

The logo for the ATD New England Area Conference 2024. It features the acronym 'atd' in a stylized, lowercase font with a gradient from orange to red. To the right of 'atd' is a vertical line, followed by the words 'New England' in a large, bold, red sans-serif font. Below 'New England' is the text 'Area Conference 2024' in a smaller, red sans-serif font. Underneath the 'atd' acronym, the full name 'Association for Talent Development' is written in a small, grey, sans-serif font.

# atd | New England Association for Talent Development | Area Conference 2024

## 2024 New England Area Conference **Sponsor and Exhibitor Contract**

The organization: (“Sponsor/Exhibitor”) contracts for Sponsor opportunities provided by ATD New England Area 2024 Conference (“ATD”). Any additional opportunities/benefits must be agreed to by both parties and listed on this contract. This contract is not valid until it has been signed by both the Sponsor/Exhibitor and ATD and ATD has received payment in full. Go to <https://atdnewengland.wildapricot.org/> for an overview of the conference. We will accept for consideration, on a first come, first served basis, completed, and signed contracts that are submitted to [info@atdnewengland.com](mailto:info@atdnewengland.com) prior to August 15, 2024. Earlier submissions provide the Sponsor/Exhibitor the best selection of available options and maximum marketing visibility. Only Payment in full will reserve a space for Sponsor/Exhibitor participation. Payment can be made by check, credit card or electronic payment.

### **Conference Overview:**

ATD (Association Talent Development) is the world’s largest association dedicated to workplace learning and development professionals.

The ATD New England Area Conference 2024 will take place on Friday, October 18th, 2024, from 8 am to 5 pm. There will be a networking reception the evening before on Thursday from 6 to 8 pm, October 17th. The conference will be held at the Great Wolf Lodge Fitchburg, MA. You will be able to view our conference program online to view the keynote addresses and concurrent session tracks, all supporting the topics and themes important to Learning and Development Professionals.

We anticipate a healthy turnout this year with Sponsors and Exhibitors having visibility in the lobby area. This will allow access to hundreds of learning and development professionals, representing the 8 ATD New England Area Chapters, from Maine to Connecticut, including learning & development managers, decision makers, corporate trainers, instructional designers, training consultants and others from all over New England to meet, share experiences and explore the latest innovations in talent development.

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Association for Talent Development | **Area Conference 2024**

**Location:**

Great Wolf Lodge  
150 Great Wolf Dr,  
Fitchburg, MA 01420

**Conference Schedule:**

**Networking Reception:** Thursday, October 17<sup>th</sup>, 2024, 6 pm -8 pm  
**Registration/Breakfast:** Friday October 18<sup>th</sup>, 2024, 7am – 8 am  
**Main Conference:** Friday October 18<sup>th</sup>, 2024, 8 am – 5 pm

**Exhibit Hours:**

**Networking Reception:**  
Thursday, October 17<sup>th</sup> 6 – 8 pm

**Main Conference:**  
Friday October 18<sup>th</sup>, 2024, 7 am – 5 pm

**Set-up for booths**  
Thursday, October 17<sup>th</sup> 3 pm – 9 pm  
Friday, October 18<sup>th</sup> 6 am – 7 am

**Breakdown for booths**  
Friday October 18<sup>th</sup>, 2024, 5 pm – 6 pm

**Contact Information:**

**Sponsorship Contact:**  
Stephanie Loscalzo:  
[sloscalzo@vermontatd.org](mailto:sloscalzo@vermontatd.org)  
Dayne Maloney:  
[dayne@atdbaycolonies.org](mailto:dayne@atdbaycolonies.org)  
Peter Ward:  
[pward@axiomlearningsolutions.com](mailto:pward@axiomlearningsolutions.com)  
Dave Murphy:  
[d.murphy@smartcat.ai](mailto:d.murphy@smartcat.ai)

**Event Operations, Logistics & Set-up Contact:**  
Dawn Walker-Elders:  
[info@atdnewengland.com](mailto:info@atdnewengland.com) or  
[DWalker-Elders@gsmaine.org](mailto:DWalker-Elders@gsmaine.org)

