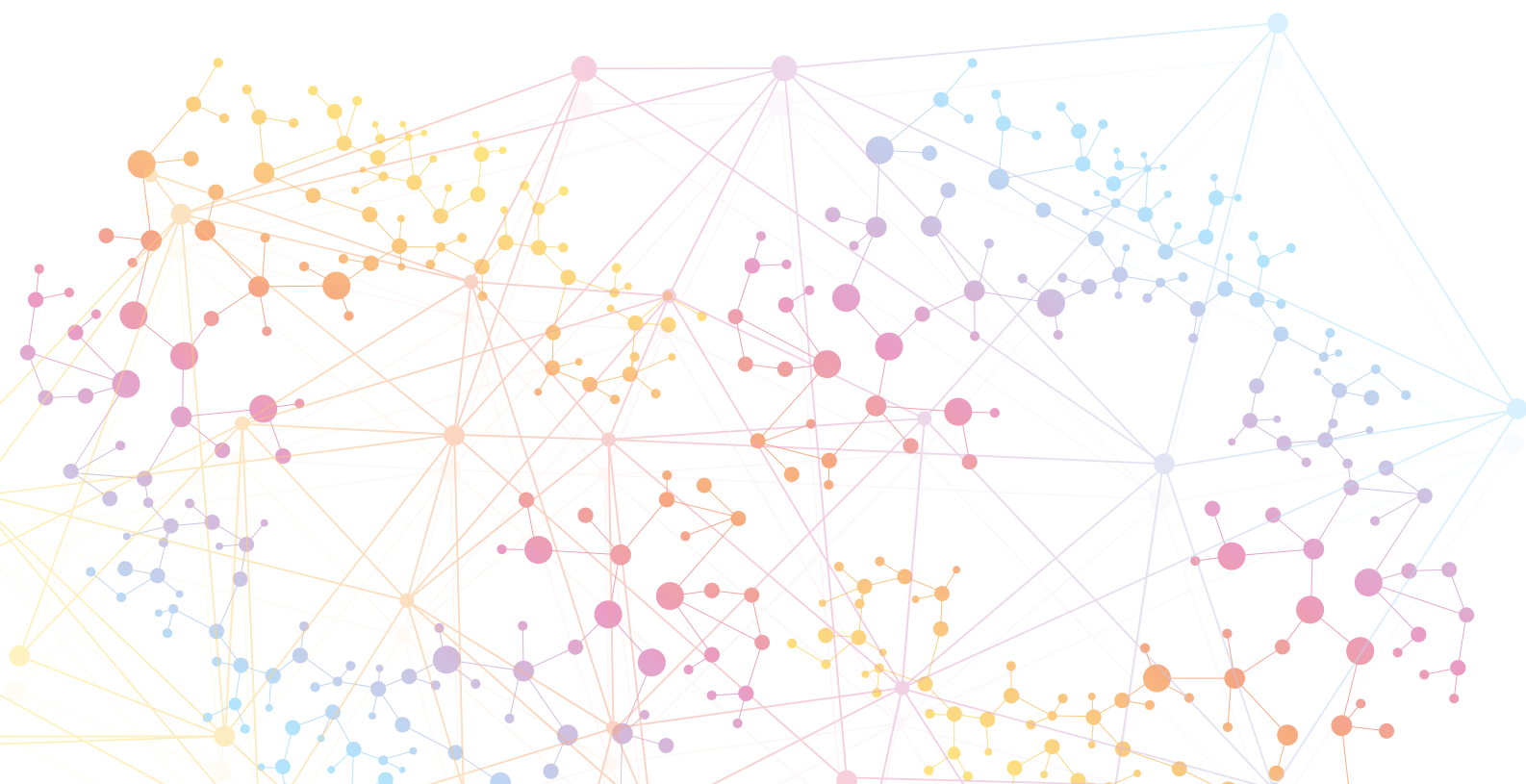


exhibitor PROSPECTUS



ATCA
global

conference & expo
november 1-3, 2023



Walter E. Washington Convention Center • Washington, D.C.



ATCA
global
conference & expo

WELCOME TO ATCA GLOBAL

The largest Air Traffic Management event in the Americas!

