



ATCA
TECH SYMPOSIUM



EXHIBITOR PROSPECTUS
APRIL 23-24, 2024

www.ATCA.org/TechSymposium

The ATCA Technical Symposium

ATCA, along with its Tech Symposium co-chairs FAA and NASA, are excited to announce that the ATCA Tech Symposium, which will be held April 23-24, 2024. As in past years, the Symposium is being held in coordination with FAA's popular Tech Center Tuesday event. ATCA's premier technical event, the Symposium will focus on the latest ideas, research, products, and services in the air traffic management arena.

The Symposium is held in Atlantic City, home to FAA's William J. Hughes Technical Center and numerous contractors supporting ATM. The event provides the perfect venue and programming to provide numerous opportunities for you to learn, network, connect and highlight your products, services, message, and brand before key government and corporate decision-makers along with your industry peers.

Show Dates and Times

Move-in:	Tues. April 23	8:00 am to 6:00 pm
Show Hours:	Wed. April 24	9:00 am to 7:00 pm
Move-out:	Wed. April 24	6:00 pm to 10:30 pm

Exhibit Hall Location

Ocean Ballroom, Resorts Casino Hotel 1133 Boardwalk, Atlantic City, NJ 08401

Exhibitor Fees*

Standard Booth (Member)	\$3,500 per Booth
Standard Booth (Non-Member)	\$5,000 per Booth

* Includes one complimentary All Access Symposium Registration

Standard Exhibit Booth*

- A 10' x 10' carpeted space with 8' high backwall drape and 3' high sidewall drape
- 7" x 44" cardstock identification sign hung on backwall
- Complimentary Wi-Fi provided in ballroom (exhibit hall)

Sharing Exhibit Space

ATCA does not allow for sharing of exhibit space at this event. Please see Exhibition Terms and Conditions for complete information.

Additional Exhibition Information

Additional Services: Exhibitor must contract directly with Symposium Vendors for any furniture, electrical, or more robust internet needs, etc. Extra fees will apply.

Carpeting: Booth carpeting is not mandatory as the Exhibit Hall has wall-to-wall multicolored carpet. Exhibitors may carpet their booth area in any offered color indicated on the Carpet Rental Order form in the exhibitor kit or may bring their own custom carpet (fees may apply).

Booth Height: No exhibit booth or booth contents may exceed the maximum height of 8' (2.4m) without prior approval of ATCA. Please see Terms and Conditions for complete information.

Show Colors: Blue back and side divider drapes.

Show Decorator

Shepard Exposition Services

4710 Trident Court
Baltimore, MD 21227

Phone: 410.737.9270 • www.Shepardes.com

Exhibitor Kits (February 19, 2024)

Available online at www.atca.org/TechSymposium

NOTE: ATCA encourages exhibitors to place their order with Shepard. If an outside contractor is used, exhibitors must notify Shepard in writing and supply a certificate of insurance. The daily work schedule for contracted union labor is detailed on the Labor Service form included in the Exhibitor Kit.

Past Symposium Exhibitors

A3 Technology • Advanced Air Traffic Management • ASRC Federal • Aireon • Boeing • Booz Allen Hamilton • CGH Technologies • Crown Consulting • Enroute Computer Solutions, Inc. • Embry Riddle Aeronautical University • FAA Logistics Center • FAA Technology Transfer Program • FAA COE TTHP • Frequentis USA, Inc. • G & D North America • Harris Corporation • Hexagon Geospatial • Hi-Tec Systems, Inc. • Human Solutions, Inc./Oasis Systems • IBM • Iron Bow Technologies • JMA Solutions • Juniper Networks • Mosaic ATM, Inc. • NASA Airspace Systems Program • NATCA • NCAR • Northrop Grumman • Objectstream, Inc. • Raytheon • Red Hat • Rigil Corporation • Rockwell Collins • RVA, Inc. • SAIC • ScioTeq (Formerly Esterline) • SkySoft-ATM • Snowflake • Solace • Spatial Front, Inc. (SFI) • Sunhillo Corporation • Thales • ThinkLogical • VMware • Zolon Tech, Inc. *and more...*

Exhibitor Benefits

- Hyperlinked company logo on Symposium website
- Company listing and 100-word description in Symposium guide
- One complimentary All Access Symposium Registration per 100sq. ft. of booth space purchased. Includes access to all programming, breakfasts, luncheons, networking events/receptions, and FAA Tech Center Tuesday
- Exhibitor ribbon for namebadge
- Only exhibitors and sponsors can host hospitality suites/meeting space in hotel during the Symposium

Exhibitor Booth Allocation Process

Exhibitors will be assigned booth space based on the following weighted criteria:

1. ATCA Membership
2. If booth is part of Sponsorship package's benefits
3. Date and time of receipt of exhibitor application and payment.
4. Booth assignments will occur based on the above criteria through February 29, 2024. After February 29, 2024, all exhibitor applications will be based solely on a first come first served basis.

