



**EXHIBITOR REGISTRATION AND LEAD RETRIEVAL**

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**Exhibitor Badges**

Exhibitors are allotted two types of complimentary badges, which are only available to employees of exhibiting companies.

**Full Conference Exhibitor – (1) per 10’ x 10’ booth**

- includes access to **all general and concurrent sessions throughout the conference**
- does not include access to the preconference workshops or certificate courses
- includes access to the **EXPO for move-in, show hours, early and late access on show days, and move-out.**

**Additional Full Conference Exhibitor registrations can be purchased for \$1,495 each.**

**Exhibitor Booth Personnel – (3) per 10’ x 10’ booth**

- includes access to the **EXPO floor ONLY**
- includes access to **EXPO during move-in, show hours, early and late access on show days, and move-out.**

**Additional Exhibitor Personnel registrations can be purchased for \$99 each.**

**Sample Allotments**

Booth Size or Sponsor Level	Full Conference Exhibitor	Exhibitor Personnel
10’ x 10’	1	3
10’ x 20’	2	6
10’ x 30’	3	9
10’ x 40’ or 20’ x 20’	4	12
20’ x 30’	6	18
20’ x 40’	8	24
30’ x 30’	9	27
Platinum Sponsor	5	12
Gold Sponsor	3	6
Silver Sponsor	2	3
Bronze Sponsor	1	3

## 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.** Follow these instructions to register your staff:
  - 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 Booth Personnel badges.
  - Register and pay for any additional Full Conference Exhibitor or Exhibitor Personnel if necessary.
- A confirmation will be emailed upon completion of the registration process.
- The [ATD22 Orlando VIP Package](#) can be added to Full Conference Exhibitor registrations for \$295 each; [Networking Night](#) can be added to both Full Conference Exhibitor and Exhibitor Booth Personnel registrations for \$85 per ticket (please note that the VIP Package includes a Networking Night ticket).

## Exhibitor Badge Guidelines

Digital badges will be sent via email and should be printed at home to reduce lines on-site. Any changes to registration type will need to be handled at **ATD22 Registration area**, West Reg A, Orange County Convention Center.

- An exhibitor badge is required to access the EXPO floor to set up, dismantle, and work your company's booth during show hours.
- Complimentary EXPO-Only passes for clients and customers (see below) are only allowed in the EXPO during show hours.
- The lost badge fee is \$500 for Full Conference and Exhibitor Personnel badges.

## Complimentary EXPO-Only Passes

- These passes are available to exhibitors to invite existing or potential customers to see their booth at ATD22.
- Invites can be sent from within your Exhibitor Registration portal via your [Exhibitor Dashboard](#), under **Booth Promotion**.
- An **unlimited number** of complimentary EXPO-only passes are available for you to send.

**Note:** Attendees and guests are not allowed on the show floor during move-in, move-out, and nonexhibit hours. **Children under the age of 18 are not allowed on the show floor at any time.**

## Lead Retrieval

Lead retrieval equipment can be ordered within your Exhibitor Registration portal via your [Exhibitor Dashboard](#), under **Lead Retrieval**. Lead retrieval equipment and assistance will be available at the **ATD22 Registration area, West Reg A**.