**Conference Management Contact:**  
[info@atdnewengland.com](mailto:info@atdnewengland.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:  
Mass Chapter ASTD  
\*PLEASE put NEAC2024 in the memo line  
and mail it to:

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

ATD New England Area Conference  
c/o Marie Cullen Oliver  
26 Shipway Place  
Charlestown, MA 02129



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<b>1. Contact Information</b>			
<b>Company or Organization</b>			
<b>Contact Name</b>			
<b>Company Website</b>			
<b>Mailing Address</b>			
<b>Email Address</b>			
<b>Preferred Phone Number</b>			
<b>Are you an ATD National Member?</b>		<input type="checkbox"/> Yes	<input type="checkbox"/> No
<b>Are you a local ATD Chapter Member?</b>		<input type="checkbox"/> Yes, Chapter:	<input type="checkbox"/> No
<b>Comments</b> <i>(Special Instructions, etc.)</i>			
<b>2. Contact Information – Day of the Conference On Site Employee</b>			
<b>Contact Name</b>			
<b>Title</b>			
<b>Company or Organization</b>			
<b>Contact Cell Phone Number</b>			
<b>Mailing Address</b>			
<b>Email Address</b>			
<b>Preferred Phone Number</b>			
<b>Comments</b>			
<b>3. Conference Sponsorship and Exhibitor Options</b>			
<b>PRESENTING Sponsor</b>	<input type="checkbox"/> \$4,000	<b>EXHIBITOR (10 available)</b>	<input type="checkbox"/> \$850
<b>Extra Opportunities for Presenting Sponsor and Exhibitor:</b>			
<b>Company 8 ½ x 11 Slip Sheets for Bag</b>		<input type="checkbox"/> Company provides 300 inserts	
<b>Pens for Bag</b>		<input type="checkbox"/> Company provides 300 pens	
<b>Pads of paper with Company name/logo</b>		<input type="checkbox"/> Company provides 300 pads of paper	
<b>Other, For Bag (Specify, eg: Branded Swag)</b>		<input type="checkbox"/> Company provides 300 – must be approved by ATD NEAC	
<b>Other, including “in-kind” (Specify)</b>		<input type="checkbox"/> TBD – must be approved by ATD NEAC	



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<b>Other Sponsorship Opportunities:</b>	
<b>Coffee Break Sponsor (morning and afternoon)</b>	<input type="checkbox"/> \$350
<b>Lunch Sponsor</b>	<input type="checkbox"/> \$250
<b>Company Slip Sheet for Bag - 300 - 8 ½ x 11 slip sheet to be inserted in a tote bag – printed by your company.</b>	<input type="checkbox"/> \$150 per Slip Sheet

<b>4. General Information</b>	
<b>Cancellation Policy</b>	Cancellations must be received in writing to the 2024 ATD New England Area Conference by August 1st 2024 to receive a full refund (less fees incurred). No refunds will be provided after this date.
<b>Space Assignment</b>	Sponsor and Exhibitor space will be assigned on a “first paid, first choice” basis. ATD reserves the right to assign, and re-assign space as deemed necessary or appropriate in the best interest of the conference.
<b>Use of Space</b>	Each Sponsor and Exhibitor will be assigned its own table. Sponsors and Exhibitors are to arrange materials so as not to obstruct other displays. Surrounding space and aisles must be kept clear.
<b>Displays &amp; Decorations</b>	All displays and decorations proposed by the Sponsors and Exhibitors shall be subject to the approval of the Great Wolf Lodge in each instance. The Great Wolf Lodge does not permit the affixing of anything to the walls, floors, or light fixtures, or ceilings in any room with materials other than those supplied by a representative of the Great Wolf Lodge. The use of confetti or streamers of any type is prohibited.
<b>Liability</b>	It is mutually agreed that ATD New England Area Conference 2024 and Great Wolf Lodge shall not be liable to sponsors for any damage to or for the loss or destruction of an exhibit or the property of a sponsor or injuries resulting from any cause. All claims for any such loss, damage or injury are expressly waived by the Sponsor. All Sponsors are bound by the Exhibitor rules and regulations promulgated by Great Wolf Lodge. A copy of these rules is available from Great Wolf Lodge upon request.
<b>Force Majeure</b>	No party shall be responsible for events beyond its reasonable control, such as acts of God, weather delays, government restrictions, security alerts or unforeseen commercial delays. In the event the event is postponed due to inclement weather or other conditions beyond ATD’s control, it may be rescheduled for another time.
<b>Audio/Video Release Authorization:</b>	In consideration of my sponsorship/exhibitor-ship, I, (Sponsor/Exhibitor name): _____ - hereby grant ATD New England Area 2024 Conference (“ATD”) and its representatives, the irrevocable and unrestricted permission and right to take, use, re-use, publish and re-publish photographic, video, motion film, and/or



