



SAN DIEGO
MAY 21-24

CREATE A WORLD
THAT WORKS BETTER

EXHIBITOR REFERENCE GUIDE

EXPO LOCATION

San Diego Convention Center
Halls A-E
111 W Harbor Dr, San Diego, CA 92101

EXHIBIT HALL SCHEDULE

Move-In

Friday, May 19	8 a.m.–5 p.m. (island booths only)
Friday, May 19	12–5 p.m. (all exhibitors)
Saturday, May 20	7 a.m.–5 p.m.
Sunday, May 21	7 a.m.–5 p.m.

All exhibits must be set and ready by 5 p.m. on Sunday, May 21. Please plan travel arrangements accordingly.

Show Hours

Monday, May 22	9:30 a.m.– 3 p.m.
Tuesday, May 23	9:30 a.m.– 3 p.m.
Wednesday, May 24	9:30 a.m.– 1 p.m.

Move-Out

Wednesday, May 24	1:15–6 p.m.
Thursday, May 25	8 a.m.– 3 p.m.

Freeman will begin returning empty containers as soon as the EXPO closes. The entire process takes approximately two to four hours. **Out of respect for the show, your neighbors, and the conference attendees, please do not pack up your booth prior to 1:15 p.m. on Wednesday, May 24. Early tear down is a blatant violation of show rules and regulations.** Please plan travel arrangements accordingly. **All displays must be completely removed from the exhibit hall by 3 p.m. on Thursday, May 25.**

WHAT'S INCLUDED WITH YOUR BOOTH?

The following is **included in the rental fee of each 10' x 10' booth**:

- 8' high draped back wall, 3' high draped side walls in show colors
- (1) 7" x 44" identification sign
- **(1) complimentary Full Conference Exhibitor registration** per 10' x 10' booth (allows **access to the exhibit hall, general sessions, and concurrent sessions**)
- **(3) Booth Personnel registrations** per 10' x 10' booth (allows **access to the exhibit hall only**)
- Company listing in the ATD23 printed program guide, the April issue of *TD* magazine, the conference website, and the conference mobile app.
- Use of the pre-conference and post-conference attendee mail lists for one-time use through a third-party mail house.

ADDITIONAL BOOTH EQUIPMENT AND SERVICES

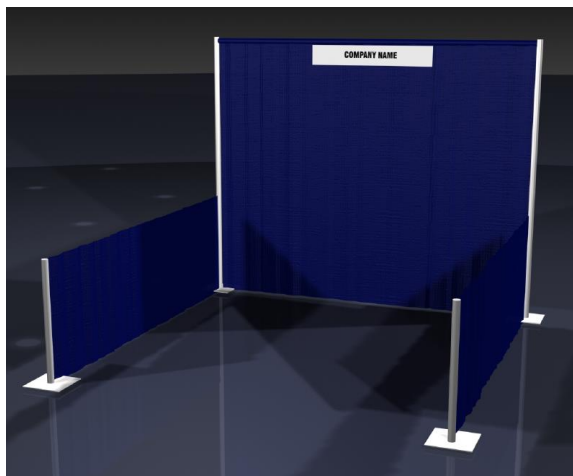
The following order forms are included in the exhibitor manual in the "Facility and Other Contractors" section. Please check the actual forms for their deadline dates. Order all services at least three to four weeks in advance.

Booth Catering • Booth Cleaning • Audiovisual • Photography
Floral • Internet • Lead Retrieval

Remember that on-site orders are last on the priority list and usually more expensive. To save time and money and to reduce lines at the Exhibitor Service Center, please order in advance.

SHOW COLORS

Booth Drape: Blue & white



FLOOR COVERING AND CARPET

All exhibitors must provide a floor covering or carpet for their entire booth space. If a floor covering is not in place on Sunday, May 21, at 5 p.m., show management will force carpet and the exhibitor will be charged accordingly. Please refer to the Carpet Brochure and Order Form in the Exhibitor Manual.

BOOTH CLEANING

Cleaning of your exhibit space is not included with the rental of your booth. Additional services for debris created must be ordered through the San Diego Convention Center. A form for cleaning services can be found in the Exhibitor Kit.

LABOR JURISDICTIONS

Please see the Labor Jurisdiction Guidelines under the Freeman link in this manual. Please read all union information before arriving on-site. If you have any questions, please contact the Freeman Exhibitor Services Department.

SIGNAGE MATERIAL

Foam core is associated with a myriad of ecological hazards and is not biodegradable. Foam core signage made prior to 2020 that is reused annually is permitted; however, foam core may not be used for signage that will be disposed after an event.

EXHIBITOR APPOINTED CONTRACTORS

Exhibitors who plan to use a service contractor other than the official contractor (Freeman) to unpack, erect, assemble, dismantle, and pack displays or equipment must provide the service company name, address, and supervisor name to ATD Show Management in writing by April 8. Please refer to the Exhibitor-Appointed Contractor form found in the manual. This form must be submitted with a Certificate of Insurance. **This can be done through your online Exhibitor Dashboard.**

EXPECTED ATTENDANCE

ATD Show Management anticipates 7500 talent development professionals from around the globe to attend AT23. **ATD attendees are looking to network, advance their skills and knowledge, and begin or continue supplier relationships to help their organizations.**

DISTRIBUTION OF GIFTS, SAMPLES, OR PRINTED MATERIALS

Exhibitors can only distribute gifts, samples, souvenirs, and printed material from the confines of their booth space. Any materials placed outside your booth will be removed, and if the activity persists, your booth may be shut down.

UNDER 18

No one under the age of 18 is permitted in the EXPO at any time, especially during move-in. Please instruct your on-site booth staff to leave children at home or with another adult while they access their booth.