How to Market Your Organization at Tech Symposium

There are several best practices for successfully marketing your company before, during, and after the Tech Symposium. Sponsorship and advertising at the event will place your brand front and center of attendees, speakers, and VIPs, providing you invaluable visibility and brand recognition. Please review our listing of sponsorship and advertising opportunities on our website at: www.atca.org/TechSymposium. Or contact Rugger Smith at Rugger.Smith@atca.org

How to Submit a Contract

Only electronically submitted contracts are accepted by ATCA Tech Symposium. Please visit www.atca.org/TechSymposium to download the Exhibitor Contract. Once complete, please email your PDF Contract to Sandra.Strickland@atca.org and Rugger.Smith@atca.org.

Contract Submittal and Confirmation Process

Once you have completed all the required fields and have clicked the submit button, you will receive an email confirmation from ATCA acknowledging receipt of your contract. Your contract will be reviewed by ATCA staff for approval and booth assignment. Once approved, you will receive a second confirmation email listing your booth number and link to the

Exhibitor Zone for any additional exhibitor information you may need. ATCA will also generate and submit an invoice to the exhibitor for their booth.

Payment Methods*

Option 1: Payment by Credit Card (VISA, American Express, or MasterCard, (2.9 percent credit card processing fee applies)

Option 2: Payment by Check. Please make check payable to Air Traffic Control Association.

Option 3: Bank Transfer

Should you wish to make a bank transfer, please contact Sharon Park at sharon.park@marcumllp.com or call **+1 202 227 4263** for bank transfer information.

* No processing fees apply to payments made by check or bank transfer.

Payment Schedule

All payments are due within 30 days upon receipt of invoice. Should payment not be made within the 30 days, Exhibitor is at risk of losing their booth space. If an Exhibitor Contract is submitted less than 30 days prior to the start of the Symposium, payment is due upon receipt of invoice.

Sponsorship Opportunities

For a complete listing of sponsorship opportunities and benefits, and to assist you in designing a specific program that meets your company's goals, visit the Symposium website: www.atca.org/TechSymposium.

Please Contact:

