



SAN DIEGO
MAY 21-24

CREATE A WORLD
THAT WORKS BETTER

EXHIBITOR REGISTRATION AND LEAD RETRIEVAL

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** task 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 (\$1,495 each)** or **additional Exhibitor Booth Personnel (\$99 each)**, if necessary.
- A confirmation will be emailed upon completion of the registration process.
- The [ATD23 San Diego VIP Package](#) can be added to Full Conference Exhibitor registrations for \$295 each; **Networking Night** can be added to both Full Conference Exhibitor can be added to both Full Conference Exhibitor and Exhibitor Both Personnel registrations for \$100 per ticket (please note that the VIP Package includes a Networking Night ticket). and Exhibitor Booth Personnel registrations for \$100 per ticket (please note that the VIP Package includes a Networking Night ticket).

Exhibitor Badge Guidelines

Any changes to registration type will need to be handled at **ATD23 Registration area**, Lobby D, San Diego 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 ATD23.
- 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 information can be found in your sponsor portal. Go to Lead Retrieval Task and Download the document for more information. Lead retrieval equipment and assistance will be available at the **ATD23 Registration area**.