

# ATMIA US Conference 2025

February 5-7, 2025 – Rosen Shingle Creek – Orlando, FL

## Exhibitor/Sponsor Manual

### Thank you for planning to exhibit at the ATMIA US event!

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 US Conference 2025. 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 2025 as smooth as possible, we urge you to:

- Mail, email or fax 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 (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 [web site](#). It contains up to date information on the schedule, exhibitors, speakers etc.

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### Contact Information

#### ATMIA Event Staff

2260 E. Byrum Circle

Brandon, SD 57005

#### *Exhibitor/Sponsor Information:*

Dana Benson, SVP, Conferences & Sponsorships

Telephone: 605-582-7058

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

#### *Attendee Registrations:*

Brita Price, Director of Finance & Events

Telephone: 605-271-8494

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

#### Hotel: Rosen Shingle Creek

9939 Universal Blvd

Orlando, FL 32819

Convention Services:

Emma Dornath

Office: 407-996-8504

Email: [e.dornath@rosenshinglecreek.com](mailto:e.dornath@rosenshinglecreek.com)

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

**Exhibit Company: SourceOne Events**

Contact:

Exhibitor Services:

[exhibitorservices@sourceoneevents.com](mailto:exhibitorservices@sourceoneevents.com)

Phone: 708-344-4111

**Exhibitor Details**

**Set-Up Day:** Set-up will take place

February 4: 11:00am-5:00pm (no one will be allowed in the hall after 5pm)

February 5: 8:00am-4:00pm

All exhibits must be set up by 4:00pm on Wednesday, February 5. Please see SourceOne Events kit below for complete details.

**Exhibitor Kits and Forms:**

1. ATMIA Exhibitor/Sponsor forms and all deadlines:  
<https://www.atmia.com/conferences/us/exhibitorsponsor/exhibitor-kit/>
2. SourceOne Events is the exhibit company for the conference. Please see their kit at the above link. If you have any questions, please contact Victoria Plotnikova ([victoria@sourceoneevents.com](mailto:victoria@sourceoneevents.com)) or 561-313-404.

**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 [web site agenda](#))*

|           |            |                  |
|-----------|------------|------------------|
| Wednesday | February 5 | 6:00 – 8:00pm    |
| Thursday  | February 6 | 10:45am – 5:30pm |
| Friday    | February 7 | 10:45am – 1:00pm |

**Tear-Down Hours** - Please see SourceOne Events kit above for complete details and processes.

|        |            |               |
|--------|------------|---------------|
| Friday | February 7 | 1:00 – 8:00pm |
|--------|------------|---------------|

**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/Sponsor Staff Registration 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 Registration** form in this kit by **January 16**.

Booth Size/Sponsorship  
Opening Night Sponsor  
Beverage Station Sponsor  
Mobile App Sponsor

Complimentary staff for event  
6 full conference passes/4 exhibit hall passes  
3 full conference passes  
4 full conference passes/2 exhibit hall passes

|                                |   |
|--------------------------------|---|
| Charging Station Sponsor       | 3 full conference passes/2 exhibit hall passes  |
| WiFi Sponsor                   | 3 full conference passes                        |
| Wednesday Coffee Break         | 1 full conference passes                        |
| Thurs/Fri Coffee/Snack Sponsor | 2 full conference passes                        |
| Single booth (10'x10')         | 3 full conference passes                        |
| Breakout Track Sponsor         | 2 full conference passes                        |
| Double booth (10'x20')         | 5 full conference passes                        |
| Triple booth (10'x30')         | 8 full conference passes                        |
| Quad booth (40'x40')           | 10 full conference passes                       |
| Bronze Sponsor–Single Booth    | 4 full conference passes/3 exhibit hall passes  |
| Bronze Sponsor–Double Booth    | 6 full conference passes/4 exhibit hall passes  |
| Silver Sponsor                 | 6 full conference passes/3 exhibit hall passes  |
| Gold Sponsor                   | 7 full conference passes/5 exhibit hall passes  |
| Diamond Sponsor (Double)       | 8 full conference passes/5 exhibit hall passes  |
| Diamond Sponsor (Quad)         | 12 full conference passes/6 exhibit hall passes |

Full Conference Pass includes:

- ◆ Entrance into each pre-conference workshop, general session, keynote, and breakouts
- ◆ Access to the exhibit hall
- ◆ All meals served at the event (coffee breaks, continental breakfasts, lunches, and receptions)
- ◆ Conference materials
- ◆ Access to the conference app

Exhibit Hall passes include:

- ◆ Entrance into the exhibit hall
- ◆ All meals in the exhibit hall (coffee breaks, continental breakfasts, lunches, and receptions)
- ◆ Conference materials
- ◆ Access to the conference app
- ◆ *Does not include ATMIA pre-conference workshops or any other sessions/keynotes/breakouts.*

Additional Passes can be purchased for your staff:

- ◆ Full conference passes: \$550 each for people within your company.
- ◆ Additional Exhibit Hall Only passes: \$325 each for people within your company.
  - *The Exhibit Hall Only Passes do not include the ATMIA pre-conference workshops or any other sessions/keynote/breakouts*

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## 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 for from ATMIA or offering “better rates”. Contact ATMIA staff if you have any questions.*

To secure accommodations:

Web Site: <https://www.atmia.com/conferences/us/hotel-info/>

## Company Descriptions for Event App

ATMIA has created an event app for this conference which has become very popular with delegates. All exhibitors can 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 January 1.**

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## 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 in a designated storage area.