Rugger Smith, 703-299-2430 ext. 318
Rugger.Smith@atca.org

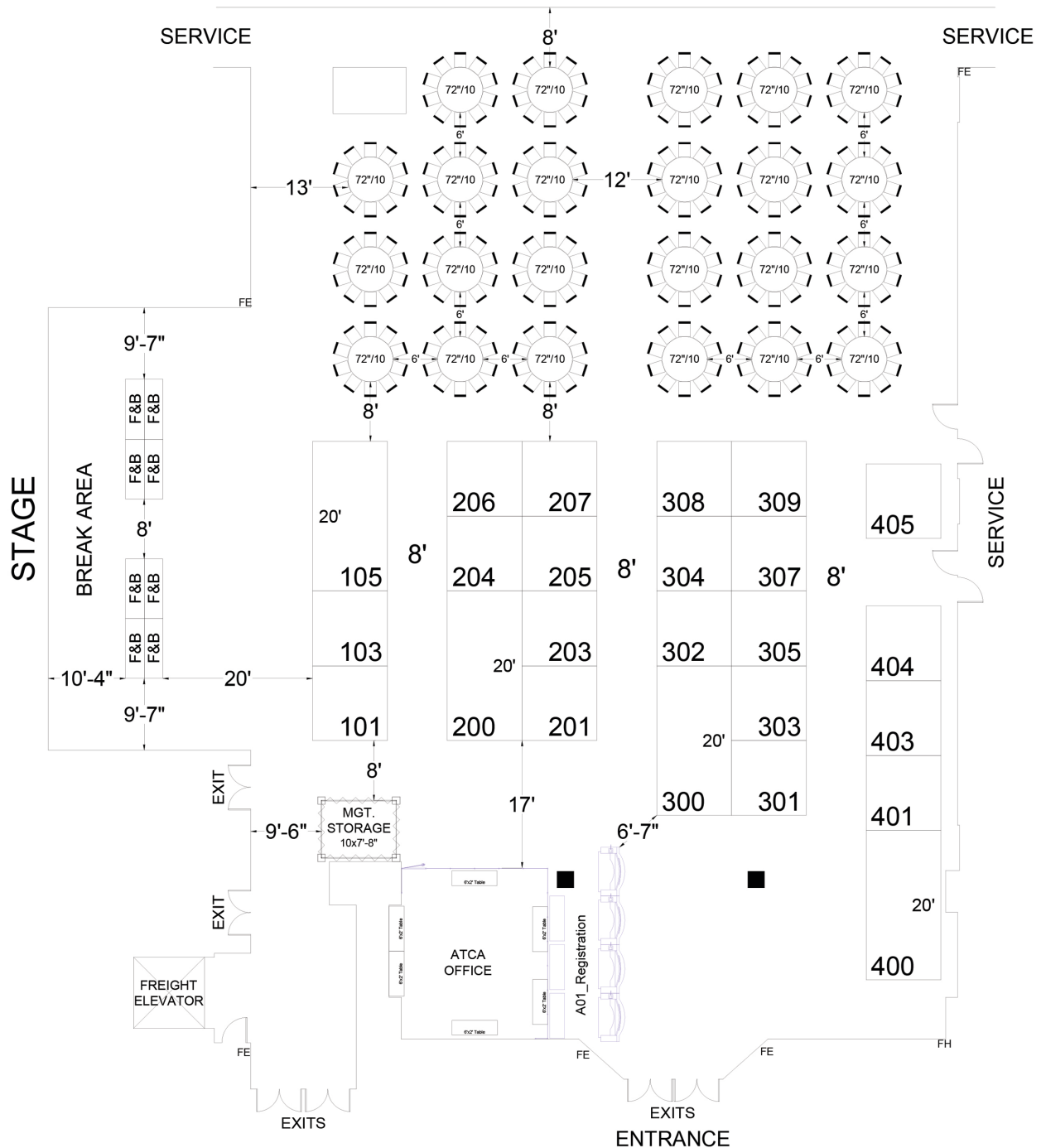
Sandra Strickland, 703-299-2430 ext. 304
Sandra.Strickland@atca.org

General Information

All the links in this brochure along with the additional Symposium and hotel reservation information may be found on the Symposium website: www.atca.org/TechSymposium.

EXHIBITOR PROSPECTUS > APRIL 23-24, 2024

Resorts Casino Hotel • Resorts Ballroom



The Exhibit Space Application and Contract shall include the following terms and conditions. As used herein, “you” refers to the Exhibitor and its agents, employees and representatives.

FEES AND PAYMENT

Member Standard Booth Fees: \$35.00 per sq. ft.

Non-member Standard Booth Fees: \$50.00 per sq. ft.

Additional Staff: Each booth purchase includes one (1) Full Symposium Attendee Registration. Additional Symposium Registrations can be purchased at the prevailing rate.

Payment: All payments are due within 30 days upon receipt of invoice. Should payment not be made within the 30 days, Exhibitor is at risk of losing their booth space. If an Exhibitor Contract is submitted less than 30 days prior to the start of the Symposium, payment is due upon receipt of invoice. Any cancellations or space reduction requests MUST be in writing with receipt acknowledged by ATCA on or before **March 22, 2024**, and under no circumstances will a refund be made thereafter. A 25 percent administrative fee will be deducted in the event of any refund.

Refunds will be processed after the conclusion of the Exhibition.

EXHIBITION SCHEDULE

ATCA reserves the right to adjust the exhibition schedule for the benefit of the Exhibition. For details of exhibitor set-up dates and times and exhibition open hours, please check the exhibitor prospectus or Exhibitor kit.

All Exhibits must be fully set up and ready by 4:00 p.m., Tuesday. If an exhibiting company needs additional set-up time, please contact Sandra Strickland at sandra.strickland@atca.org to make arrangements. Early move-ins will be accommodated based on availability. **Any Exhibitor that has not begun set-up by 12:00 p.m. on Tuesday, April 23, and has not advised ATCA in advance of the delay, shall lose all rights to exhibit space**, in which event ATCA shall make other use of the space and no refund shall be made to the original contracting Exhibitor. Any costs incurred for changes to the unoccupied booth after **12:00 p.m., April 23** shall be the responsibility of the original contracting Exhibitor.

Dismantling of displays shall begin Wednesday, April 24 at 6:00 p.m. No Exhibitor may commence tear down before that time without prior written approval from ATCA. All Exhibitor displays or materials left in booth without instruction will be packed and shipped at the discretion of ATCA, and all cost thereof will be the responsibility of the Exhibitor.

