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 as we rebuild after the pandemic 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 Included in this brochure

- *Top Sponsorships (page 2-3)*
- *Event Sponsorship Packages (page 4)*
- *Breakout Track Sponsorships (page 5)*
- *Product Branding and other Marketing Options (page 6)*
- *Exhibit Booths (page 7)*
- *Exhibitor Layout/list (page 8)*
- *Registration Form (page 9)*
- *Exhibitor & Sponsor Rules and Regulations (page 10-11)*

For questions and assistance getting registered contact Dana Benson 605-582-7058 or dana.benson@atmia.com.





The 26th Annual ATMIA Conference is the premier US ATM Conference & Tradeshow, bringing together Independent ATM Owners/Deployers, financial institutions, crypto currency companies, 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

Top Sponsorships	ATMIA Member	Non Member
<p>Diamond Sponsorship – Quad Booth - SOLD</p> <ul style="list-style-type: none"> • 20x20 booth space • 12 full conference staff passes, 6 exhibit hall only staff passes • Logo on event trinket • Breakfast Sponsorship Day 1 • Full page color ad in Program of Events • Logo and company description in sponsor section of event app • 1 push notification on the event app • 1 rotating banner ad on the event app • 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 ATMIA e-newsletter • Attendee list containing full contact details 	\$25,500	\$26,500
<p>Diamond Sponsorship – Double Booth SOLD</p> <ul style="list-style-type: none"> • 10x20 booth space • 8 full conference staff passes, 5 exhibit hall only staff passes • Logo on event trinket • Breakfast Sponsorship Day 1 • Full page color ad in Program of Events • Logo and company description in sponsor section of event app • 1 push notification on the event app • 1 rotating banner ad on the event app • 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 ATMIA e-newsletter • Attendee list containing full contact details 	\$16,750	\$17,750

Top Sponsorships (Continued)	ATMIA Member	Non Member
<p>Gold Sponsorship</p> <ul style="list-style-type: none"> • 10x20 booth space • 8 full conference staff passes, 5 exhibit hall staff passes • Logo on event trinket • 1 push notification on the event app • 1 rotating banner ad on event app • Breakfast sponsor – Day 2 • Logo and company description in sponsor section of event app • Full page color ad in Program of Events • 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 ATMIA e-newsletter <p>Attendee list containing full contact details</p>	\$15,000	\$16,000
<p>Silver Sponsorship SOLD</p> <ul style="list-style-type: none"> • 10x10 booth space • 7 full conference staff passes, 4 exhibit hall only staff passes • Logo on event trinket • 1 rotating banner ad on event app • Half page color ad in Program of Events • Logo and company description in sponsor section of event app • 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 conference staff passes at reduced rates • Company article in January ATMIA e-newsletter • Attendee list containing full contact details 	\$11,850	\$12,850
<p>Bronze Sponsorship – Single Booth (unlimited available)</p> <ul style="list-style-type: none"> • 10x10 booth space • 4 full conference staff passes, 3 exhibit hall only staff passes • Logo and company description in sponsor section of event app • Marketing Distribution in attendee bag (supplied by sponsor) • 50% off print ads and event app banner ads • 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 ATMIA e-newsletter • Attendee list containing full contact details 	\$7,750	\$8,750
<p>Bronze Sponsorship – Double Booth (unlimited available)</p> <ul style="list-style-type: none"> • 10x20 booth space • 6 full conference staff passes, 4 exhibit hall only staff passes • Logo and company description in sponsor section of event app • Marketing Distribution in attendee bag (supplied by sponsor) • 50% off print ads and event app banner ads • Company description on secure attendee web page • Logo/Link on event web site and marketing materials, including emails • Additional conference staff passes at reduced rates • Company article in January ATMIA e-newsletter • Attendee list containing full contact details 	\$11,000	\$12,000