Brought to you by ATCA and World ATM Inc., ATCA Global has partnered with the Federal Aviation Administration (FAA), National Aeronautics and Space Administration (NASA), U.S. Department of Defense, U.S. Department of Commerce, National Air Traffic Controllers Association (NATCA), Association for Uncrewed Vehicle Systems International (AUVSI), Commercial Spaceflight Federation (CSF), and ANSPs from around the world, and many others to bring you the largest and most diverse gathering of decision makers and industry leaders. ATCA Global is recognized as the world's largest aviation event to focus on Airspace Integration, and we invite you to be part of the discussions that will shape tomorrow's policies and investments.

ATCA Global is a meeting point of business, government and NGO's interested in the advancement of airspace integration.

ATCA Global will:

Highlight advances and solutions on airspace integration via:

- Extensive programming and educational sessions
- Updates by industry leaders
- Exhibition highlighting the latest tools, solutions and advancements being made to support airspace integration
- Recognizing excellence within the industry
- Opportunities to exchange knowledge and connections

ATCA Global is an event by the industry, for the industry. Successful, safe, and timely Airspace Integration of new entrants along with supporting expansion needs of traditional aviation users is critical to the continued growth of our industry.



BE SEEN AT ATCA GLOBAL

Our Attendees

ATCA Global attracts a broad representation from commercial, civil, government, and military. This includes senior management, project leaders, senior engineers, and decision-makers who influence the purchase of products and services.

ATCA Global brings together:

- ANSPs from around the world
- Air Traffic Controllers
- Non-Governmental Organizations
- ATC Service Providers
- Government Representatives
- Engineers (associations, unions, guilds, etc.)
- Airlines and Operators
- Systems Contractors and Manufacturers
- Consultancies
- Airports and Airport Authorities
- Academia and Suppliers

Exhibiting at ATCA Global allows you to:

1. Increase awareness of your brand, and showcase products, and services that support Airspace Integration
2. Connect with Industry leaders and Influencers
3. Educate industry of your knowledge, expertise, experience and the benefits you bring to it
4. Provide programming content via official programming or industry presentations reserved for exhibitors

ATCA Global delivers the context, content, and contacts that suppliers and customers need to shape the future of global airspace.



ATCA GLOBAL EXHIBITION INFORMATION

Exhibition Dates: November 1-3, 2023

Exhibition Venue: Hall D and E

Walter E. Washington Convention Center
Washington, DC, USA

Exhibition Timetable		
Booth Set-up:	Monday, October 30	8:30am to 8:30pm
	Tuesday, October 31	8:30am to 8:30pm
Open Hours:	Wednesday, November 1	9am to 7:30pm
	Thursday, November 2	9am to 4pm
	Friday, November 3	9am to 1pm
Dismantle:	Friday, November 4	1pm to 11:59pm

** Times are subject to change.*

All Exhibitor information can be found online at:

<https://www.atca.org/exhibitor-info>

You can access:

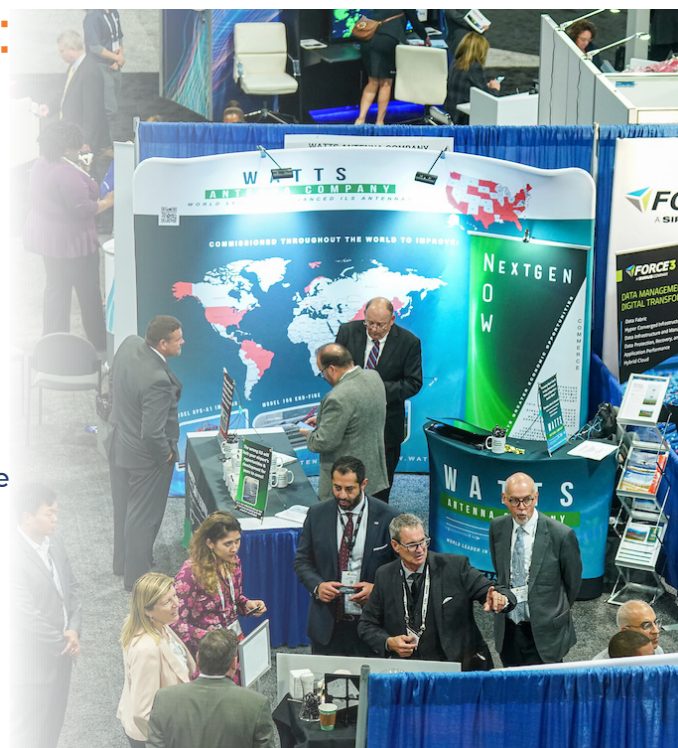
- The Online Exhibitor and Co-Exhibitor Contracts
- The Online Exhibition Floorplan
- The Exhibitor Prospectus
- The Online Exhibitor Zone information portal
- Exhibitor Rules and Regulations
- Meeting Room Information
- The Sponsorship, Marketing and Advertising Brochure

