



EXHIBITOR BADGE POLICIES AND PROCEDURES

These policies and procedures apply to all companies requesting badges for booth personnel at the ATD Show 2020.

CONTACT PERSON

Each company must designate an official contact person. The official contact will submit all badge requests, and ATD Show Management will accept on-site additions, cancellations and changes, upon approval, from the official contact only.

BOOTH PERSONNEL

Register all employees of your company who will be in Las Vegas to work in your company's booth. Exhibitor badges permits entrance/admission to the following activities. It does NOT include admission to Education. For other badge options, see "Additional Badges."

- ATD Expo Hall – Westgate Hotel
- ATD Opening Night Reception – Westgate Hotel
- ATD General Sessions/Luncheons (2 people per booth) – Westgate Hotel
- ATD Final Night Gala – Intrigue Nightclub, Wynn Las Vegas
- NADA Expo Hall – Las Vegas Convention Center
- NADA General Sessions – Las Vegas Convention Center
- NADA Inspirational Session – Las Vegas Convention Center
- NADA Lifestyle Experience (Monday only) – Las Vegas Convention Center

BADGE ALLOTMENT

Each exhibiting booth is entitled to FIVE complimentary exhibitor badges for every 10'x10' booth rented (100 sq. ft.), up to a maximum of 60 badges per booth.

Example: 10'x10' = five (5) badges
 10'x20' = ten (10) badges

IMPORTANT: To purchase additional exhibitor badges see below.

REGISTERING BOOTH PERSONNEL

Exhibitor Badge Registration is available online. Online registration is fast, secure and you receive an immediate confirmation of your badges. Go to www.atdshow.org and scroll on Exhibitors, then click on Exhibitor Staff Badges & Hotel Rooms. You will need the password that was given to you in your Booth Space Confirmation Letter. Badges can be picked up on-site at Exhibitor Registration located in the Ballroom Foyer of the Westgate Las Vegas Resort & Casino.

ADDITIONAL BADGES

If you require more badges than your allotment for personnel staffing your booth, you may purchase additional Exhibitor Badges online. The cost for additional exhibitor badges is \$415 per badge. The advanced deadline for purchasing additional exhibitor badges is February 7, 2020. After this date, the cost for exhibitor badges will increase to \$470 per badge. Exhibitors who want to attend Education may register in the Exhibitor w/Education category for a cost of \$625 per badge.

PLEASE NOTE: If you must cancel your additional paid badges, the following policy applies: By January 3, 2020 – \$50 cancellation charge per person; after that date - NO REFUND.