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## 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.** All exhibiting companies, agents or representatives who are performing services must provide ATMIA with **Certificates of Insurance naming ATMIA US Conference 2025, and Rosen Shingle Creek** as additional insureds at the time that a request for an exception is made. These Certificates of Insurance must include public liability and property damage insurance for at least \$1,000,000, and workmen's compensation insurance in accordance with local law. **Email the document to Dana Benson (dana.benson@atmia.com) by January 15.** *Exhibitors should be aware that ATMIA takes no responsibility for loss, theft, or disappearance of property.*

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## Cancellation Policy

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

| <b>Timeline:</b>              | <b>Amount Refunded:</b>                     |
|-------------------------------|---|
| 90+ days prior to the event   | \$1,000 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 \$250 will be assessed if the refund is to be issued by either check or wire.** *Here is the link to our event [policy page](#).*

*If 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.*

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## 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](#).

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## 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](#).

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## **Program Advertising**

Your company can now place an ad in the conference program of events if space is available. 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 **January 7**, and the ads are due **January 9**.

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## **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 at the address provided by **Tuesday, January 28**. If you are interested in taking advantage of this advertising opportunity please complete the [form at this link](#) or in this kit.

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## **Event App Banner Ad**

If your sponsorship package includes a banner ad on the event app, please send them by **January 18** to Dana Benson – [dana.benson@atmia.com](mailto:dana.benson@atmia.com). The banners should be 640x100 pixels, JPG/PNG/GIF, 150KB or smaller and no animation. Please include the web link as well.

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## **Event App Push Notification.**

If your sponsorship package includes a push notification from the event app, please send them by **January 18** to Dana Benson – [dana.benson@atmia.com](mailto:dana.benson@atmia.com). The notices should include the following:

1. Intro – no more than 50 characters (including spaces)
2. Body – no more than 180 characters (including spaces)
3. Date and time to send



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***Exhibitor/Sponsor Check List***

| <u>Page</u>  | <u>Date Due</u> | <u>Completed</u>   |       |
|--|-----------------|--|-------|
| Full Booth Payment   |                 | Immediately  | _____ |
| Sponsorship Payment  |                 | Immediately  | _____ |
| Meeting Room Reservation<br><a href="#">Complete this form online</a>                  |                 | Immediately  | _____ |
| Advertising Placement<br><a href="#">Complete this form online</a>                     | 7               | January 7  | _____ |
| Ads for program of events  | 7               | January 9  | _____ |
| Exhibitor/Sponsor Description<br><a href="#">Complete this form online</a>             | 3               | January 1<br><i>or sooner to be included on the app</i>  | _____ |
| Certificate of Insurance   | 4               | January 15   | _____ |
| Exhibitor/Sponsor Staff Registration Form<br><a href="#">Complete this form online</a> | 2-3             | January 16   | _____ |
| Additional Staff Registration Form<br><a href="#">Complete this form online</a>        | 8               | January 16   | _____ |
| Event App Banner Ad  | 5               | January 18   | _____ |
| Event App Push Notification  | 5               | January 18   | _____ |
| Marketing Insert in Attendee Bag<br><a href="#">Complete this form online</a>          | 9               | register now<br><i>to address provided by January 28</i> | _____ |

**Please submit forms on time!**



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**Advertising Placement Form**

**Reservations Due: January 7**

**Ads Due: January 9**

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 \$950

Cost – Non Member \$1050 \$ \_\_\_\_\_

**Half Page (7”x5”) – Full Color**

Cost-ATMIA Member \$700

Cost- Non Member \$800 \$ \_\_\_\_\_

**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 \_\_\_\_\_



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**Additional Staff Registration Form**

**Due: January 16**

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: \_\_\_\_\_

Registration Choice:  Staff Exhibit Hall Only: \$325 (on-site=\$350)  Staff Full Conference: \$550 (on-site=\$600)

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

Registration Choice:  Member Exhibit Hall Only: \$400 (on-site=\$425)  Member Full Conference: \$725 (on-site=\$780)

Non-member Exhibit Hall Only: \$475(on-site=\$500)  Non-member Full Conference: \$1525 (on-site=\$1580)

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

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

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

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

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

Registration Choice:  Staff Exhibit Hall Only: \$325 (on-site=\$350)  Staff Full Conference: \$550 (on-site=\$600)

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

Registration Choice:  Member Exhibit Hall Only: \$400 (on-site=\$425)  Member Full Conference: \$725 (on-site=\$780)

Non-member Exhibit Hall Only: \$475(on-site=\$500)  Non-member Full Conference: \$1525 (on-site=\$1580)

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

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

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

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

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

Registration Choice:  Staff Exhibit Hall Only: \$325 (on-site=\$350)  Staff Full Conference: \$550 (on-site=\$600)

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

Registration Choice:  Member Exhibit Hall Only: \$400 (on-site=\$425)  Member Full Conference: \$725 (on-site=\$780)

Non-member Exhibit Hall Only: \$475(on-site=\$500)  Non-member Full Conference: \$1525 (on-site=\$1580)

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 \_\_\_\_\_





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**Marketing Insert into Attendee Bag**  
*Items Due Tuesday, January 28*

**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 \$1,000 (ATMIA members) / \$1500 (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 \_\_\_\_\_