

atd

INTERNATIONAL
CONFERENCE &
EXPOSITION



2024 EXHIBITOR PROSPECTUS

MAY 19-22 • NEW ORLEANS ERNEST N. MORIAL CONVENTION CENTER

atd **24**



PLATINUM SPONSORSHIP\$33,500 (before 5/24/2023).....\$37,500 (after 5/24/2023)
ADD SOLUTION SESSION.....+ \$3,000

INCLUDES:

- Premium 20'x20' booth space
* Additional booth space can be added at \$4,450 per 10'x10' space
- Premium Branding Enhancement and Upgrade Virtual Booth:
 - Logo, featured exhibitor listing, product releases, video, brands, agenda scheduler and lead reports.
- Logo included on official sponsorship and premier signage at conference
- Additional Logo Visibility:
 - Logo on three pre-conference attendee marketing emails (ATD will distribute)
 - Included in the April issue of *TD* magazine, conference mobile app and on the 2024 conference website with hyperlink
- Logo inclusion on ATDconference.org homepage
- Logo on General Session welcome screens
- 4/c Full-page ad
- Appointment schedule bag pickup (registration)
- Consultation with Exhibitors WINH (20 min)
- High profile logo exposure throughout the conference
- 1 tote bag insert in all attendee bags
- 5 full conference registrations and 12 exhibitor personnel registrations
- 1x Direct Postal Mailing to pre- and post-show attendees through third party mail house (must complete exhibitor survey for post-list)*



GOLD SPONSORSHIP\$20,100 (before 5/24/2023).....\$20,500 (after 5/24/2023)

INCLUDES:

- Premium 10'x20' booth space
* Additional booth space can be added at \$4,450 per 10'x10' space
- Premium Branding Enhancement and Upgraded Virtual Booth:
 - Logo, featured exhibitor listing, product releases, video, brands, agenda scheduler and lead reports.
- Logo included on official sponsorship signage at conference
- Additional Logo Visibility:
 - Included in the April issue of *TD* magazine conference mobile app and on the 2024 conference website with hyperlink
- 4/c Full-page ad
- Your logo included in 1 email to attendees (ATD will distribute)
- Appointment schedule bag pickup (registration)
- 3 full conference registrations and 6 exhibitor personnel registrations
- Receive up to \$500 off any Exhibitor Solution Session purchase
- 1x Direct Postal Mailing to pre- and post-show attendees through third party mail house (must complete exhibitor survey for post-list)*



SILVER SPONSORSHIP\$12,900 (before 5/24/2023).....\$13,350 (after 5/24/2023)

INCLUDES:

- Corner 10'x10' booth space
* Additional booth space can be added at \$4,450 per 10'x10' space
- Premium Branding Enhancement and Upgraded Virtual Booth:
 - Logo, featured exhibitor listing, product releases, video, brands, agenda scheduler and lead reports.
- Logo included on official sponsorship signage at conference
- Additional Logo Visibility:
 - Included in the April issue of *TD* magazine, conference mobile app and on the 2024 conference website with hyperlink
- 4/c Half-page ad
- Your logo in 1 email to attendees (ATD will distribute)
- 2 full conference registrations and 3 exhibitor personnel registrations
- Receive up to \$300 off any Exhibitor Solution Session purchase
- 1x Direct Postal Mailing to pre- and post-show attendees through third party mail house (must complete exhibitor survey for post-list)*



BRONZE SPONSORSHIP\$8,800 (before 5/24/2023).....\$9,250 (after 5/24/2023)

INCLUDES:

- Corner 10'x10' booth space
* Additional booth space can be added at \$4,450 per 10'x10' space
- Premium Branding Enhancement and Upgraded Virtual Booth:
 - Logo, featured exhibitor listing, product releases, video, brands, agenda scheduler and lead reports.
- Logo included on official sponsorship signage at conference
- Additional Logo Visibility:
 - Included in the April issue of *TD* magazine, conference mobile app and on the 2024 conference website with hyperlink
- 4/c quarter-page ad
- 1 full conference registration and 3 exhibitor personnel registrations
- Receive up to \$150 off any Exhibitor Solution Session purchase
- 1x Direct Postal Mailing to pre- and post-show attendees through third party mail house (must complete exhibitor survey for post-list)*