Attendees by Company Type <i>Excludes Exhibitors & Sponsors</i>		
Company Type	Total	%
ATM Hardware	38	6%
ATM Software	7	1%
Bank/Financial Institution/Credit Union	79	12%
Card Association	1	0%
Card Issuer	3	0%
Cash Management and/or Distribution	28	4%
Consultant	19	3%
Crypto Currency Provider, Operator or Supplier	28	4%
Currency Producer	1	0%
Independent ATM Deployers (IAD)/ISO	258	40%
Kiosks & self-service other than ATMs	15	2%
Legal	2	0%
Media	9	1%
Mobile Technology	1	0%
Network Processor	10	2%
Other Services	23	4%
Payment Services	23	4%
Security Solutions	18	3%
Servicing, Maintaining, Refurbishing or Replacing ATMs	57	9%
Sponsoring Financial Institutions	4	1%
Switch	4	1%
Telecommunications	12	2%

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 2024 the event held in Las Vegas attracted over 1050 professionals from 460+ companies. The attendees are high level executives & decision makers within their organization and the industry. **IADs and Banks/CU make up 52% of our total attendees. If you want to reach them – this is the place!** The following graph on the left is a breakdown of the 2024 delegates excluding the exhibitors and sponsors.



Sponsorship Packages

The event offers 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 package.**

- 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 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
Opening Night Reception (3 available) SOLD <ul style="list-style-type: none"> • 10x10 booth space • 7 full conference staff passes, 5 exhibit hall only staff passes • Logo on reception napkins (possible bar in/near booth) • Sponsor of the Opening Night Reception • 1 event app push notification to delegates the night of the reception • 1 Rotating Banner on the Event App • Full page color ad in Program of Events • *See additional benefits above 	\$10,000	\$11,000
Event App – Exclusive Sponsor SOLD	\$8,500	\$9,500

<ul style="list-style-type: none"> • A custom designed splash page highlighting the sponsor company • Rotating Banner ad on event app • 1 10x10 booth • 4 conference staff passes, 2 exhibit hall staff passes • 1 event push notification to delegates during the event • <i>*See additional benefits above</i> 		
Charging Stations <ul style="list-style-type: none"> • 4 full conference staff passes • Sponsor of 3 charging stations placed around the exhibit hall • <i>*See additional benefits above</i> 	\$8,500	\$9,500
WiFi Sponsor SOLD <ul style="list-style-type: none"> • Sponsor the one thing that keeps everyone connected Show Floor WiFi. • Choose the username/password (approved by ATMIA) • 2 full conference staff passes <i>*See additional benefits above</i>	\$7,500	\$8,500
Registration Desk Sponsor SOLD <ul style="list-style-type: none"> • 3 full conference staff passes • Welcome signage behind desk as registration desk sponsor • ½ page ad in the Program of Events • Directional signage with sponsor logo • <i>*See additional benefits above</i> 	\$5,750	\$6,750
Beverage Station Sponsor <ul style="list-style-type: none"> • 3 full conferences staff passes • Sponsor of one of the Beverage Stations at the event • 1/2 page color ad in Program of Events • Company log on coffee sleeves at station • <i>*See additional benefits above</i> 	\$5,750	\$6,750
Coffee Break Snack Sponsor <ul style="list-style-type: none"> • 2 full conference staff passes • Logo on napkins during coffee break • Sponsor of one of the Coffee Breaks at the event • 1/2 page color ad in Program of Events <i>*See additional benefits above</i>	\$4,000	\$5,000
Workshop Coffee Break Sponsor <ul style="list-style-type: none"> • 1 full conference staff pass • Logo on napkins during coffee break • Sponsor the Coffee Breaks at the workshops • 1/2 page color ad in Program of Events • <i>*See additional benefits above</i> 	\$3,000	\$4,000



Breakout Tracks Sponsorship

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



- 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 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
FI Track Sponsor (1 available) SOLD <ul style="list-style-type: none"> • Signage with sponsor logo will be displayed in the track room. • Sponsor company will have the opportunity to present a session during this track (if session is available and topic/content must be approved by ATMIA). • Sponsor can provide marketing, trinkets, snacks in the room, be the in-room emcee, etc. • 2 full staff conference passes • 50% of print ads and event app banner ads <i>*See additional benefits above</i>	\$3,000	\$4,000
IAD Track Sponsor (1 available) SOLD <ul style="list-style-type: none"> • Signage with sponsor logo will be displayed in the track room. • Sponsor company will have the opportunity to present a session during this track (if session is available and topic/content must be approved by ATMIA). • Sponsor can provide marketing, trinkets, snacks in the room, be the in-room emcee, etc. • 2 full staff conference passes • 50% of print ads and event app banner ads <i>*See additional benefits above</i>	\$3,000	\$4,000
ATM Industry Track Sponsor (1 available) SOLD <ul style="list-style-type: none"> • Signage with sponsor logo will be displayed in the track room. • Sponsor company will have the opportunity to present a session during this track (if session is available and topic/content must be approved by ATMIA). • Sponsor can provide marketing, trinkets, snacks in the room, be the in-room emcee, etc. • 2 full staff conference passes • 50% of print ads and event app banner ads <i>*See additional benefits above</i>	\$3,000	\$4,000



