



it starts with us
AUG 29-SEPT 1

International Delegation Opportunities

ATD supports everyone who wants to participate in ATD21 regardless of where they want to participate.

We are committed to working with international attendees, groups, delegations and others that attend the International Conference & Exposition to deliver ATD21 experiences around the globe.

There are multiple ways to join ATD in 2021:

- In-person at ATD21 HQ
- Virtually through ATD21@Home
- In-person at an ATD21 Regional Event

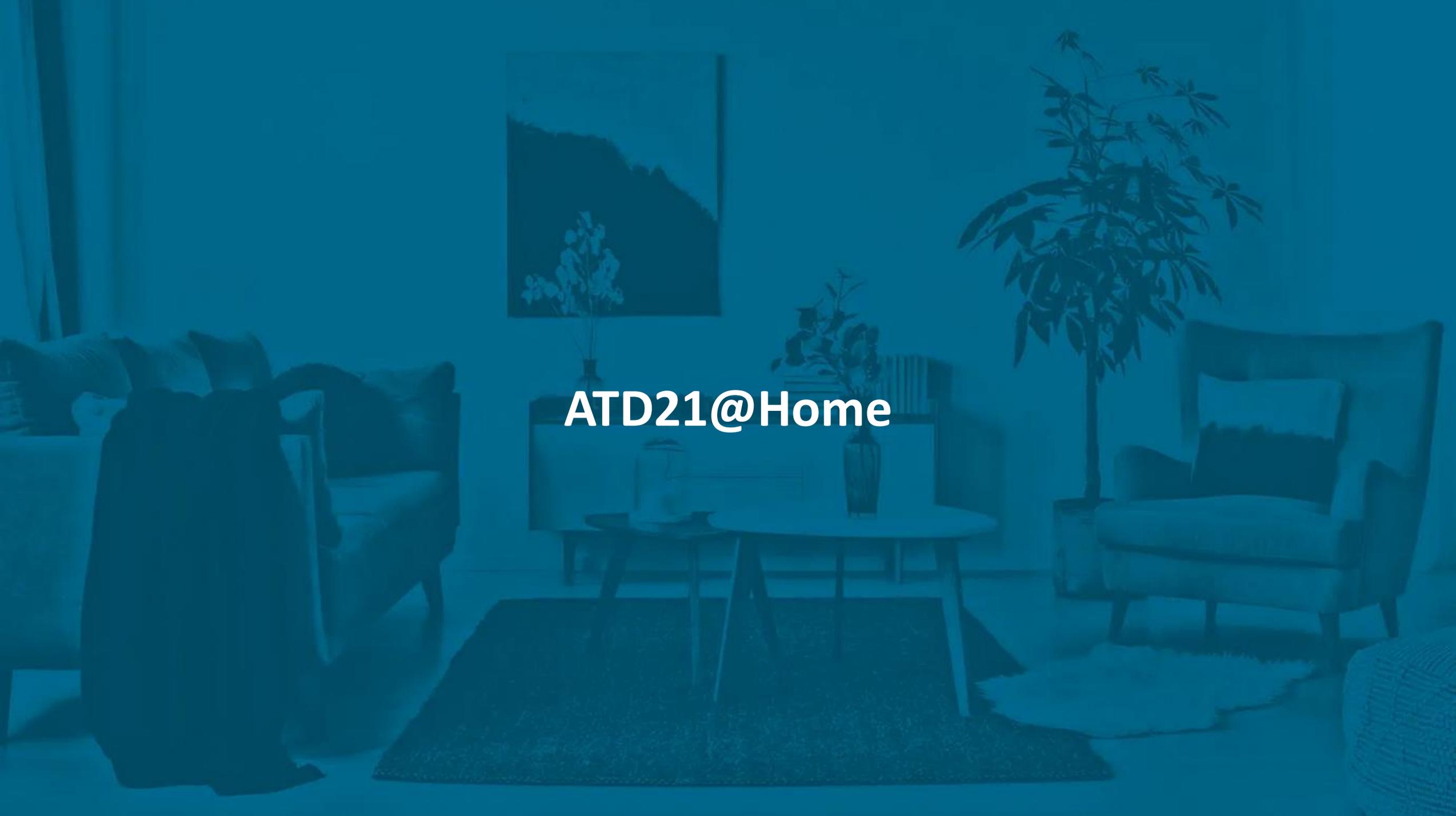
An aerial photograph of a city skyline, featuring a mix of modern glass skyscrapers and older, classical-style buildings. The image is overlaid with a semi-transparent teal color. In the center, the text "ATD21 HQ" is written in a white, bold, sans-serif font. The foreground shows a lower-rise building with a flat roof and some trees. The background includes more high-rise buildings and a hazy sky.