BOOTH RATES (standard prices apply after 5/24/2023)

Booth Size	Early Bird (before 5/24/2023)	Standard (after 5/24/2023)
10' x 10' Standard	\$4,450	\$4,550
10' x 10' Corner	\$4,800	\$4,900
10' x 20'	\$8,900	\$9,100
10' x 20' Corner**	\$9,250	\$9,450
10' x 30'	\$13,350	\$13,650
20' x 20'	\$17,800	\$18,200
20' x 30'	\$26,700	\$27,300
20' x 40'	\$35,600	\$36,400
30' x 30'	\$40,050	\$40,950

EXHIBITOR PACKAGE (FOR EACH 10'x10' SPACE)

- 1 full conference registration and 3 exhibitor personnel registrations
- Unlimited complimentary EXPO Only passes to invite your customers and prospects
- 1x Direct Postal Mailing to pre- and post-show attendees through third party mail house (must complete exhibitor survey for post-show list)*
- 8' back drape, 3' high side drape, and one 7" x 44" identification sign onsite
- Company promotion on conference website, Conference Mobile App and April *TD* magazine

* Based on Attendee Mail Lists Guidelines (available upon request)

** A 10' x 20' space with (2) corner locations is \$9,600 (before 5/24/2023) and \$9,800 (after 5/24/2023)

TURNKEY BOOTH PACKAGE

- Standard 10x10 Turnkey Booth - starting at \$12,350
- Corner 10x10 Turnkey Booth - starting at \$12,700



EXHIBITOR SOLUTION SESSION \$5,500 (\$6,500 AFTER 5/24/2023)

Showcase your thought leadership with a 60 minute classroom session. Your content is promoted like all educational sessions on the Conference Website and Mobile App. Your session will be located in one of the conference meeting rooms within the convention center, providing seating up to 100 attendees.



LEARNING STAGE SESSION \$4,500 (\$5,000 AFTER 5/24/2023)

Showcase your solution, thought leadership or product demonstration with a 30 minute session on the Learning Stage. All sessions will be promoted in the Conference Website and Mobile App. Your session will be located on the exhibit floor and provides seating for a minimum of 75 attendees.



AUTHOR CHAT \$4,500 (\$5,000 AFTER 5/24/23)

Author chats, held inside the ATD Bookstore, provide your presenter 45 minutes (30 min session plus 15 min for book signing) to unpack the key elements from their book. If desired, they also allow a unique opportunity for your presenter's book to be sold within the ATD Bookstore. Seating in the ATD Bookstore will theatre style with a minimum of 50 seats.



HEALTHCARE LUNCH-N-LEARN \$12,000

Ability to have a subject matter expert speak and participate during the Healthcare Lunch-N-Learn panel discussion. This exclusive sponsorship opportunity will give your organization direct access to the ATD 2024 attendees responsible for talent development within the healthcare industry.



TREASURE HUNT - \$5,500 (\$6,500 AFTER 5/24/2023)

Consider this fun and unique way to promote your company and drive traffic to your booth. Each attendee will receive a Treasure Hunt Map and will be tasked with visiting all participating sponsor booths (12 max) in order to obtain a sticker. Attendees collecting all stickers will be entered into a prize drawing with great giveaways.



STRATEGY ENHANCEMENT \$3,500

Reinforce your strategic approach and brand impact on the event with this program. Includes 30,000 banner impressions on TD.org (April - June 2024), Premium Brand Enhancement (includes logo, graphics, product info & video on your online listing), includes one lead retrieval device for badge scanning in New Orleans and a one/one 20 minute consultation with Exhibitors WINH (an expert in exhibit success strategy).

CONTACT

FOR CLIENTS IN CANADA, U.S. SOUTH AND WEST, AND ASIA PACIFIC:

Ben Ledyard, Senior Vice President, Sales

410-584-1986 | ben.ledyard@wearemci.com

Ben Anderson, Account Executive

410-584-1974 | ben.anderson@wearemci.com

FOR CLIENTS IN U.S. MIDWEST AND NORTHEAST, LATIN AMERICA AND EMEA:

Mark Stout, Vice President, Sales

410-584-1949 | mark.stout@wearemci.com