



[ATD22](#) is less than three months away! By now you should be deep in the design planning for your exhibit space; as you finalize your design, ask yourself:

Is our booth interactive?

Incorporate touch screen technology, host giveaways, or feature product demos that people can participate in to get them interacting with your content, product or service.

Have we left enough open or negative space?

When you have this extra bit of “blank” space, you can ensure that the customer will remain comfortable when speaking with your representatives.

Is our brand on-point?

Design your booth with consistent branding throughout the entire area.

Do we have an element of surprise?

Whatever you try, aim to inspire wonder, amusement or — best of all — a must-know response within the consumer that encourages them to come inside and engage with your brand. Try to “touch all the senses” of your attendees.

Each month you receive the ATD22 Exhibitor Update, which is designed to provide valuable information to help make the EXPO a rewarding experience. These monthly updates will include upcoming deadlines, important details from our partners, and current news to keep you in the know.

IN THIS EDITION

- Mark Your Calendars
- SAVE THE DATE: New! Exhibitor Training (it’s free!)
- General Information & Updates

MARK YOUR CALENDARS

MARCH 2022

- March 4 - Exhibitor session descriptions* (solution, demo, and author chat)
- March 4 - Advertising artwork (program guide ad sponsors only)
- March 16 - Lead Retrieval (CompuSystems) Early Bird Pricing (available within the [Exhibitor Service Kit](#))
- **March 23 – Exhibitor Training Webinar with Robyn Davis, CPTD, Exhibitors WINH LLC**
- March 28 - Island Booth/Tower & Hanging Sign Renderings (send to expo@td.org)

- **Be sure to review the [Calendar of Deadlines](#) for all due dates and incentive pricing deadlines!**

SAVE THE DATE: New! Exhibitor Training

To help you squeeze even more value out of your participation at ATD22, we've engaged an expert exhibitor coach, Robyn Davis, CPTD at Exhibitors WINH LLC, to facilitate your exhibiting strategy. You'll have two opportunities to learn from Robyn: March 23 and April 27. Learn more and register for each session at HowToTradeShow.com/ATD22 (it's complimentary for you and team as part of exhibiting with ATD!).

GENERAL INFORMATION & UPDATES

EXHIBITOR SERVICE KIT

Be sure to dive into the [Exhibitor Service Kit](#) if you haven't already done so! The kit contains the order forms and information you will need to plan for your booth in Orlando. Our official conference partners provide **pricing incentives for early orders** so be sure to log into the kit sooner than later!

Be sure to review the [Calendar of Deadlines](#) for all incentive pricing deadlines!

If you have logged into the FreemanOnline® site before, for ATD or other shows, you can use your previous username and password and your old orders will be available for you to view and copy should your booth have the same requirements as previous years. If you have never logged onto the FreemanOnline® site, you will need to create a username and password (click Login > Create an Account) to order products and services online.

- If you recently became an ATD22 exhibitor, your company may not show up in the Find Your Company search on FreemanOnline®. Please allow a few days for Freeman to process new exhibitors in the system.
- Be sure to share your FreemanOnline® login information with your exhibitor appointed contractor (EAC) if applicable, for them to place orders on your behalf.
- You can access the Exhibitor Service Kit within your [Exhibitor Dashboard](#) or the [Exhibitor Resources page](#).

BOOK HOTEL ROOMS

[Housing is now open](#) for ATD22! Take advantage of ATD22 discounted hotel rates and reserve your housing accommodations early to secure the best availability. Hotel rooms are assigned on a first-come, first-served basis, and it is to your advantage to book your hotel rooms early. If you prefer, you can also book your rooms by calling MCI USA/ATD Housing Bureau between 8 a.m. – 5 p.m. CT, Monday – Friday, at 800.931.6029 or 972.349.5561 (Individuals) or 800.931.6032 or 972.349.5562 (Groups).

Why should you book within the ATD22 block? See the full benefits of booking with the ATD22 housing block [here](#).

BEWARE OF FALSE AND FRAUDULENT HOUSING CLAIMS

ATD has designated MCI USA as the only housing provider for ATD22. There are fraudulent companies and organizations that will try to present themselves as official partners of ATD, or “authorized housing vendors” for ATD22, and offer you potential room that might not be guaranteed or available. ATD is not responsible for hotel reservations booked through these unauthorized vendors. Should you be contacted by someone other than MCI USA or ATD, please let us know at atd@mcievents.com.

EXHIBITOR RESOURCES

The [ATD22 Exhibitor Resources page](#) is available! ATD is dedicated to the success of our exhibitors before, during and after ATD22. As you prepare for your conference participation, we want to offer resources that support your success. Whether you’re a tradeshow veteran, a first-timer to the ATD International Conference & EXPO, or a brand-new exhibitor, the Exhibitor Resources Center assembles information that covers everything you need to know for a successful experience. We will continue to update this page as we have more information to share.

We look forward to working with you to create a successful exhibiting experience at ATD22 in Orlando, FL!