



EXHIBITOR REGISTRATION & LEAD RETRIEVAL

Exhibitor Badges

An exhibitor badge is required to access the EXPO floor to set up, dismantle, and work your company's booth during show hours.

Exhibitors are allotted two types of complimentary badges, which are only available to employees of exhibiting companies.

Full Conference Exhibitor – (1) per 10' x 10' booth

This badge type includes access to all general and concurrent sessions throughout the conference, as well as access to the EXPO for move-in, show hours, early and late access hours, and move-out. It does NOT include access to preconference programming.

Additional Full Conference Exhibitor registrations can be purchased for \$1,615 each.

Exhibitor Booth Personnel – (3) per 10' x 10' booth

This badge type includes access to the EXPO floor ONLY. Access is permitted during move-in, show hours, early and late access hours, and move-out.

Additional Exhibitor Personnel registrations can be purchased for \$115 each.

The **ATD24 VIP Package** can be added to Full Conference Exhibitor registrations for \$295 each; **Networking Night** can be added to both Full Conference Exhibitor and Exhibitor Booth Personnel registrations for \$100 per ticket (please note that the VIP Package includes a Networking Night ticket).

In order to deter badge sharing, the lost badge fee is \$500 for Full Conference and Exhibitor Personnel badges.

Sample Allotments

Booth Size or Sponsor Level	Full Conference Exhibitor	Exhibitor Personnel
10' x 10'	1	3
10' x 20'	2	6
10' x 30'	3	9
10' x 40' or 20' x 20'	4	12
20' x 30'	6	18
20' x 40'	8	24
30' x 30'	9	27

Platinum Sponsor	5	12
Gold Sponsor	3	6
Silver Sponsor	2	3
Bronze Sponsor	1	3

Exhibitor Registration

Exhibitor registration will open in January; instructions for registering will be sent out at that time.

Lead Retrieval

Lead retrieval equipment information and pricing can be found in the Exhibitor Manual (Shop Products & Services > Non-Freeman Services > Lead Retrieval).

In January, each exhibitor will receive an email from leads@mcievents.com with a unique company code. Upon receipt of this code, you will be able to place your Lead Retrieval orders.

Lead retrieval equipment and assistance will be available at the Lead Retrieval Desk in the ATD24 Registration area located In Lobby D.

Complimentary EXPO-Only Passes

These passes are available to exhibitors to invite existing or potential customers to see their booth at ATD24. An unlimited number of complimentary EXPO-only passes are available for you to send. This opportunity will also be available in January.

Note: Attendees and guests are not allowed on the show floor during move-in, move-out, and nonexhibit hours. Children under the age of 18 are not allowed on the show floor at any time.