



Thank you for planning to exhibit and or sponsor at the ATMIA US event!

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 2027. 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 2027 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

125 E John Carpenter Fwy #950
Irving, TX 75062

Exhibitor/Sponsor Information:

Dana Benson, SVP, Conferences & Sponsorships
Telephone: 1800-475-0585 x1701
dana.benson@atmia.com

Attendee Registrations:

Brita Florek, Global Director of Finance & Events
Telephone: 1800-475-0585 x1702
brita.florek@atmia.com

Hotel: **Hotel: Caesars Palace**

3570 S Las Vegas Blvd., Las Vegas, NV 89109
Convention Services:

Michele Solis
Office: 725-233-8458
Email: Msolis@caesars.com

For reservations: Please refer to the 'Reservations Section' in this kit

Exhibit Company: SourceOne Events

Contact: Paola Avila Novoa

Office: 708-344-4111 x 219

Mobile: 407-433-7171

Email: paola@sourceoneevents.com

Exhibitor Services:

exhibitorservices@sourceoneevents.com

Phone: 708-344-4111

Exhibitor Details

Set-Up Day: Set-up will take place

- Monday, February 15: 1:00pm-5:00pm (no one will be allowed in the hall after 5pm)
- Tuesday, February 16: 8:00am-5:00pm (no one will be allowed in the hall after 5pm)
- Wednesday, February 17: 8:00am-4:00pm

All exhibits must be set up by 4:00pm on Wednesday, February 17. Please see SourceOne Events kit below for complete details.

Exhibitor Kits and Forms:

1. **ATMIA Exhibitor/Sponsor** forms and all deadlines:
<https://www.atmia.com/conferences/us/exhibitorsponsor/exhibitor-kit/>
2. **SourceOne Events** is the exhibit company for the conference. Please see their kit at the above link. If you have any questions, please contact Paola Avila Novoa (paola@sourceoneevents.com), exhibitorservices@sourceoneevents.com or 708-344-4111.

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)*

Wednesday	February 17	5:00 – 7:00pm NEW TIME!
Thursday	February 18	10:45am – 5:30pm
Friday	February 19	10:45am – 1:00pm

Tear-Down Hours - Please see SourceOne Events kit above for complete details and processes.

Friday	February 19	1:00 – 6:00pm
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Staff Conference Passes & Registrations

Registering your Staff: In order to register your staff using your complimentary passes, please make sure to fill out the **Exhibitor/Sponsor Staff Registration Form** at [available at this link](#).

**** To register staff online your complimentary passes using the link above, you will need your Confirmation/Invoice 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/invoice 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 Staff Registration** form in this kit by **January 19**.

Booth Size/Sponsorship
Opening Night Sponsor
Beverage Station Sponsor

Complimentary staff for event
6 full conference passes/4 exhibit hall passes
3 full conference passes

Mobile App Sponsor	4 full conference passes/2 exhibit hall passes
Charging Station Sponsor	3 full conference passes/2 exhibit hall passes
WiFi Sponsor	3 full conference passes
Wednesday Coffee Break	1 full conference passes
Thurs/Fri Coffee/Snack Sponsor	2 full conference passes
Single booth (10'x10')	3 full conference passes
Breakout Track Sponsor	2 full conference passes
Double booth (10'x20')	5 full conference passes
Triple booth (10'x30')	8 full conference passes
Quad booth (40'x40')	10 full conference passes
Bronze Sponsor–Single Booth	4 full conference passes/3 exhibit hall passes
Bronze Sponsor–Double Booth	6 full conference passes/4 exhibit hall passes
Silver Sponsor	6 full conference passes/3 exhibit hall passes
Gold Sponsor	7 full conference passes/5 exhibit hall passes
Diamond Sponsor (Double)	8 full conference passes/5 exhibit hall passes
Diamond Sponsor (Quad)	12 full conference passes/6 exhibit hall passes

Full Conference Pass includes:

- ◆ Entrance into each pre-conference workshop, general session, keynote, and breakouts
- ◆ Access to the exhibit hall
- ◆ All meals served at the event (coffee breaks, continental breakfasts, lunches, and receptions)
- ◆ Conference materials
- ◆ Access to the conference app

Exhibit Hall passes include:

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

Additional Passes can be purchased for your staff:

- ◆ Full conference passes: \$550 each for people within your company.
- ◆ Additional Exhibit Hall Only passes: \$325 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*

Hotel Reservations

A limited block of reduced rate rooms has been reserved for ATMIA Conference participants at the host hotel. *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 sends you an 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://www.atmia.com/conferences/us/hotel-info/>

Company Descriptions for Event App

ATMIA has created an event app for this conference which has become very popular with delegates. All exhibitors can 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](#). **Do this as soon as possible or by January 1.**

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 received 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.** All exhibiting companies, agents or representatives who perform services must provide ATMIA with **Certificates of Insurance, name ATMIA US Conference 2027, and Caesars Palace** as additional insureds at the time that a request for an exception is made. These Certificates of Insurance must include public liability and property damage insurance for at least \$1,000,000, and workmen's compensation insurance in accordance with local law. **Email the document to Dana Benson (dana.benson@atmia.com) by January 15.** *Exhibitors should be aware that ATMIA takes no responsibility for loss, theft, or disappearance of property.*

Cancellation Policy

Cancellation Policy for Exhibitors/Sponsors/Advertisers:

<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

Please note an additional fee of \$250 will be assessed if the refund is to be issued by either check or wire. Here is the link to our event [policy page](#).