EXHIBITION SPECIFICATIONS

No Exhibitor or Sponsor shall hold meetings or events that conflict with any ATCA official functions.

Minimum standard booth size is 10'x10' (3mx3m). Booths may be combined to form larger booths and islands. A minimum of 4 booths are required (20'x20') to form an island. Exhibitors are responsible for providing all booth contents, including furniture, carpeting, electrical, etc. Nothing can be posted, tacked, nailed, screwed or otherwise attached to the columns, walls, floors, ceiling, or furniture in the Exhibit Hall.

ATCA follows the International Association of Exhibitions and Events (IAEE). For more information, check out, [“Guidelines for Display Rules and Regulations”](#) (2019 update), which has line of sight rules and does not allow full cubic content of an exhibit booth.

Exhibitors must be registered as a full conference participant. Any Exhibitor found on-site registered in any other category will be required to register on-site at the full conference rate. ATCA shall have absolute discretion over the selection of Exhibitors, and only the company whose name appears on the face of this Contract shall receive Exhibitor privileges. ATCA reserves the right to terminate any Exhibit if, in the absolute discretion of ATCA, the Exhibitor or exhibit is, in any respect, deemed unsuitable for any reason, including but not limited to the conduct, safety, merchandise, printed matter, souvenirs, promotional items and/or activities, catalogs, or any other aspect of an Exhibit or Exhibitor. Exhibitors shall not assign, sublet, or share the space allotted with another business or firm unless they are partners in a formal alliance and approval has been obtained in writing from ATCA. Names or advertisements of non-exhibiting manufacturers, distributors, or agents shall not appear in any Exhibitor's display. Each Exhibitor shall provide ATCA, in advance, the name and title of the person who will be in attendance at the exhibition and responsible for the installation, operation, and removal of the exhibit. Said representative shall be authorized to enter into such service contracts as may be necessary, the cost of which shall be the Exhibitor's sole responsibility.

No exhibits will be permitted that interfere with other exhibits or impede access to them or impede the free use of the aisles. Booth personnel are required to confine their activities to the Exhibitor's booth space, including physical incursions, as well as with sound or light. No part of the exhibit area, surrounding grounds of the Hotel, or the Hotel's public space

may be used by any organization other than ATCA for display purposes of any kind or nature, without prior written ATCA approval.

Giveaways are permitted if associated with the products and services of the exhibiting organization. These must be professional and small in nature. Cost should not exceed \$10.00 per item. Drawings for item(s) of a higher value are permitted.

Exhibitors may serve or dispense food and beverages from their exhibit space. All food and beverages must be purchased from the headquarters hotel where the exhibition is located. Any Exhibitor serving alcohol assumes full responsibility and liability for the actions of its agents, employees, or guests, whether acting within or without the scope of their authority. All food and beverage events held in the exhibit hall must be approved in advance by ATCA and ATCA has the right to shut down any food or beverage activity that it deems disruptive. Visit ATCA's Tech Symposium's website to download the Exposition Food and Beverage Event Form.

Any attendee, contractor or other individual at the Tech Symposium who conduct themselves in an unacceptable manner, in ATCA's absolute discretion, must immediately leave the symposium upon ATCA's request. Without limiting the generality of the preceding sentence, the following conduct is strictly prohibited:

- Subleasing or sharing Exhibit space.
- Occupying aisle space.
- Creating an obstruction that prevents clear view of neighboring inline booth exhibits.
- Distributing materials or literature outside Exhibitor's booth.
- Distributing materials or literature other than Exhibitor's product/service information.
- Use of loudspeakers, recording equipment, television sets and radios, lighting, or the use of operating machinery or any other activity that creates unacceptable volume.
- Placing business cards over official ATCA badges or in any way altering a badge.
- Early dismantling of exhibits without prior written ATCA approval.
- Use of Exhibit Hall Visitor Passes by Exhibit Booth personnel.
- Badge swapping.
- Use of models or other entertainment that could be offensive to any Exhibition attendee.

Exhibitors shall strictly comply with all applicable state,

federal, and local laws, ordinances, and regulations. Without limiting the generality of the preceding sentence, Exhibitors are responsible for making booths accessible to persons with disabilities as required by the American with Disabilities Act (ADA). Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800-514-0301).

