

Thank you for sponsoring and/or exhibiting at this year's ATD New England Area Conference. Please review the following information as you prepare to make the most of your experience.

Conference Location:

Four Points by Sheraton Norwood (Located on FM Global Campus)
1125 Boston Providence Turnpike
Norwood, MA 02062

Conference Schedule & Hours:

Visit www.atdnewengland.com for the complete schedule and session descriptions.

Thursday, March 26, 2020

Set-up for booths (Main Ballroom Lobby) 3:00 pm – 8:00 pm	Registration Open (Main Ballroom Lobby) 5:00 pm – 7:30 pm
	Networking Reception (FM Global Learning Center) 6:00 pm – 8:00 pm

Friday, March 27, 2020

Set-up for booths (Main Ballroom Lobby) 6:00 am – 7:00 am	
Registration Open (Main Ballroom Lobby) 7:00 am – 2:00 pm	
Exhibit & Sponsor Hall Open (Main Ballroom Lobby) 7:00 am – 5:00 pm	
Networking Breakfast (Main Ballroom) 7:00 am – 8:00 am	Welcome & Keynote (Main Ballroom) 8:00 am – 9:20 am
Networking Coffee Break (Exhibit & Sponsor Hall) 9:20 am – 9:40 am	Session 1 9:40 am – 10:40 am
Networking Coffee Break (Exhibit & Sponsor Hall) 10:40 am – 11:00 am	Session 2 11:00 am – 12 noon
Lunch Break (Exhibit & Sponsor Hall and Ballroom) 12:00 pm – 1:30 pm	Session 3 1:30 pm – 2:30 pm
Networking Coffee Break (Exhibit & Sponsor Hall) 2:30 pm – 2:50 pm	Session 4 2:50 – 3:50 pm
Breakdown for booths (Main Ballroom Lobby) 5:00 pm – 6:00 pm	Closing Keynote & Wrap Up (Main Ballroom) 4:00 pm – 5:00 pm

Contact Information:

Sponsor & Exhibitor:

Peter Ward: 508-918-0990

pward@axiomlearningsolutions.com

Donna Horrigan: 860-391-2111

dhorrigan@integritysolutions.com

Conference Chair: Katie Vaillancourt: 207-712-8897

kvallancourt@vcorptraining.com

Event Operations, Logistics & Set-up Contact:

Marie Cullen Oliver: 617-697-9315

info@atdnewengland.com or
mariecullenoliver@comcast.net

Conference Ops: Tricia Richardson: 207-653-8724

tricia.richardson@nhls.com

Payment Information:

- Sponsor/Exhibitor payment can be made by check, credit card or electronic payment.

Payment in US Dollars Only.

Please make all Sponsor/Exhibitor Checks payable to:

ATD New England Conference and mail it to:
ATD New England Area Conference
c/o Marie Cullen Oliver
26 Shipway Place
Charlestown, MA 02129

For credit card or electronic payments, contact:

Marie Cullen Oliver
617-697-9315
info@atdnewengland.com or mariecullenoliver@comcast.net

As soon as payment is received in full complete the following:

All Sponsors & Exhibitors:

- Email **Logo** to info@atdnewengland.com
Png and eps formats
High resolution
1000 x 1400 pixels (minimum)
- Register all conference participants (Participants included is dependent upon Sponsor Level You will have the option to pay to add additional attendees.) – <http://www.atdnewengland.com/registration.html>

All Sponsors:

- Send your **Ad** to be included in the conference brochure to info@atdnewengland.com
Due by Feb 1, 2020
TIFF CMYK format preferred
Half-page ad: 2250 x 1463 pixels and minimum 300 Pixels/inch
Png preferred format
Include a PDF
- Send via email all Logo artwork for conference tote bag, banners and/or signage – *depends on Sponsorship type* – to info@atdnewengland.com
- Slip sheet inserts must be received no later than March 23, 2020. Mail slip sheet inserts to:
Four Points by Sheraton Norwood
C/O Laura Fellini – please include Company name here, March 26/27, 2020
ATD New England Area 2020 Conference
1125 Boston – Providence Turnpike
Norwood, MA 02062
781-255-3155

Raffle Item:

- Provide a Raffle Item (minimum value of \$100, no services). Drop off at the Registration table upon check on **Thursday, March 26, 2020.**

Shipping and Storage:

It is recommended by the ATD NEAC Planning Committee that all Sponsors and Exhibitors bring their materials with them to the conference.

The hotel does not have storage space for crates, pallets or large shipments. Any materials to be sent to the hotel may arrive no earlier than Monday, March 23, 2020.