ATD21 HQ

ATD21 HQ Salt Lake City

- **In-person conference experience**
- **Health & Safety Protocols**
- **3 phenomenal keynotes**
- **250+ sessions**
- **300+ exhibitors**
- **Networking Night (Concert Format)**
- **Limited Capacity**





ATD21@Home

ATD21@Home - Virtual Conference

- Available to ALL ATD21 registrants regardless of location (HQ or remote)
- 50+ sessions streamed live from ATD HQ
- Networking capabilities, discussions, peer to peer engagement
- “Virtual Only” programming
- Language support



ATD21 Regional

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- **In-person events on a smaller scale**
- **Hosted in local communities around the globe by chapters, partners and other approved groups**
- **Blend of ATD HQ, local programming, and networking opportunities**
- **Includes access to ATD21@Home for all participants**
- **Pricing set by Regional Host**



An aerial photograph of a city skyline, featuring a mix of modern skyscrapers and older, classical-style buildings. The image is overlaid with a semi-transparent teal color. The text 'ATD21 HQ INTERNATIONAL DELEGATION' is centered in white, bold, sans-serif font.

ATD21 HQ INTERNATIONAL DELEGATION

International Delegation



With a minimum of **five paid participants**, you can organize an international delegation and receive a reduced rate plus other benefits.

Types of International Delegations

- Professional associations
- Training solution providers
- Corporations
- Universities

ATD21 HQ - Delegation Example

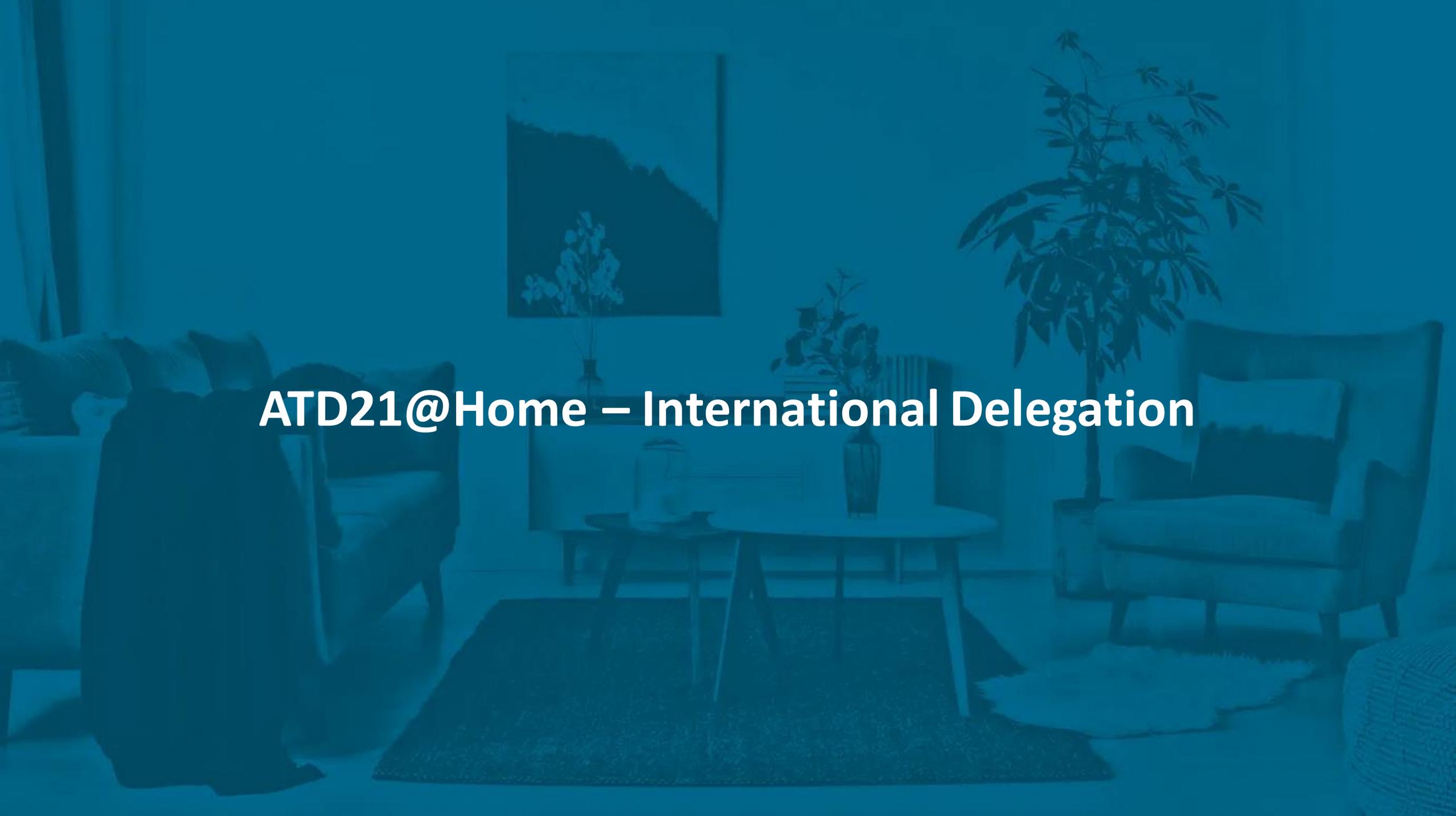
| Product | ATD Member | Non-Member | Registration Example |
|----------------------------------|-------------------------------|-------------------------------|----------------------|
| ATD 2021 Conference Registration | \$1,675 \$1,550 | \$1,995 \$1,800 | \$1,550 |
| ATD Membership | | \$239 \$189 | \$189 |
| Networking Night | | \$85 | Yes |
| Regional Networking Event | | \$25 or \$50 | - |
| Pre-Conference Programs | | Prices vary | - |
| | | | Total: \$1,739 |



