



**Thank you for planning to exhibit at the ATMIA Europe and Emerging Markets Conference 2024!**

Please read this manual carefully and completely. It contains important information relating directly to exhibit procedures. You will obtain prompt and efficient attention to your exhibit needs if you follow the enclosed procedures in advance of the ATMIA Europe and Emerging Markets Conference. It is important to us that you have a successful show, including an easy move-in and move-out.

To make your participation in the ATMIA Conference as smooth as possible, we urge you to:

- Return ALL forms as early as possible.
  - Keep duplicate copies of forms for your records and bring them to the show.
  - Avoid on-site orders.
  - Pre-fabricate your display to reduce set-up time to minimize your labor cost.
  - Immediately phone Dana Benson (+1 605-582-7058, [dana.benson@atmia.com](mailto:dana.benson@atmia.com)) with any questions.
- **Conference web site.** For complete information on the conference please visit the [website](#). It contains up to date information on the schedule, exhibitors, speakers etc.

➤ **Contact Information**

**ATMIA Event Staff**

2260 E. Byrum Circle  
Brandon, SD 57005 USA

*Exhibitor/Sponsor Information:*

Dana Benson, SVP Conferences & Sponsorships  
Telephone: +1 605-582-7058  
[dana.benson@atmia.com](mailto:dana.benson@atmia.com)

*Attendee Registrations:*

Brita Price, Director of Finance & Events  
Telephone: +1 605-271-8494  
[brita.price@atmia.com](mailto:brita.price@atmia.com)

**Hotel: Royal Garden Hotel**  
2-24 Kensington High Street  
London W8 4PT

Event Manager:  
Martin Myers  
Email: [martinmyers@royalgardenhotel.co.uk](mailto:martinmyers@royalgardenhotel.co.uk)

*For reservations: Please refer to the 'Reservations Section' in this kit*

**Exhibit Company: Encor**  
Contact: Richard Coleby  
Email: [Richard.coleby@encoreglobal.com](mailto:Richard.coleby@encoreglobal.com)  
Telephone: +44 7976570841

### ➤ **Details**

**Move-In and Set-Up Day:** The exhibit area will be ready for your staff to begin set up at 12noon on October 8. All exhibits must be set up by 8:00 am on October 9.

### **Exhibit Hours**

The exhibit hall will be open the following days and times. It is recommended that you keep your booth staffed the entire time. *(These times are subject to change so please see [website agenda](#))*

Wednesday	October 9	8:00-18:30
Thursday	October 10	8:00-13:00

### **Tear-Down Hours -**

Thursday	October 10	13:00
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### ➤ **Conference Staff Passes & Registrations**

**Registering your Staff:** In order to register your staff using your complimentary passes, please make sure to fill out the **Exhibitor Pass Request Form** at [available at this link](#).

*\*\*\* To register staff online your complimentary passes using the link above, you will need your Confirmation/Invoice Number that was included on the confirmation email when you registered your booth. If you do not have it, please click the 'What is my confirmation/invoice number' link on the web page and it will be emailed to the email account on the registration.*

All attendees, exhibitors, and sponsors must be registered for the conference. If you need to register additional staff for the event, please complete and return the **Additional Staff Pass Registration** form in this kit by **September 19**.

<u>Booth Size/Sponsorship</u>	<u>Complimentary staff for event</u>
Drinks Reception Sponsor	2 staff/2 bank-IAD passes
Lunch Sponsor	2 staff/2 bank-IAD passes
Mobile App Sponsor	2 staff/2 bank-IAD passes
WiFi Sponsor	2 staff/2 bank-IAD passes
Coffee & Tea Break Sponsor	2 staff/2 bank-IAD passes
Single booth (2x2)	2 staff/2 bank-IAD passes
Double booth (4x2)	3 staff/3 bank-IAD passes
Bronze Sponsor – Single Booth	3 staff/3 bank-IAD passes

Silver Sponsor	4 staff/4 bank-IAD passes
Gold Sponsor	6 staff/6 bank-IAD passes

Full Conference Pass includes:

- ◆ Entrance into the general sessions
- ◆ Access to the exhibit hall
- ◆ All meals served at the event (coffee & tea breaks, lunches, and receptions)
- ◆ Conference materials
- ◆ Access to the conference app

Additional Passes can be purchased for your staff:

- ◆ Full conference passes: \$800USD each for each staff within your company.

