



NEW ORLEANS  
MAY 19-22



## PRE- AND POST-SHOW MAILING GUIDELINES

Each ATD24 exhibitor can send one pre- and one post-show mailing using a third-party mail house. **The list of attendees will not be given directly to exhibitors**; you must use a third-party mail house to coordinate your mailing. Carefully read the information below, which details the only way you can participate in this process.

### Pre-Show Mailing

- The pre-show attendee mailing list contains the name, title (if provided), company name, and physical mailing address of attendees registered four weeks before the conference. Exhibitors, suppliers, and opt outs, are excluded from the list. Telephone numbers and email addresses are not provided.
- As an exhibitor, you will be provided with a code to request the pre-show ATD list from the provider.
- Upon receiving the code, the list provider will send the exhibitor two forms:
  - list rental order form
  - list rental agreement
- Exhibitors must complete and return both forms to the list provider along with a sample of their mailer for approval (see artwork guidelines). Exhibitors will be notified within 72 hours if their mailer is approved or if any changes need to be made.
- Once everything is approved and the list is available, an Excel file will be sent to your mail house by April 19, 2024.
- **Exhibitors are not permitted to view the list. All mailings must be arranged through a third-party mail house. Lists may be sorted (to mail to a specified geographical location or job title), but this process must be managed by the third-party company.**
- The list is for one-time use only and will expire on the first day of the conference (May 19, 2024).

### Post-Show Mailing

- The post-show attendee mailing list contains the name, title (if provided), company name, and address of all registered attendees. Exhibitors, suppliers,

and opt outs are excluded from the list. Telephone and email addresses are not included.

- Following the conference, all exhibitors will receive an email with a link to the post-show exhibitor survey. Once the survey has been completed, you will be provided with a code (final page of the survey) to request the pre-show ATD list from the provider.
- Once the list provider has been given the code, the exhibitor will be sent two forms:
  - list rental order form
  - list rental agreement
- Exhibitors must complete and return both forms to the list provider along with a sample of their mailer for approval (see artwork guidelines). Exhibitors will be notified within 72 hours if their mailer is approved or if any changes need to be made.
- Once everything is approved and the list is available (about 30 days after the conference), an Excel file will be sent to the exhibitor's mail house.
- **Exhibitors are not permitted to view the list. All mailings must be arranged through a third-party mail house. Lists may be sorted (to mail to a specified geographical location or job title), but this process must be managed by the third-party company.**
- The list is for one-time use only and expires 60 days after it is made available.

### **Artwork Guidelines**

**All mailers must be approved by ATD.** Following these artwork guidelines will save time and money!

### **Logo Usage**

The ATD logo is not permitted for use at any time.

The official conference logo (provided by ATD) for exhibitors and sponsors is permitted on the organization's website and print marketing pieces.

### **Association Name**

When referencing the association name, it should be stated as ATD or Association for Talent Development

## **Conference Name**

When referencing the conference name, it should be stated as ATD [YEAR] International Conference & EXPO or ATD[YEAR]. Please do not abbreviate the conference name to "ICE" or "ATD International". *Examples:* ATD 2024 International Conference & EXPO, ATD24

## **ATD Misrepresentation and Affiliations**

Companies should not make any false claims to be a partner or affiliate of ATD.