Product Branding and other Marketing Options	ATMIA Member	Non Member
Marketing Disbursement <ul style="list-style-type: none"> Put your company material in the conference bag/packet to be given to all attendees (item to be supplied by company). Materials due date and address will be given closer to the event 	\$1,000	\$1,500
Conference Bag - SOLD <ul style="list-style-type: none"> Logo on bag 	\$7,500	\$8,000
Pen SOLD <ul style="list-style-type: none"> Logo on pen 	\$3,500	\$4,000
Note Pad <ul style="list-style-type: none"> Logo on note pad 	\$4,500	\$5,000
Lanyard - SOLD <ul style="list-style-type: none"> Logo on lanyard 	\$6,000	\$7,000
Journal SOLD <ul style="list-style-type: none"> Logo on journal given to delegates at registration 	\$5,000	\$5,500
Bottled Water SOLD <ul style="list-style-type: none"> Logo on bottle of water given to attendees 	\$6,000	\$7,000
Seat Drop <ul style="list-style-type: none"> Place 1 item on delegate chairs in General Session Room before keynote address 	\$1,500	\$2,000
Event App Banner Ads <ul style="list-style-type: none"> One Rotating banner ad on the event app 620x100 / JPG, PNG, GIF / 150 KB or small / no animation 	\$1,000	\$1,500
Program of Events Printed Ad <ul style="list-style-type: none"> ½ page Full page <hr/> Ad specifications --- Images Please provide print ready high resolution single page PDF/X-1a—PDF version 1.3 (Acrobat 4); output resolution of 2400 dpi; composite CMYK; 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: 7" x 10" Bleed Size: .125" Live Area: 0.500" from Trim all around <ul style="list-style-type: none"> Full Page – non-bleed; 6.5" wide x 9.5" high // Full Page – bleed; 7.25" wide x 10.25" high 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 	\$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.**