### ➤ **Hotel Reservations**

A limited block of reduced rate rooms has been reserved for ATMIA Conference participants at the host hotel. *Please note: The only secure way to make your reservations is by contacting the hotel directly via phone or using the link below. Do not make your reservation if someone calls you or sends you an email claiming to be from the hotel or from ATMIA or offering “better rates”. Contact ATMIA staff if you have any questions.*

To secure accommodations: [Hotel Reservation Link](#)

### ➤ **Company Descriptions for Delegate Web Page & Event App**

ATMIA has created an event app for this conference which has become very popular with delegates. All exhibitors have the opportunity to include your logo, company description and contact details on the app. The sooner you submit these items the sooner we can add them to the app. All exhibitors must complete the Exhibitor Description Form [located at this link](#). **Do this as soon as possible or by September 1.**

### ➤ **Security**

Security will be provided by the hotel and the exhibit hall will be locked during non-conference hours. While show management exercises reasonable care in safeguarding your property, neither ATMIA nor any of their officers, agents, or employees assume responsibility for such property. Do not leave unpacked display materials unattended. Securely fasten all lightweight high-theft-risk items to display boards or lock in showcases. Personal items of value should never be left unattended (esp. handbags, phones, and laptops). During move-out, exhibitors should remain with their goods and merchandise until it is picked up or receipted for in a designated storage area.

### ➤ **Liability Insurance**

Exhibitors must make sure the company insurance includes extraterritorial coverage as well as theft, public liability, and property damage insurance covering travel to the show, during the show, and in transporting equipment to its next destination. **ATMIA requires a copy of each company’s proof of insurance. Email the document to Dana Benson (dana.benson@atmia.com) by September 1.** *Exhibitors should be aware that ATMIA takes no responsibility for loss, theft, or disappearance of property.*

### ➤ **Cancellation Policy**

**Cancellation Policy for Exhibitors/Sponsors/Advertisers:**

<b>Timeline:</b>	<b>Amount Refunded:</b>
90> days prior to the event	\$1,000USD administrative fee will be deducted
45-90 days prior to the event	50% cost of booth

<44 days prior to the event                      no refund

**Please note an additional fee of \$250USD will be assessed if the refund is to be issued by either check or wire.**

*In the event that ATMIA or the represented organization elects to cancel an event, ATMIA will refund only payment made directly to ATMIA and will not be held responsible for other costs of expenditure incurred by the sponsor/exhibitor. ATMIA will not refund payment or assume additional costs and liability that result from "acts of God" or criminal activity. All refunds will be issued within six weeks of receipt of written cancellation.*

### ➤ **Hospitality Suites/Social Events/Meeting Rooms**

ATMIA would be happy to arrange a room for your company for hospitality suites, meetings, or social events throughout the week. However, these events must not encourage absence of attendees or exhibitors from the convention or exhibit hall during official hours of the conference. Please complete the [online form](#) or contact the hotel directly.

### ➤ **Sponsorship**

To increase your visibility at the ATMIA Conference, take advantage of our sponsorship program. There are several different sponsorship packages available. A list of sponsorships is available by contacting Dana Benson ([dana.benson@atmia.com](mailto:dana.benson@atmia.com)) or 605-582-7058 or by visiting the sponsorship section of the [event web site](#).

### ➤ **Program Advertising**

Your company can now place an ad in the conference program of events. Everyone attending the conference receives a program of events so your company message is guaranteed to go home with all who attend. Full and half page ad sizes are available in full color. Complete the form [at this link](#). All ads reservation forms are due **September 5** and the ads are due **September 12**.

### ➤ **Marketing Insert into Attendee Bag**

Your company can now place one marketing item into the delegate bag. Everyone attending the conference receives a bag so your company brochure/trinket is guaranteed to go home with them. With this fee you can put one item into the bag –that can include one trinket (notepad, keychain, pen, etc) or one marketing document. The item must be supplied by the advertising company and be to the address provided **by October 3**. If you are interested in taking advantage of this advertising opportunity please complete the [form at this link](#) or in this kit.



## ATMiA Europe and Emerging Markets Conference 2024

Royal Garden Hotel ~ October 8-10 ~ London, UK

### Exhibitor/Sponsor Check List

	<u>Page</u>	<u>Date Due</u>	<u>Completed</u>
Full Booth Payment		Immediately	_____
Sponsorship Payment		Immediately	_____
Meeting Room Reservation <a href="#">Complete this form online</a>		Immediately	_____
Advertising Placement <a href="#">Complete this form online</a>	6	September 5	_____
Ads for program of events	6	September 12	_____
Exhibitor/Sponsor Description <a href="#">Complete this form online</a>		September 1 <i>or sooner to be included on the app</i>	_____
Exhibitor/Sponsor Staff Registration Form <a href="#">Complete this form online</a>		September 19	_____
Additional Staff Registration Form <a href="#">Complete this form online</a>	8	September 19	_____
Marketing Insert in Attendee Bag <a href="#">Complete this form online</a>	9	register now <i>to address provided by October 3</i>	_____
Certificate of Insurance	4	September 1	_____

