



**Location:**

Sheraton Needham  
100 Cabot Street  
Needham, MA 02494

**Conference Schedule:**

**Networking Reception:** Thursday, March 28, 2019 6 pm -9 pm  
**Registration/Breakfast:** Friday March 29, 2019 7am – 8 am  
**Main Conference:** Friday March 29, 2019 8 am – 5 pm

**Exhibit Hours:**

**Networking Reception:**  
Thursday, March 28, 2019 6 – 9 pm

**Main Conference:**  
Friday, March 29, 2019 7 am – 5 pm

**Set-up for booths**  
Thursday, March 28, 2019 3 pm – 9 pm  
Friday, March 29, 2019 6 am – 7 am

**Breakdown for booths**  
Friday, March 29, 2019 5 pm – 6 pm

**Contact Information:**

**Sponsorship Contact:**  
Peter Ward: 508-918-0990  
[pward@axiomlearningsolutions.com](mailto:pward@axiomlearningsolutions.com)  
Donna Horrigan  
[DonnaHorrigan@luminalearning.com](mailto:DonnaHorrigan@luminalearning.com)

**Event Operations, Logistics & Set-up Contact:**  
Marie Cullen Oliver: 617-697-9315  
[info@atdnewengland.com](mailto:info@atdnewengland.com) or  
[mariecullenoliver@comcast.net](mailto:mariecullenoliver@comcast.net)

**Conference Management Contact:**  
David Hofstetter: 617-512-4141  
[info@atdnewengland.com](mailto:info@atdnewengland.com) or  
[david@thehofstettergroup.com](mailto:david@thehofstettergroup.com)

**Payment Information:**

**Payment in US Dollars Only**  
Payment can be made by check, credit card or electronic payment.

**Sponsor / Exhibitor Payment:**  
For credit card or electronic payments, contact:

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

Marie Cullen Oliver  
617-697-9315  
[info@atdnewengland.com](mailto:info@atdnewengland.com) or  
[mariecullenoliver@comcast.net](mailto:mariecullenoliver@comcast.net)

**As soon as payment is received in full:**

- Email **Logo** to [info@atdnewengland.com](mailto:info@atdnewengland.com)
  - Png and/or eps
  - High resolution
  - 1000 x 1400 pixels (minimum)
- Silver Sponsors - Send **Ad** to be included in the conference brochure to [info@atdnewengland.com](mailto:info@atdnewengland.com)
  - Half-page horizontal ad: 2250 x 1463 pixels
  - TIFF preferred format
  - Due Feb 1, 2019



**Due NLT March 15, 2019:**

- Register all participants – <http://www.atdnewengland.com/registration.html>
- Send via email all Logo artwork for conference tote bag, banners and signage – Depending on Sponsor Level – to [info@atdnewengland.com](mailto:info@atdnewengland.com)
- Slip sheet inserts must be received NLT March 25, 2019. Mail slip sheet inserts to:  
New Horizons  
ATTN: Sheila Caceres/New England Area Conference  
303 Wyman Street, STE: 150  
Waltham, MA 02451  
781-487-3259

**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 3 days prior to the event. A handling and storage fee of \$25 per box/item or \$5 per pound will be assessed. The mandatory handling and storage fee is retained by the hotel and is not a tip, gratuity, or service charge for employees providing the handling services. Hotel will not be responsible for any loss or damages to materials to the hotel.
- Any assessed storage fees will be charged back to the Exhibitors and Sponsors.
- If it is necessary to ship materials to the Sheraton Needham, 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 2019 Conference  
Date of the Event: March 28/29, 2019  
Name of the hotel: Sheraton Needham Hotel  
Clearly mark your name and organization  
*Boxes, packages and display materials will be accepted no earlier than 72 hours prior to the event.*

Mail materials to:  
Sheraton Needham Hotel  
c/o Alexandra Anderlionis  
ATD New England Area 2019 Conference  
100 Cabot Street, Needham, MA 02494

**Raffle Item:**

- **Due March 28, 2019:** Provide a Raffle Item (minimum value of \$100, no services). Drop off at the Registration table upon check in.

**Booth Set Up:**

- **Due March 28, 2019:** Set up Exhibition Booth – 3pm to 9pm (NLT 7am- 8 am March 29, 2019)

**Booth Break down:**

- **Due March 29, 2019:** Break down Exhibition Booth – 5pm to 6pm