



Happy New Year! We are excited to welcome you to both 2022 and [ATD22!](#)

With ATD22 just a few months away, we know you're ready to get planning. We're happy to announce that [the Exhibitor Service Kit is now live!](#) Keep reading for access details and other instructions.

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

And we don't know about you, but this blustery winter weather has us ready for everything [Orlando has to offer!](#)

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IMPORTANT TASKS

Please complete at your earliest convenience if you have not already done so

- Access the [Exhibitor Dashboard](#)
 - Complete and [approve](#) your company listing (be sure you click the green APPROVE button!)
 - Upgrade your company listing*
- Bookmark the [Exhibitor Resources page](#)
 - Find helpful details for a successful ATD22 experience
- Check out our [sponsorship opportunities](#) to enhance your presence
- Get in the marketing mindset
 - Have you thought of how you're getting people to your booth?
 - What are you are doing with them once they get there?

*If you are unfamiliar with the premium brand enhancement package, please connect with your Account Executive for details on greater attendee visibility for your company listing.

MARK YOUR CALENDARS

JANUARY 2022

- [Exhibitor service kit live](#)

- Exhibitor registration open

FEBRUARY 2022

- Company descriptions, areas of expertise, show specials **DUE FEBRUARY 7**
- Company logos due (Platinum, Gold, Silver, Bronze sponsors and exhibitors with premium brand enhancement only) **DUE FEBRUARY 7**

MARCH 2022

- Exhibitor session descriptions* (solution, demo, experiential and author chat) **DUE MARCH 4**
- Advertising artwork (program guide ad sponsors only) **DUE MARCH 4**

***PLEASE NOTE** that guidelines and instructions for exhibitor session submission will be available within the next few weeks. We are utilizing a new session submission site and are working feverishly to make it as user friendly and easy to navigate as possible!

Be sure to review the [Calendar of Deadlines](#) for all due dates!

EXHIBITOR SERVICE KIT

The [Exhibitor Service Kit](#) is live! 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, 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 by selecting the Exhibitor Service Kit tile.

GENERAL INFORMATION & UPDATES

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!