



[ATD22](#) is two months away!

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

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- **Advanced Freight**
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- Save The Date: New! Exhibitor Training
- General Information & Updates

MARK YOUR CALENDARS

MARCH 2022

- March 16 - Lead Retrieval (CompuSystems) Early Bird Pricing (available within your registration portal and 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)

APRIL 2022

- April 1 - Lead Retrieval (CompuSystems) Early Bird Pricing (available within your registration portal the [Exhibitor Service Kit](#))
- April 1 – [Tote Bag Insert](#) Sample Due (tote bag sponsors only; send to expo@td.org)
- April 8 – Exhibitor Appointed Contractor (EAC) Form Due (if using a third party other than Freeman; available within your [Exhibitor Dashboard](#))
- April 8 – Certificate of Insurance (COI) Due (if using an EAC, please provide their COI in addition to yours; available within your [Exhibitor Dashboard](#))
- April 15 – [Freeman](#) Advanced Pricing Deadline
- April 15 – Advanced Freight: First Day to [Ship to Freeman Warehouse](#)

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

ADVANCED FREIGHT

Freeman will accept crated, boxed, or skidded materials **beginning Wednesday, April 15, 2022**, at

the below address. Material arriving after May 06, 2022, will be received at the warehouse with an additional after-deadline charge.

Warehouse Shipping Address

Exhibiting Company Name / Booth # _____
ATD 2022 INTERNATIONAL CONFERENCE & EXPOSITION
C/O FREEMAN
10088 GENERAL DR
ORLANDO, FL 32824

Please note that the Freeman Warehouse does not accept uncrated freight (loose, pad-wrapped material and/or unskidded machinery), COD shipments, hazardous materials, freight requiring refrigerated or frozen storage, a single piece of freight weighing more than 5,000 pounds or a single piece of freight beyond the dimensions of 108" H x 93" W. Warehouse materials are accepted at the warehouse Monday through Friday between the hours of 8:00 AM - 3:30 PM. Certified weight tickets must accompany all shipments. If required, you can provide your carrier with this phone number: (888) 508-5054.

EXHIBITOR REGISTRATION

[Exhibitor registration is open!](#) Your on-site booth staff will need to be registered to obtain an exhibitor badge before they will be permitted into the EXPO.

- Access your Exhibitor Registration portal via your [Exhibitor Dashboard](#); click on the **Exhibitor Registration and Lead Retrieval** tile and then add new registrations under **Registration Tools**.
- Follow the steps indicated to register your complimentary Full Conference Exhibitor and Exhibitor Personnel badges.
- Register and pay for any **additional Full Conference Exhibitor (\$1,495 each)** or **additional Exhibitor Booth Personnel (\$99 each)**, if necessary.

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 for you! 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!