If it is necessary to ship materials to the Four Points by Sheraton Norwood, it is imperative that you observe the following instructions to ensure proper handling of your materials. Each item should be clearly marked with the following:

Name of Conference: ATD New England Area 2020 Conference
Date of the Event: March 26/27, 2020
Name of the hotel: Four Points by Sheraton Norwood Hotel
Clearly mark your name and organization

Mail materials to:

Four Points by Sheraton Norwood
C/O Laura Fellini – please include Company name here, March 26/27, 2020
ATD New England Area 2020 Conference
1125 Boston – Providence Turnpike
Norwood, MA 02062
781 255 3155

Booth Set Up:

Thursday, March 26, 2020: Set up Exhibition Booth – 3pm to 8pm
(Or no later than 7am March 27, 2020)

Booth Break down:

Friday, March 27, 2020: Break down Exhibition Booth – 5pm to 6pm

	Presenting Sponsor	Sponsor	Exhibitor
	\$7,500	\$1,500	\$850
Pre- Conference			
	Your company name as part of conference name. (i.e. ATD New England Area 2020 Sponsored by (Your Company Name))		
	Your Company name and logo included on all event promotion, including email.		
	Sponsored session at the conference.		
Website	Your Company name and logo on Conference website with link to your website through 30 days after the conference.	Your company listing and logo on Conference website and with link to your website through 30 days after the conference.	Your company listing on Conference website
Exhibit Booth	Complimentary exhibit booth in the main conference hall, including One 6' draped table; two chairs; Wi-Fi; power. You may bring your own booth signage. (\$600)	Complimentary exhibit booth in the main conference hall, including one 6' draped table; two chairs; Wi-Fi; power. You may bring your own booth signage. (\$600)	Exhibitor booths located in designated conference hall. One 6' draped table with two chairs; Wi-Fi and power. You may bring your own booth signage.
Signage	Your Company name and logo featured in the main ballroom visible during opening/closing sessions, breakfast and lunch (\$2000)	Enhanced Signage at event including logos. (\$300)	Company name on signage at the event
Program	Full-page ad in the conference program on the front and back cover (\$750)	Half-page page ad in the conference program (\$500)	Company listing in program
App	Premier listing in the Event Pilot Conference App (\$500)	Enhanced listing in the Event Pilot Conference App (\$500)	Listing in the Event Pilot Conference App
Bag & Lanyards	Your Company name/logo printed on tote bag (\$1,000)		
	Opportunity to provide 300 lanyards with your Company name/logo for name tags (\$500)		
Slip Sheets	Up to three slip-sheets in conference tote bag (Company supplies 300 copies each) (\$450)	One slip-sheet in conference tote bag (Company supplies 300 copies) (\$150)	

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	\$7,500	\$1,500	\$850
At the Conference			
Address	Up to five minutes at the opening session to share company information with participants; (\$1,000)		
Registration	Up to 5 free full conference participant registrants (\$1,595). Additional registrations may be purchased at the local member rate of \$319.	Up to 3 free full conference participant registrants (\$957). Additional registrations may be purchased at the local member rate of \$319.	Up to 2 free participant registrants from your company (\$638). Additional registrations may be purchased at the local member rate of \$319.
Raffle	Opportunity to select and award raffle winners for ATD sponsored raffle items (\$500)	Opportunity for additional visibility on stage to select and award raffle winner for your donated raffle item (must be minimum of \$100 item – no services) (\$500)	Opportunity to donate items for the raffle (minimum \$100 value – no services). We will announce that your organization donated the item in front of the large group as the item is raffled off.
	Opportunity to raffle off an additional item provided by the sponsor (must be minimum of \$100 item – no services)		
Pre and Post Conference			
	Contact list of participants	Contact list of participants	Contact list of participants

Other sponsorship opportunities:

Thursday Evening Reception	Coffee Break Sponsor	Lunch Sponsor	Program Brochure Sponsor
\$2,500	\$500	\$750	\$650
From 6 pm to 8 pm on Thursday evening, conference attendees are invited to attend a networking reception with cocktails and hors d'oeuvres. W/Sponsor level involvement - +\$1,000 W/Exhibitor level involvement - +\$500	Conference attendees will gather between morning and afternoon sessions in conference for much needed coffee breaks.	Conference attendees will gather for lunch in the main ballroom.	Conference Program Brochure sponsorship includes sponsor name and logo in the Footer of each page and a full-page ad on the back cover of the brochure.
Includes signage recognition at the reception	Includes signage recognition at the break.	Includes signage recognition at the lunch – screen display of Logo and tent cards.	
One drink ticket per person and hors d'oeuvres are included in the sponsorship price	Beverages are included in the sponsorship price.	Lunch is included in the sponsorship price.	

Company Slip Sheet for Tote Bag	Pens and/or Pads for Tote Bag	Other, including "In-Kind"
\$150 per slip sheet	\$0	TBD
300 - 8 ½ x 11 slip sheet to be inserted in tote bag – printed by your company. Due by March 10, 2020. Details on shipping will be provided upon receipt of payment.	300 - Pens and/or Pads for the tote bag with your logo -provided by your company	Other items for the tote bag as approved by ATD New England Area (provide 300 each)