ATD21 HQ – Delegation Benefits

| Paid Delegates | 5-9 | 10-24 | 25-49 | 50-74 | 75-99 | 100-149 | 150 or more |
|---|-----|-------|-------|-------|-------|---------|-------------|
| Reduced Registration Rate | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Shared Networking Room | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| ATD Membership Discount | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Access to Delegation Leader Website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Recognition in the Program Guide and Website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Group Badge Pickup (for 10+ delegates) | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| One (1) Complimentary Conference Registration for the Delegation Leader | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Rebate Based on Number of Paid Participants' Full Conference Registration Fee | | 5% | 10% | 15% | 18% | 22% | 25% |
| <i>* Processed 90 days after the conference ends</i> | | | | | | | |





ATD21@Home – International Delegation

ATD21@Home – Delegation Example

| Product | ATD Member | Non-Member | Registration Example |
|-----------------|----------------|----------------|----------------------|
| ATD 2021 @ Home | \$450 \$383 | \$550 \$468 | \$383 |
| ATD Membership | | \$239 \$189 | \$189 |
| | | | Total: \$572 |



ATD @Home – Delegation Benefits

| Paid Delegates | 5-9 | 10-24 | 25-99 | 100 or more |
|--|-----|-------|-------|-------------|
| Reduced Registration Rate | ✓ | ✓ | ✓ | ✓ |
| ATD Membership Discount | ✓ | ✓ | ✓ | ✓ |
| Access to Delegation Leader Website | ✓ | ✓ | ✓ | ✓ |
| Recognition on the Website | | | ✓ | ✓ |
| One (1) Complimentary Conference Registration for the Delegation Leader | | ✓ | ✓ | ✓ |
| Rebate Based on Number of Paid Participants' @Home Conference Registration Fee <i>* Processed 90 days after the conference ends</i> | | | 10% | 15% |



REGISTRATION PROCESS



Registration Process

- 1. Have a minimum of five (5) paid full conference attendees**
- 2. Complete and return the delegation application form to the Global Team**
- 3. Receive a confirmation letter from ATD**
 - Returning qualified delegations will receive a delegation code within the confirmation letter
 - New delegations will be assigned delegation codes when the minimum of five paid attendees is reached



Helpful Tip: We recommend that you submit your delegation application early to receive important updates and marketing support from ATD Global

Registration Process

4. Register Attendees and Make Payment

Individuals

Individuals joining a delegation can register and make their payment on the website atdconference.td.org/registration

Apply the delegation code during the registration process, discounts will be reflected at check out

Group Registration

As a delegation leader you may make a group payment for your members

Payments can be completed by credit card or wire transfer

If you need any assistance, please email atdglobal@td.org

Registration Process

5. Registration Confirmation

Make sure to process all payments before the deadlines.

