



ATCA SPONSOR & EXHIBITOR TERMS AND CONDITIONS

Effective for all 2025 and 2026 ATCA Events. Last Updated: June 1, 2025

SPONSORSHIP

ELIGIBILITY

Sponsorship is limited to companies or entities offering products or services of interest to event attendees, as determined solely by ATCA. Marketing campaigns are also subject to approval. Only the company named on the Sponsorship Request Form will receive benefits and recognition.

SPONSORSHIP ALLOCATION

Placement of sponsor recognition or advertisements is based on sponsorship level and submission timing. ATCA reserves the right to reassign placements if necessary.

ARTWORK DEADLINES

Deadlines for submission of sponsor artwork are listed in the sponsorship confirmation email and on the event website. Missed deadlines or incorrect formats may result in the forfeiture of related benefits.

SPONSORSHIP PACKAGE INCLUSIONS

Sponsorship pricing includes all benefits listed in the Sponsorship Brochure and confirmed Sponsorship Request Form, unless otherwise noted.

PAYMENT AND TERMS

All financial support must be processed through ATCA. Payment is **due upon receipt of an invoice** unless alternate arrangements have been confirmed in writing before submission of the Sponsorship Request Form. Sponsorships are not considered confirmed until a request form has been submitted and full payment is received. **Sponsorship benefits will not be extended until payment is received in full.**

CANCELLATION POLICY

Sponsorships are non-refundable. All cancellations must be submitted in writing and are effective upon receipt. Email cancellation requests to sandra.strickland@atca.org and rugger.smith@atca.org.

FORCE MAJEURE

ATCA is not liable for cancellation or delay due to circumstances beyond its control (e.g., natural disasters, terrorism, labor strikes, epidemics, technological disruptions). No refunds will be issued under such conditions.

EXCLUSIVITY

Exclusive sponsorships are offered at ATCA's discretion and apply only to those items explicitly outlined in a signed agreement.

PHOTOGRAPHY & MEDIA RIGHTS

By submitting a Sponsorship Request Form, the sponsor grants ATCA the right to photograph, record, and use the sponsor's name, logo, and likeness for promotional and archival purposes.

SPONSOR CONDUCT

Sponsors must conduct activities without disrupting or endangering others. ATCA may restrict or remove any sponsor for violations.

DISPUTE RESOLUTION

All disputes will be resolved via binding arbitration in Alexandria, VA, under the rules of the American Arbitration Association. This agreement is governed by the laws of the Commonwealth of Virginia.

AGREEMENT ACCEPTANCE

By submitting the Sponsorship Request Form, the sponsor agrees to these terms. Terms become binding upon ATCA's acceptance.

EXHIBITION

SCHEDULE & SETUP

ATCA reserves the right to modify the exhibition schedule. Exhibits must be fully installed by the specified deadline. Late arrivals without prior notice may forfeit their booth space without refund. Early breakdowns are prohibited without written ATCA approval.

BOOTH ASSIGNMENTS

Booth spaces are assigned based on criteria published on the event website. Booth assignments are not considered confirmed until the Exhibitor Application is fully executed and full payment is made.

PAYMENT AND TERMS

All financial support must be processed through ATCA. Payment is due within 30 days of invoicing unless alternative arrangements have been confirmed in writing before submission of the Exhibitor Application. **A late payment fee of 1.5% of the outstanding balance will be assessed 15 days after the invoice due date and will continue to accrue every 30 days thereafter. Exhibitors with unpaid invoices will not be permitted to access the exhibit hall or set up their booths.**

CANCELLATION & BOOTH REDUCTION POLICY

All cancellations or booth space reduction requests must be submitted in writing and acknowledged by ATCA. Please refer to the event website for applicable deadlines and refund eligibility. Submit written requests via email to sandra.strickland@atca.org and rugger.smith@atca.org.

MEETING SPACE RENTAL

Only confirmed sponsors or exhibitors may rent hospitality suites or meeting rooms. Requests must be submitted in writing. No meetings may conflict with official ATCA programming.

EXCLUSIVE EXHIBITOR SPONSORSHIPS

Exhibitor sponsorships are limited to the exhibit hall (e.g., column wraps, lounges).

BOOTH SPECIFICATIONS

Minimum booth size is 10'x10'. Booths may be combined. Exhibitors are responsible for furnishings, electricity, carpeting, etc. No materials may be affixed to venue structures. ATCA follows IAEE display guidelines and prohibits full cubic booths.

AIRCRAFT/VEHICLES

Exhibiting aircraft or vehicles taller than 8' requires ATCA's written approval and compliance with safety regulations.

STAFF REGISTRATION

All booth staff must register as Full Conference Attendees. Unregistered staff will be required to register onsite.

CONTRACT ACCEPTANCE

ATCA may reject or terminate any Exhibitor deemed unsuitable. Subletting space or promoting non-exhibiting companies are not allowed without written approval.

ON-SITE CONTACT

Exhibitors must provide contact details for the on-site representative responsible for installation and teardown.

BOOTH CONDUCT & PROHIBITED ACTIVITIES

Exhibitors must confine all activities and displays within their assigned booth space and may not obstruct aisles or neighboring booths. The following conduct is strictly prohibited and may result in removal from the exhibit hall:

- Subletting booth space
- Out-of-booth solicitation
- Excessive noise or light
- Altering or covering official event badges
- Early teardown without written approval from ATCA
- Badge swapping or misuse
- Displays, entertainment, or behavior deemed offensive by ATCA

COMPLIANCE

Exhibitors must comply with all laws and ADA requirements. Booths must be accessible.

GIVEAWAYS

Giveaways must be professional, relevant, and valued at no more than \$15. Prize drawings are permitted.

FOOD & BEVERAGE

All catering must be arranged through the event's official vendor. Alcohol service must comply with venue rules and requires prior approval from ATCA.

MEDIA RIGHTS

ATCA reserves all rights to use event photography, audio, and video.

LIABILITY & INSURANCE

Exhibitors must carry liability insurance with ATCA named as an additional insured. Proof must be submitted by the specified deadline. ATCA is not liable for any losses or damages to exhibitor property.

WARRANTY DISCLAIMER

ATCA disclaims all warranties, including merchantability or fitness for a particular purpose, and is not liable for any indirect or consequential damages.

FORCE MAJEURE

In the event of force majeure, ATCA assumes no liability, and no refunds will be provided.

ENTIRE AGREEMENT

These Terms and Conditions, along with the Exhibitor Prospectus, Service Manual, and applicable IAEE Guidelines, constitute full agreement. No verbal modifications are valid. ATCA reserves the right to revise event rules at its discretion.

DISPUTE RESOLUTION

Disputes will be resolved by binding arbitration in Alexandria, VA, by the rules of the American Arbitration Association. This agreement is governed by the laws of the Commonwealth of Virginia.