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	<p>audio recordings of me and my performance content in which I may be included, in whole or in part, and in all media now or hereafter known for illustration, promotion, training, exhibition, and/or advertising in connection ATD New England Area 2024 Conference (“ATD”).</p> <p>I hereby waive any right that I may have to inspect or approve the finished product/ products/advertising copy or other matter that may be used in connection therewith or the use to which it may be applied.</p> <p>I hereby release and discharge ATD New England Area 2024 Conference (“ATD”) and its representatives from any and all claims and demands arising out of or in connection with the use of photographic, video, motion film and/or audio recordings of me and the content I present, including and without limitation any and all claims for libel or violation of any right of publicity, privacy and or copyright.</p> <p>I hereby certify that I am fully competent and of full legal age and have the right to execute this release with ATD New England Area 2020 Conference (“ATD”) and its representatives, and hereby release all rights to them and confirm that they are free and clear of copyright and without royalty.</p> <p>I further state that I have read the above release authorization, prior to its execution, and that I am fully familiar with the contents thereof. This release shall be binding upon me and my heirs, legal representatives, successors and assigns; I hereby affirm that I received a copy of this authorization.</p>
<p><b>5. Contract Completion and Payment</b></p>	
<p><b>Sign Below</b></p>	<p>Sign Contract in Section 6, scan and email all 6 sections to <a href="mailto:info@atdnewengland.com">info@atdnewengland.com</a></p>
<p><b>Indicate Payment Method</b></p>	<p><b>Payment in US Dollars Only</b></p> <p><input type="checkbox"/> Check – make checks out to Mass Chapter ASTD</p> <p><input type="checkbox"/> Credit Card – contact Marie Cullen Oliver for arrangements</p> <p><input type="checkbox"/> Electronic Transfer – contact Marie Cullen Oliver for arrangements</p>
<p><b>Mailing Address/ Contact for Payment</b></p>	<p>ATD New England Area Conference Attn: Marie Cullen Oliver: 26 Shipway Place, Charlestown, MA 02129 617-697-9315 <a href="mailto:info@atdnewengland.com">info@atdnewengland.com</a></p>
<p><b>Once Contract is signed and Payment is made in Full</b></p>	<p>Email Logo for the conference signage and website in all of the following formats if possible: eps, jpg, jpeg, png. Please include a high-resolution version. Send to: <a href="mailto:info@atdnewengland.com">info@atdnewengland.com</a></p> <p><b>***Opportunities and Benefits of participation will NOT go into effect until payment is received in FULL.***</b></p>



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<b>6. Signature Section</b>	
<p><b>For Sponsor:</b>            Sponsor Organization:  <b>Signature:</b>            Name:            Title:            Date:</p>	<p>Sponsor Address:             Phone:            Fax:            Email:</p>
<p><b>For ATD New England Area Conference:</b>  <b>Signature:</b>            Name:            Title:            Date:</p>	
<p>ATD will sign the contract, scan and return a signed copy to the Sponsor's Address, email or Fax.</p>	