Payment is required before registration is considered complete

Any change in registration lists (edits/ additions/ cancellations) must be completed before the registration deadlines



Helpful Tip: Don't delay! Your seat for the conference and any preconference certificate programs are not guaranteed until payment has been applied.

Book Housing

ATD offers discounted housing to conference attendees. Hotel accommodations can be reserved online at **using our housing service starting in April 2021.**

Attendees can book hotel rooms individually or delegation leaders can request a group reservation block.



Helpful Tip: The number of available is limited. We recommend that you reserve rooms early to secure your hotel accommodations.

ATD21 Regional

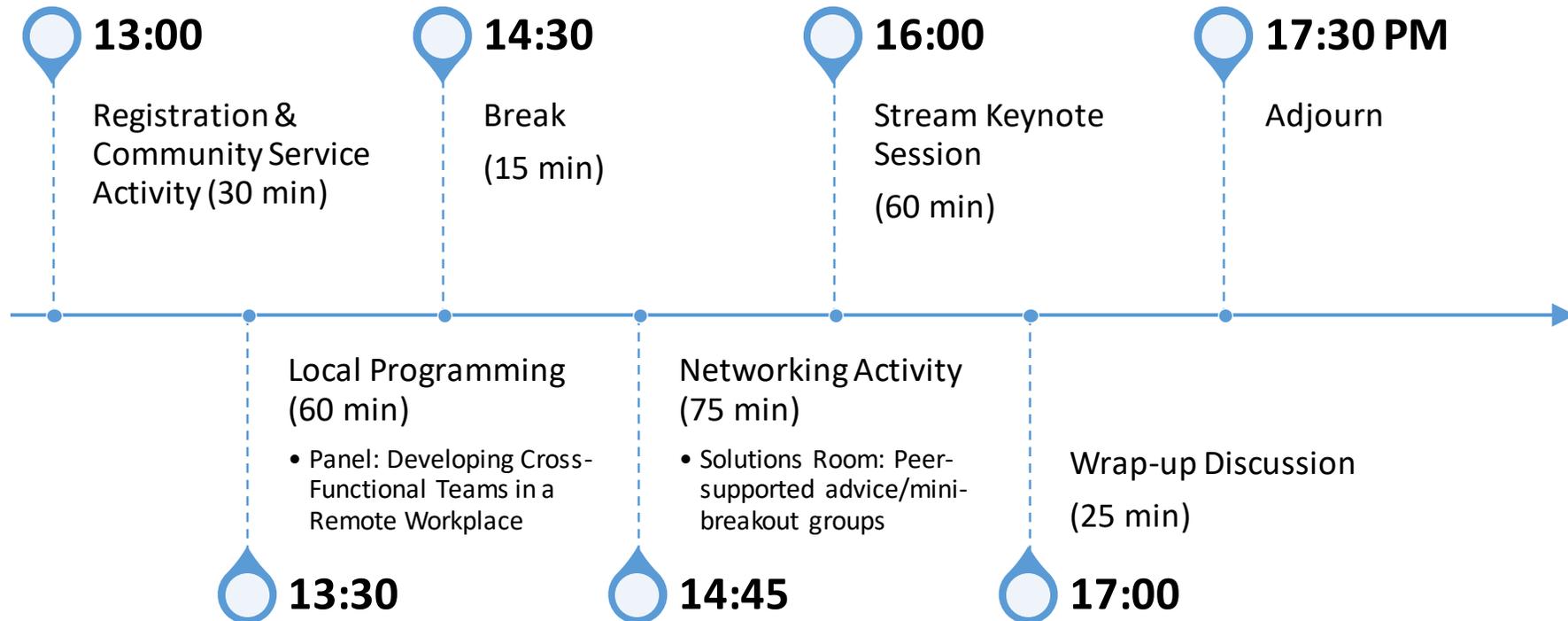
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ATD21 Regional - In Person Events



- **In-person events on a smaller scale**
- **Hosted in local communities around the globe by chapters, partners and other approved groups**
- **Blend of ATD HQ, local programming, and networking opportunities**
- **Includes access to ATD21@Home for all participants**
- **Pricing set by Regional Host**

