



SAN DIEGO  
MAY 21-24

CREATE A WORLD  
THAT WORKS BETTER

## PRE- AND POST-SHOW MAILING GUIDELINES

---

Each ATD23 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

1. The pre-show attendee mailing list contains the name, title (if provided), company name, and physical address of attendees registered four weeks before the conference. Exhibitors and suppliers are excluded from the list. Telephone/fax numbers and email addresses are not provided.
2. In **March 2023**, you will receive an email with a code to request the pre-show ATD list from the provider.
3. Once the list provider has been given the code, the exhibitor will be sent two forms:
  - list rental order form
  - list rental agreement.
4. You must complete both forms and send them back to the list provider with a sample of the mailer for approval (see artwork guidelines below). You will be notified within 72 hours if the mailer is approved or if any changes need to be made.
5. Once everything is approved and the list is available, an Excel file will be sent to your mail house by **April 14, 2023**.
6. **Exhibitors are not permitted to view the list. All mailings must be arranged through a third-party mail house.**
7. The list is for one-time use only and will expire on the first day of the conference.

### Post-Show Mailing

1. The post-show attendee mailing list contains the name, title (if provided), company name, and address of all registered attendees. Exhibitors and vendors are excluded from the list. Telephone, fax, and email addresses are not included.
2. Approximately one week after 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 have access to a code and will be able to request the post-show list from the ATD list provider.
3. Once the list provider has been given the code, the exhibitor will be sent two forms:
  - list rental order form

- list rental agreement.
4. You must complete both forms and send them back to the list provider with a sample of the mailer for approval (see artwork guidelines below). You will be notified within 72 hours if the mailer is approved or if any changes need to be made.
  5. 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.
  6. **Exhibitors are not permitted to view the list. All mailings must be arranged through a third-party mail house.**
  7. 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**

1. The ATD logo is not permitted for use at any time.
2. The official conference logo (provided by ATD) for exhibitors and sponsors is permitted on the organization's website and print marketing pieces. **Any print pieces must be approved by ATD.**

### **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 & Exposition" or "ATD [YEAR]." **Please do not abbreviate the conference name to "ICE" or "ATD International".**

*Examples: **ATD 2023 International Conference & EXPO, ATD23***

### **ATD Misrepresentation and Affiliations**

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