X-HIBIT AT ATCA

OCTOBER 20 - 23, 2019
WALTER E. WASHINGTON CONVENTION CENTER
WASHINGTON, D.C.
The ATCA Annual has a New Home!

Join us in 2019 as we move to the Walter E. Washington Convention Center - Hall C - in Washington, D.C.!

Other than the Awards Luncheon and the Glen A. Gilbert Banquet, all events will take place under one roof in one room, comprising of 135,000 square ft.

What It Means for Exhibitors

• ATCA will offer one universal space to hold all meetings and exhibits. The General Sessions and Breakouts will take place in and serve as an integral part of the Exhibit Hall. All Exhibitor meeting rooms will be built in the Exhibit Hall for easy access.

WHY X-HIBIT?

• ATCA hosts the largest ATC conference & exposition in the Americas.
• 3,000 conference & exhibition participants.
• Key industry decision-makers and influencers in attendance.
• Participants from more than 20 countries.

REGISTRATION CREDITS

For every 100-square feet of booth space contracted and paid, exhibitors will receive a $370 credit to apply toward any registration type (exhibitor or conference attendee).

PRICING

• In-Line Booth Spaces starting at 10’ x 10’ (100 square feet).
• Island Booth Spaces starting at 20’ x 20’ (400 sq. feet).
• Member Rate: $45 / square foot.
• Non-Member Rate: $55 / square foot.
• Plus $200 for each booth corner.
• Aircraft / Vehicle Displays: Contact ATCA for special rates.

*A corner of a booth is where both sides of the corner abut an aisle. End row booths have one corner, peninsula booths have two corners, and island booths have four corners.

X-HIBITOR BENEFITS

• Listing in official printed on-site Conference Guide.
• Exclusive sponsorship and advertising options.
• Exhibitors’ products and services search engine on ATCA Annual website.

X-HIBITOR BENEFITS

• Company’s exhibitor listing in ATCA Today preview, printed and distributed at the FAA and on-site, and emailed to more than 10,000 contacts.
• Virtual Exhibitor Profile and Hall layout where exhibitors can market to the world pre- and post-show. Exhibitors’ company information is highlighted in real-time on the Annual website.
• Free 20-minute presentations of products and services in Exhibition Hall Theaters (limited slots available: first come, first served).
• Only exhibitors and sponsors are allowed to reserve suites and/or meeting space.
• Registration credit of $370 per square foot of booth space purchased.

PROCESS

1. ATCA membership (becoming a member is easy - ask when you apply to exhibit!
2. Exhibiting organization’s total financial support of ATCA’s previous year’s annual conference.

*NEW POLICY* Date and time of receipt of Online Exhibitor Contract. Booth assignments will occur based on the above criteria until November 30, 2018. Booth assignments for all Exhibitor Contracts submitted after November 30, 2018 will be based solely on a first come, first serve basis. Payments for these Exhibitor Contracts must be received by January 31, 2019. If payment is not received by January 31, 2019, the Exhibitor Contract will be voided and a booth location must be re-selected.

SHOW HOURS

• Move-In: Saturday, October 19
• Move-In: Sunday, October 20

Show Hours: Monday, October 21
Show Hours: Tuesday, October 22
Show Hours: Wednesday, Oct. 23

*Show hours are subject to change

SAME GREAT ANNUAL, NEW CENTRAL LOCATION.

Bringing the Annual to the city.

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PAYMENT & REGISTRATION INFORMATION

SUBMITTING YOUR EXHIBITOR CONTRACT ONLINE

All exhibitor contracts are submitted online. To complete the online exhibitor contract, please visit www.atca.org/exhibitor-info. Once your contract has been submitted, you will receive an email confirmation of your submission. Once your booth has been assigned, you will receive another email confirmation that contains your login credentials to access the Exhibitor Zone. If you experience difficulty in submitting your online exhibitor contract, contact Sandra.Strickland@atca.org or call +1 703 299 2430 ext. 304.

PAYMENT METHODS

Option 1: Pay by credit card (VISA or MasterCard, 2.5% processing fee)

Option 2: Pay by check: please make check payable to Air Traffic Control Association (ATCA)

Option 3: Bank transfer. If paying by bank transfer, contact Ashley Haskins at Ashley.Haskins@atca.org or call +1 703 299 2430 ext. 395 for more information.

NEW POLICY. All fees are due in full by January 30, 2019, or within 30 days of receipt of invoice – whichever date arrives later. Should a contract be received less than 30 days before exhibition setup dates, full payment must be submitted with your contract.

BOOTH STAFF REGISTRATION

$185 per person
Exhibitors may purchase a maximum of four exhibitor badges per 100 square feet. Exhibitors may use their allotted registration credit for the purchase of any registration type (exhibitor, conference attendee, etc.) All exhibit booth staff must be registered as either a full conference attendee or exhibit staff. Any exhibitor found on-site registered in another category will be required to register on-site at the full conference rate.

CANCELLATIONS & SPACE REDUCTIONS

Booth cancellations or space reductions made in writing and received by ATCA by June 19, 2019 will be refunded less a 15% administrative fee. No refunds will be granted after June 19, 2019. Address written requests to Kenneth Carlisle at ken.carlisle@atca.org or mail to 1101 King Street, Suite 300, Alexandria, VA 22314. Call for more information at +1 703 299.2430 ext. 310.

KNOW YOUR AUDIENCE

Did you know? More than 550 FAA employees visited the ATCA Annual Exhibit Hall last year!
**EXHIBITION SALES**

Rugger Smith  
P: +1 703.299.2430 ext. 318  
E: Rugger.Smith@atca.org

Sandra Strickland  
P: +1 703.299.2430 ext. 304  
E: Sandra.Strickland@atca.org

*Contact Rugger and Sandra for Sponsorship & Advertising Sales as well

**CONFERENCE PROGRAMMING**

Paul Planzer  
P: +1 703.299.2430 ext. 305  
E: Paul.Planzer@atca.org

**MEETING ROOM RENTALS**

Sandra Strickland  
P: +1 703.299.2430 ext. 304  
E: Sandra.Strickland@atca.org

**DIGITAL & PRINT MEDIA and PRESS**

Glenn Cudaback  
P: +1 703.299.2430 ext. 302  
E: Glenn.Cudaback@atca.org

Abigail Glenn-Chase  
P: +1 703.299.2430 ext. 308  
E: Abigail.Glenn-Chase@atca.org

**NEXT STEPS: MARKETING YOUR ORGANIZATION AT ANNUAL**

There are several best practices to successfully market your company before, during, and after Annual. Sponsorship and advertising at the event will place your brand front and center in the aviation community, providing you with invaluable visibility and brand recognition.

There are also several advertising opportunities - including the ATCA Annual eNewsletter sponsorships, web banners, ATCA Today event newspaper, onsite conference guide, and sponsorship of the Headline News Annual Takeover! Place ads, raise brand awareness, and get your name out in the industry!

Need marketing tools to help you reach out and invite clients to your booth? Want to identify and reach potential clients? Email Abigail.Glenn-Chase@atca.org to take initiative!
TO SUCCEED, JUMP AS QUICKLY AT OPPORTUNITIES AS YOU DO AT CONCLUSIONS.

BENJAMIN FRANKLIN