If 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](#).

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 1800-475-0585 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 if space is available. 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 **January 9**, and the ads are due **January 12**.

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 at the address provided by **Thursday, February 11**. If you are interested in taking advantage of this advertising opportunity please complete the [form at this link](#) or in this kit.

Event App Banner Ad

If your sponsorship package includes a banner ad on the event app, please send them by **January 21** to Dana Benson – dana.benson@atmia.com. The banners should be 640x100 pixels, JPG/PNG/GIF, 150KB or smaller and no animation. Please include the web link as well.

Event App Push Notification

If your sponsorship package includes a push notification from the event app, please send them by **January 21** to Dana Benson – dana.benson@atmia.com. The notices should include the following:

1. Intro – no more than 50 characters (including spaces)
2. Body – no more than 180 characters (including spaces)
3. Date and time to send



ATMIA US Conference 2027

Caesars Palace – February 17-19 – Las Vegas

Exhibitor/Sponsor Checklist

<u>Page</u>	<u>Date Due</u>	<u>Completed</u>	
Full Booth Payment		Immediately	_____
Sponsorship Payment		Immediately	_____
Meeting Room Reservation Complete this form online		Immediately	_____
Advertising Placement Complete this form online	7	January 7	_____
Ads for program of events	7	January 9	_____
Exhibitor/Sponsor Description Complete this form online	3	January 12 <i>or sooner to be included on the app</i>	_____
Certificate of Insurance	4	January 19	_____
Exhibitor/Sponsor Staff Registration Form Complete this form online	2-3	January 19	_____
Additional Staff Registration Form Complete this form online	8	January 19	_____
Event App Banner Ad	5	January 21	_____
Event App Push Notification	5	January 21	_____
Marketing Insert in Attendee Bag Complete this form online	9	register now <i>to address provided by February 11</i>	_____

Please submit forms on time!



ATMIA US Conference 2027

Caesars Palace – February 17-19 – Las Vegas

Advertising Placement Form

Reservations Due: January 7

Ads Due: January 12

Email dana.benson@atmia.com

Purchase an Ad: If your company would like to purchase an ad, please register online <https://www.atmia.com/conferences/us/registration/sponsorship-registration/> or complete the form below.

Company _____

Contact: _____ Job Title: _____

Address: _____ City _____ State _____ Zip _____

Email Address _____ Phone: _____

☐ **Full Page (7"x10") – Full Color**

Cost -ATMIA Member \$950

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 _____

****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. For questions contact [Jacquelynn Skotvold](mailto:Jacquelynn.Skotvold)**

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"



ATMIA US Conference 2027

Caesars Palace – February 17-19 – Las Vegas

Additional Staff Registration Form

Due: January 19

Email brita.florek@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 staff attendees must be from your company - no contractors, clients, partners, etc.):**

Name: _____ Job Title: _____
Company: _____
Address: _____
City: _____ State: _____ Postal Code _____ Country _____
Telephone: _____ Email: _____

Registration Choice: ☐ **Staff** Exhibit Hall Only: \$325 (on-site=\$350) ☐ **Staff** Full Conference: \$550 (on-site=\$600)

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

Registration Choice: ☐ Member Exhibit Hall Only: \$400 (on-site=\$425) ☐ Member Full Conference: \$725 (on-site=\$780)
☐ Non-member Exhibit Hall Only: \$475 (on-site=\$500) ☐ Non-member Full Conference: \$1525 (on-site=\$1580)

Name: _____ Job Title: _____
Company: _____
Address: _____
City: _____ State: _____ Postal Code _____ Country _____
Telephone: _____ Email: _____

Registration Choice: ☐ **Staff** Exhibit Hall Only: \$325 (on-site=\$350) ☐ **Staff** Full Conference: \$550 (on-site=\$600)

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

Registration Choice: ☐ Member Exhibit Hall Only: \$400 (on-site=\$425) ☐ Member Full Conference: \$725 (on-site=\$780)
☐ Non-member Exhibit Hall Only: \$475 (on-site=\$500) ☐ Non-member Full Conference: \$1525 (on-site=\$1580)

Name: _____ Job Title: _____
Company: _____
Address: _____
City: _____ State: _____ Postal Code _____ Country _____
Telephone: _____ Email: _____

Registration Choice: ☐ **Staff** Exhibit Hall Only: \$325 (on-site=\$350) ☐ **Staff** Full Conference: \$550 (on-site=\$600)

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

Registration Choice: ☐ Member Exhibit Hall Only: \$400 (on-site=\$425) ☐ Member Full Conference: \$725 (on-site=\$780)
☐ Non-member Exhibit Hall Only: \$475 (on-site=\$500) ☐ Non-member Full Conference: \$1525 (on-site=\$1580)

PAYMENT

Credit Card: ☐ Visa ☐ MasterCard ☐ American Express ☐ Diners Club ☐ JCB ☐ Discover

Total Amount Due \$ _____ Name (as it appears on card) _____

Card # _____ Expiration Date: _____ Card ID: _____

Card Billing Address: _____

Signature: _____ Date _____



ATMIA US Conference 2027
Caesars Palace – February 17-19 – Las Vegas

Marketing Insert into Attendee Bag
Items Due Tuesday, February 11

All Conference Sponsors may put one (1) company branded marketing item into the attendee bag as per your package. *** No need 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 register online at <https://www.atmia.com/conferences/us/registration/sponsorship-registration/> or 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 _____