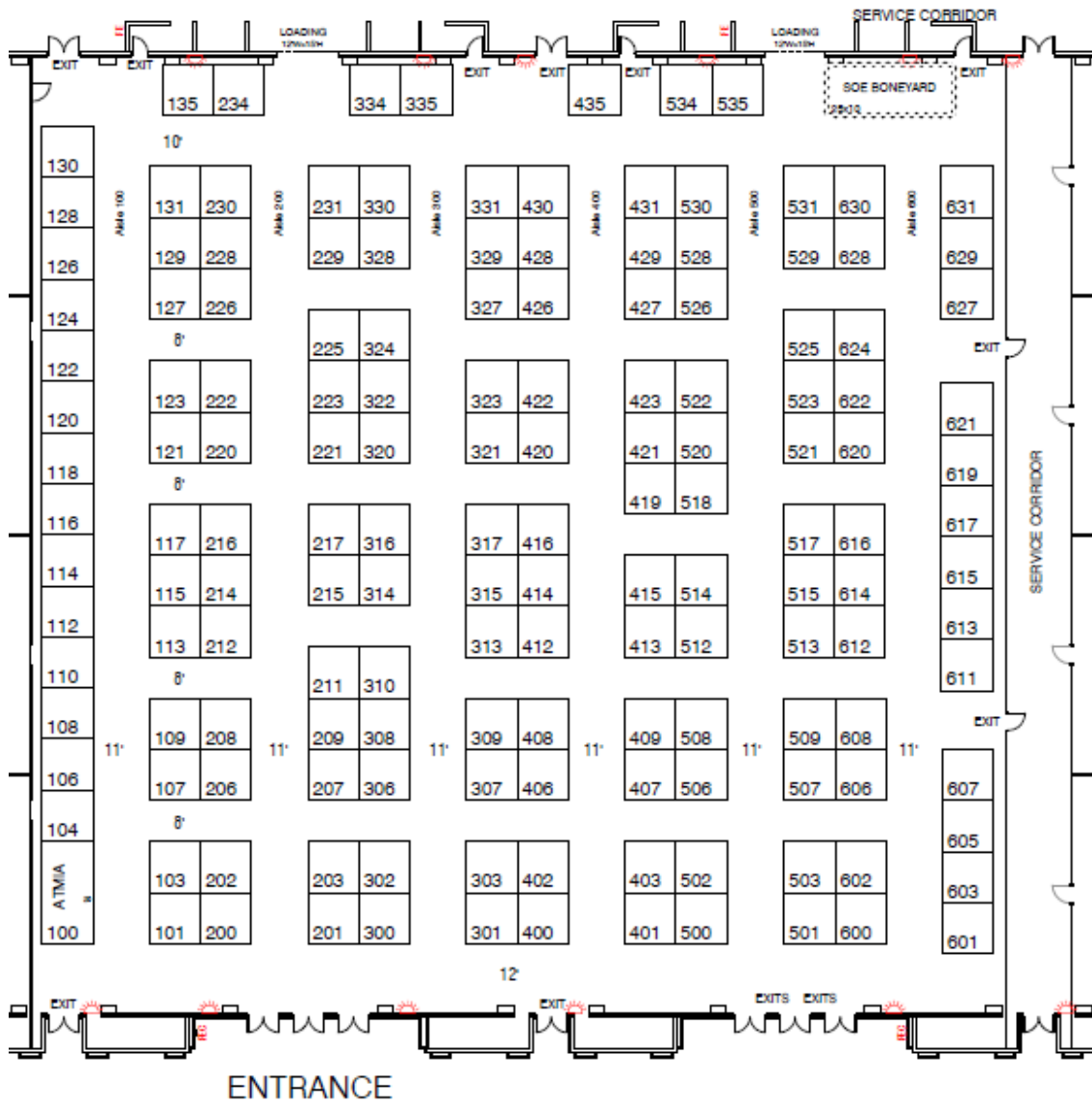
Please note that the number of exhibition booths is limited. Booths are allocated on a first-come first-serve basis, so book early to select your preferred location. Full payment or deposit is required to reserve a booth.

Full payment or deposit is required to reserve a booth.

Exhibit Opportunities	ATMIA Member	Non Member
Single Booth <ul style="list-style-type: none"> • 10’x10’ • 3 full conference staff passes • ID sign with company name • Waste Basket • Company description in attendee web page • Security when exhibit hall is closed • Additional staff passes at reduced rate • Attendee list with complete details • Company name and link on conference web site • Company name, logo, link, description on event app 	\$4,300	\$5,300
Double Booth <ul style="list-style-type: none"> • 20’x10’ • 5 full conference staff passes • ID sign with company name • Waste Basket • Company description in attendee web page • Security when exhibit hall is closed • Additional staff passes at reduced rate • Attendee list with complete details • Company name and link on conference web site • Company name, logo, link, description on event app 	\$8,000	\$9,000
Triple booth <ul style="list-style-type: none"> • 10x30 exhibit space • 8 full conference staff passes • ID sign with company name • Waste Basket • Company description in attendee web page • Security when exhibit hall is closed • Additional staff passes at reduced rate • Attendee list with complete details • Company name and link on conference web site • Company name, logo, link, description on event app 	\$11,800	\$14,800
Quad booth <ul style="list-style-type: none"> • 20’x20’ exhibit space • 10 full conference staff passes • ID sign with company name • Waste Basket • Company description in attendee web page • Security when exhibit hall is closed • Additional staff passes at reduced rate • Attendee list with complete details • Company name and link on conference web site • Company name, logo, link, description on event app 	\$15,500	\$19,500

Exhibitor Layout ~ Rosen Shingle Creek – Orlando, FL

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



US 2025 Registration Form

Choose your Option

ATMIA
Member

Non
Member

Company Information

Company Name	
Contact	
Job title	
Address	
City	
State	
Postal Code	
Country	
Telephone	
Email	
Web site	
Booth Location	Preference #1
	Preference #2
<i>Booth layout on page 9</i>	