MISCELLANEOUS

ATCA may take, use, reproduce, or otherwise publish photographs, whether still or action, video recordings, pictures, audiotapes, digital images, film, or motion pictures (collectively "Pictures"), and all rights therein shall irrevocably, exclusively, unconditionally, and perpetually belong to ATCA, or assigns, without compensation or notice.

Exhibitor hereby agrees to indemnify and hold harmless ATCA and the Resorts Casino Hotel, and their collective agents, employees, and representatives, from and against any and all claims or damages of any kind, including attorney's fees, directly or indirectly arising from or relating to your Exhibit or this Contract, and including but not limited to any claims for damage to person or property or that your Exhibit infringes any copyright or other intellectual property rights of any third party. If you breach any obligation of this Contract, ATCA may immediately terminate this Contract without prior notice, in which event ATCA shall be entitled to retain all monies received, it being agreed by the parties that ATCA'S damages arising from your breach will be difficult or impossible to ascertain.

Exhibitor shall obtain and keep in force during the term of the installation and use of exhibit premises, policies of comprehensive general liability insurance, insuring and specifically referring to the contractual liability set forth in the preceding paragraph, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage. The ATCA and the Resorts Casino Hotel, its owner and operator, shall be included in such policies as additional named insureds. ATCA must receive a copy of the Certificate of Insurance by March 25, 2023. If you are unable to provide such insurance coverage, ATCA has arranged with an insurance company to provide coverage. If you need to purchase this insurance please visit www.atca.org/TechSymposium to submit. Pricing starts at \$91.00 per Exhibitor and may slightly increase depending on the state your company is in.. Exhibitor further acknowledges that neither ATCA nor the Resorts Casino Hotel, maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and/or property damage insurance.

ATCA HEREBY DISCLAIMS ALL WARRANTIES, EITHER EXPRESS OR IMPLIED, INCLUDING ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. ATCA DISCLAIMS LIABILITY FOR CONSEQUENTIAL DAMAGES TO PERSON OR PROPERTY, DAMAGES FOR LOSS OF USE, LOSS OF TIME, LOSS OF PROFITS OR INCOME, OR ANY OTHER INCIDENTAL DAMAGES. ATCA AND THE RESORTS CASINO HOTEL NEITHER ASSUME, NOR AUTHORIZE ANYONE TO ASSUME, SUCH LIABILITY. NEITHER ATCA NOR THE RESORTS CASINO HOTEL OR THEIR COLLECTIVE AGENTS, REPRESENTATIVES, OR EMPLOYEES SHALL BE RESPONSIBLE FOR LOSS OR DAMAGE TO THE EXHIBIT OR THE PROPERTY OF EXHIBITORS, WHETHER RESULTING FROM FIRE, STORMS, ACTS OF GOD, AIR CONDITIONING OR HEATING FAILURE, THEFT, PILFERAGE, OR OTHER CAUSE.

In the event that ATCA shall be delayed or prevented from holding the scheduled event as the result of an act of God, acts of the public enemy, war, blockade, embargo, strike or other labor unrest, inability to procure materials, failure of power, restrictive government laws or regulations, arrest, riot, insurrection, epidemic, landslide, lightning, earthquake, fire, hurricane, storm, flood, explosion, terrorism or threat thereof, civil disobedience or disturbance, or any other cause, whether of the kind enumerated herein or otherwise, that is not within the control of ATCA, then ATCA shall have no liability to you for any such delay or nonperformance, and no refund will be due from ATCA.

This Contract, together with the Prospectus, Exhibitor Service Manual, and the Rules of ATCA for the subject event, contain the entire agreement of the parties. No representations were made or relied upon other than those expressly set forth herein. The terms hereof may not be modified except in a writing signed by an executive officer of each of the parties. Any interpretation of ATCA Rules, which are hereby incorporated herein, shall be made by ATCA in its absolute discretion. In the event of a conflict between the Rules and this Contract, this Contract shall take precedence. The Rules are subject to change by ATCA without prior notice. The Conference and Exposition shall be administered in all respects, and controlled exclusively, by ATCA, subject to its absolute discretion, and all decisions of ATCA shall be final. ATCA reserves the right to make such changes to the floor plan of booths as may be deemed necessary and to revise the floor plan from time to time to accommodate those changes.

Any dispute or controversy of any kind relating to this Contract, or the advertising provided hereunder shall be resolved by binding arbitration in the City of Alexandria, Virginia, administered by the American Arbitration Association in accordance with its applicable rules then in effect. The validity, interpretation and performance of this Agreement shall be controlled by and construed under the laws of the Commonwealth of Virginia.