ATD21 Regional - Sample Half-Day Event in Rome, Italy



An Opportunity For International Partners

Build An Event Targeted for Your Audience During ATD 21 (29 August – 1 September)

1. Stream Programming from ATD21 HQ (or recorded session)
 - Selection of Keynotes & Super Sessions (50+ sessions)
2. Local Programming
 - Design based on local needs
 - Can choose to broadcast to the Virtual Conference audience
3. Networking Opportunity
4. International Conference Challenge (Community Service Activity)

Benefits

- Spotlight your organization to ATD members and prospects
- Provide an opportunity to experience ATD21 in your region
- Continue to engage the talent development community in your area
- Set your own price and secure sponsorships to deliver revenue, supported by ATD 21 content



ATD21 Regional - Requirements

- **Must be hosted 29 August – 1 September**
- **Must be at least 4 hours in length, can be multi-day if desired**
- **Must include the four key program elements**

Organizer is responsible for

- Marketing & promoting the event to their audience/community
 - ATD will provide broad promotion of the Regional events and include listings on our site
- Registration: collection of contact info, reg fees, etc.
- Sharing participant contact info with ATD (for purposes of ATD@Home registration)
- All event logistics (venue, AV, etc.)



ATD21 Regional – Benefits by Size

| # of Participants | 25-50 | 51-100 | 101-150 | 151-200 | 201-250 |
|--|-------|--------|---------|---------|---------|
| Access to ATD21@Home for All Participants (includes 50+ hours of programming) | X | X | X | X | X |
| Event Listing on atdconference.td.org | X | X | X | X | X |
| Inclusion in ATD Regional Event Marketing & Promotion | X | X | X | X | X |
| Access to Regional Organizer Website & Toolkits | X | X | X | X | X |
| Recognition in the Program Guide and Website | X | X | X | X | X |
| Logistics support for pre-planning, set-up and troubleshooting | X | X | X | X | X |
| ATD materials & branded tablecloth shipped to your event (TD magazines, brochures, etc.) | | X | X | X | X |
| ATD branded items shipped to your event (Swag items, 2022 promotion, etc.) | | | X | X | X |
| Personalized tie-down meeting with ATD staff to ensure event success | | | X | X | X |



ATD21 Regional – Organizer Pricing Model 1

| # of Participants | License Fee | Average Rates | |
|-------------------|-------------|---------------|-------|
| 25-50 | \$11,375 | \$455 | \$228 |
| 51-100 | \$22,895 | \$449 | \$229 |
| 101-150 | \$38,950 | \$386 | \$260 |
| 151-200 | \$54,750 | \$363 | \$274 |
| 201-250 | \$71,250 | \$354 | \$285 |

Sample Model 1

Event Size: 34 participants

Per person rate: \$450

Revenue

Registration Revenue (34 x \$450) = \$15,300

Sponsorship = \$500

Gross Revenue = \$15,800

Expenses

License Fee = (\$11,375)

Other expenses to consider: venue, AV, catering

Net Revenue = \$3,925



ATD21 Regional – Organizer Pricing Model 2

| # of Participants | License Fee | Average Rates | |
|-------------------|-------------|---------------|-------|
| 25-50 | \$11,375 | \$455 | \$228 |
| 51-100 | \$22,895 | \$449 | \$229 |
| 101-150 | \$38,950 | \$386 | \$260 |
| 151-200 | \$54,750 | \$363 | \$274 |
| 201-250 | \$71,250 | \$354 | \$285 |

Sample Model 2

Event Size: 89 participants

Per person rate: \$450

Revenue

Registration Revenue (89 x \$450) = \$40,050

Sponsorship = \$2,000

Gross Revenue = \$42,050

Expenses

License Fee = (\$22,895)

Other expenses to consider venue, AV, catering

Net Revenue = \$19,155



ATD21 Regional - Process

- **Host reviews Organizer Requirements and applies to be a regional event host (atdconference.td.org/regional)**
- ATD reviews the application; approved organizers receive resources, tips, and tools including a customized event logo and marketing toolkit
- **Host builds program, secures venue, establishes website, sets registration prices**
- ATD lists as an ATD21 Regional Event on atdconference.td.org, links to host's website and promotes as part of Regional program
- **Host markets event and garners registrations**
- ATD provides support for livestreams & sends promotional and other event materials
- **Host shares registration list with ATD so we can provide virtual conference credentials**
- Host executes a phenomenal event



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Thank you!