**Please submit forms on time!**



# ATMIA Europe and Emerging Markets Conference 2024

Royal Garden Hotel ~ October 8-10 ~ London, UK

## Advertising Placement Form

[register online](#)

Reservations Due: September 19

Ads Due: September 26

Email [dana.benson@atmia.com](mailto:dana.benson@atmia.com)

Company \_\_\_\_\_

Contact: \_\_\_\_\_ Job Title: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email Address \_\_\_\_\_ Phone: \_\_\_\_\_

\*\* All ads must be camera ready (see below). If they need to be created or adjusted in any way, a fee will be charged to the advertising company.

### Ad specifications Images

- All images should have a minimum resolution of 300 dpi at 100%.
- All images should be converted to CMYK.

### Colors

- All art files should be converted to CMYK. We cannot guarantee color consistency for files that must be converted from Index, LAB or RGB color spaces to CMYK.

### Accepted File Formats

PDF– Press-ready

Minimum resolution of 300 dpi at 100% (Includes bleeds with all fonts embedded or converted to outlines)

### Full Page Bleed Ad

Final Trim Size: 7" wide x 10" high

Must include

- 1/8" bleed: 7.25 x 10.25
- Live area 6.5" x 9.5"

Full Page Non-Bleed Ad: 6.5" x 9.5

### Half Page Horizontal Bleed Ad

• Final Trim Size: 7" wide x 5" high

• Must include 1/8" bleed: 7.25" x 5.25"

Half Page Horizontal Non-Bleed Ad: 4.625" x 6.5"

For questions contact Bob Kobernusz [bkobernusz@sio.midco.net](mailto:bkobernusz@sio.midco.net)

### ?? Full Page (7"x10") – Full Color

Cost -ATMIA Member \$1000USD

Cost – Non Member \$1100USD

\$ \_\_\_\_\_

### ?? Half Page (7"x5") – Full Color

Cost-ATMIA Member \$700USD

Cost- Non Member \$800USD

\$ \_\_\_\_\_

**Total Amount Due \$** \_\_\_\_\_

### Payment Options

?? Check enclosed (payable to ATMIA)

Credit Card:  Visa  MasterCard  American Express  Diners Club  JCB  Discover

Name (as it appears on card) \_\_\_\_\_ Expiration Date \_\_\_\_\_

Card # \_\_\_\_\_ Card ID# \_\_\_\_\_

Signature: \_\_\_\_\_ Date \_\_\_\_\_



# ATMIA Europe and Emerging Markets Conference 2024

Royal Garden Hotel ~ October 8-10 ~ London, UK

## Additional Staff Registration Form

**Due: September 19**

Email [brita.price@atmia.com](mailto:brita.price@atmia.com)

Additional Staff - Passes for non-staff can be purchased at the current member/non-member rates, please see Brita for assistance.

*(please remember that staff attendees **must** be from your company - no contractors, clients, partners, etc.):*

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

**Staff** Full Conference: \$800USD

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

**Staff** Full Conference: \$800USD

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

**Staff** Full Conference: \$800USD

### Payment

Credit Card:  Visa  MasterCard  American Express  Diners Club  JCB  Discover

Total Amount Due \$ \_\_\_\_\_ Name (as it appears on card) \_\_\_\_\_

Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Card ID: \_\_\_\_\_

Card Billing Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date \_\_\_\_\_



## ATMIA Europe and Emerging Markets Conference 2024

Royal Garden Hotel ~ October 8-10 ~ London, UK

**Marketing Insert into Attendee Bag**

**Or Register Online**

**Items Due October 3**

All Conference Sponsors may put one (1) company branded marketing item into the attendee bag as per your package. \*\*\* No need to complete the form below – shipping details will be emailed to you \*\*\*

If your company is not a sponsor but would like to include a marketing item in the bag the cost is \$1,000/\$1,500. Please complete and return this form. After you have registered for this benefit, the shipping address along with specific instructions will be provided.

### **Total Amount Due \$1,000USD (ATMIA members) / \$1500USD (non-members)**

Check enclosed (payable to ATMIA)

Credit Card:

Visa

MasterCard

American Express

Diners Club

JCB

Discover

Company \_\_\_\_\_

Contact \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Name (as it appears on card) \_\_\_\_\_ Expiration Date \_\_\_\_\_

Card # \_\_\_\_\_ Card ID# \_\_\_\_\_

Billing Address (street or PO Box/City/State/Postal Code/Country): \_\_\_\_\_

Signature: \_\_\_\_\_ Date \_\_\_\_\_