Payment Information

Payment MUST be received to secure booth, sponsorship or advertising space

Total Amount Due	
Payment Options: (Payable to ATMIA) <i>If paying by check and registering before December 1st, 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. If registering after December 1st, the full payment is due upon registration.</i>	
Credit Card:	<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> America Express <input type="checkbox"/> Discover
Amount to Charge:	
Exp Date:	
Card Number	
CVC #	
Name On Card	
Signature	
Date	
Return form and payment to: ATMIA US Conference, Dana Benson, dana.benson@atmia.com or call 605-582-7058	

Top Sponsorships

Diamond – Quad Booth SOLD	\$25,500	\$26,500
Diamond – Double Booth SOLD	\$16,750	\$17,750
Gold	\$15,000	\$16,000
Silver SOLD	\$11,850	\$12,850
Bronze – Single Booth	\$7,750	\$8,750
Bronze – Double Booth	\$11,000	\$12,000

Event Sponsorships

Opening Night Reception SOLD	\$10,000	\$11,000
Event App SOLD	\$8,500	\$9,500
Charging Station	\$8,500	\$9,500
WiFi SOLD	\$7,500	\$8,500
Registration Desk SOLD	\$7,500	\$8,500
Beverage Station	\$5,750	\$6,750
Coffee Break	\$4,000	\$5,000
Workshop Coffee Break	\$3,000	\$4,000

Product Branding and other Marketing Options

FI Track Sponsor SOLD	\$3,000	\$4,000
IAD Track Sponsor SOLD	\$3,000	\$4,000
ATM IndTrack Sponsor SOLD	\$3,000	\$4,000
Marketing Disbursement	\$1,000	\$1,500
Bag SOLD	\$7,500	\$8,000
Pen SOLD	\$3,500	\$4,000
Note Pad	\$4,500	\$5,000
Lanyard SOLD	\$6,000	\$7,000
Journal SOLD	\$5,000	\$5,500
Bottled water SOLD	\$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

Exhibitor Booths

Single (10x10)	\$4,300	\$5,300
Double (10x20)	\$8,000	\$9,000
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"/> Service/Maintain/Refurb or Replacing ATMs | <input type="checkbox"/> Sponsoring FI | <input type="checkbox"/> Telecommunications |
| | | <input type="checkbox"/> Security Solutions |
| | | <input type="checkbox"/> Independent ATM Deployers (IAD) |
| | | <input type="checkbox"/> Cash Mgmt/Distribution |
| | | <input type="checkbox"/> Crypto provider |

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/Sponsor Manuals, Kits, Forms and Information:** The Exhibitor/Sponsor pages can be found on the web site. This page contains all of the information that the exhibitor/sponsor will need to prepare for and plan the event. The link can be found at the event web site under the Exhibitor/Sponsor tab. The link will also be emailed out to the main contact of the booth or sponsor when they registered. The Exhibitor/sponsor must read the page including all forms and kits 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 of the deposit and/or in full of all amounts due 1 month prior to the event. 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. If after booths are chosen and an exhibit company is not happy with their neighbor, that company will have the opportunity to move to a new unoccupied booth location. No company will be asked to move due to another company being unhappy with the other.
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. As per ATMA Membership Code of Conduct ATMIA member benefits are nontransferable and cannot be shared. ATMIA member benefits are for ATMIA member companies and their employees only, and may not be made available to others, including other organizations that ATMIA member companies or their employees are affiliated with. Subsidiary and Affiliate companies of an active ATMIA member company will be required to hold their own membership, in their company's name, to access ATMIA member benefits, since they are registered as separate legal entities. A subsidiary and affiliate company is defined as: a company that is controlled and at least partially owned by another company (this includes both holding & parent companies).
6. **Terms of Payment:** Any registration submitted to ATMIA must be accompanied by the appropriate payment based on the amount due. Returned checks 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. If the refund is to be issued by check or wire an additional fee of \$250 will be assessed. 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
<45 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. If ATMIA determines that the event was cancelled due to 'acts of God' we will refund only payments made to ATMIA for that event. ATMIA will not 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 or extend into an aisle or common space. All marketing material must remain in the designed booth location and can't be distributed onto items in the exhibit hall such as tables or chairs, food displays, etc. If this occurs, ATMIA reserves the right to remove that exhibitor or discard the marketing items.
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/outboarding. 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.