Contract your space today:

contact **Rugger Smith**

P: +1 703 299 2430 ext. 318

E: Rugger.Smith@atca.org



EXHIBITOR PRICING

Exhibit Space Fees

Space Only: \$60 per sq. ft.

Shell Scheme Package: \$70 per sq. ft.

ATCA members receive a 10 percent discount off their exhibit space fees.*

Space only is for exhibitors with custom designed booths and only need to rent the actual space.

Shell Scheme Package requires minimum of 100 sq. ft. (minimum 10ft. by 10ft.) of exhibit space.

Fully furnished shell scheme includes: exhibit space, draped walls, carpeting, sign with company name, one (1) table, two (2) chairs, (1) wastebasket, (1) 120 electrical duplex outlet. ALL exhibitors, including Space Only, Shell Scheme, and Co-Exhibitors will receive complimentary badge reading lead retrieval tools.

* Membership must be in good standing at the time of contract submission and during Exhibition dates.

Registration Fees

Primary Exhibitor Registration Fee: \$375

This is a non-refundable flat fee, independent of booth size, that is charged to primary exhibitors.

A **Primary Exhibitor** is the exhibiting company that is named on the contract for the rental of the physical exhibit space and has control over the rented exhibit space.

Co-Exhibitor (Sharing) Registration Fee: \$1,000

This is a non-refundable flat fee, independent of booth size, that is charged to Co-Exhibitors.

A **Co-Exhibitor** is an exhibiting company that is sharing rented exhibit space with a Primary Exhibitor and has completed the Co-Exhibitor contract.

Exhibitor Insurance: Liability insurance with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate is required in order to exhibit at ATCA Global. This insurance must be in force during the ATCA Global dates October 30 - November 3, 2023, naming as additional insured: **Air Traffic Control Association (ATCA)** and **Walter E. Washington Convention Center**. No additional insurance is required for your participation in ATCA Global.

Credit Card Processing Fee: A non-refundable fee of 3.75 percent will be applied to all fees paid by credit card. This fee will not apply to bank transfers or check payments.

Allocation of Exhibition Space: We encourage exhibitors to visit the ATCA Global booth onsite to meet with ATCA Global staff and plan and reserve your exhibit space for 2024.

Additional Space Options

Multilevel Booths (*ground floor of booth must be a minimum of 600 sq. feet*)

For multilevel booths, add 10 percent to the regular booth price for the area built on the top floor.

ATCA Global must approve all custom booths. Booth plans should indicate the name of the event and booth number, specify maximum number of occupants allowed, and have a structural engineer's stamp certifying that the platforms can bear the maximum occupant load. Additional safety elements may be required upon Fire Marshal review.

Have questions: Please contact **Rugger Smith** or **Sandra Strickland** for assistance.

Meeting Space Rental

Meeting rooms have been reserved for use by exhibitors during ATCA Global. Rental rates apply and exhibitor meeting space reservation forms will be available in Fall of 2023.

Should you have any questions about meeting space reservations, please contact **Sandra.Strickland@atca.org**.

ATCA GLOBAL EXHIBITORS INFORMATION

Payment Methods

Option 1: Payment by Credit Card (VISA, MasterCard, or American Express, 3.75 percent credit card processing fee applies)

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

Option 3: Bank Transfer

Should you wish to make a bank transfer, please contact **Ashley Haskins** at **Ashley.Haskins@atca.org** or call **+1 703 299 2430 ext. 395** for bank transfer information.

Cancellation/Space Reduction

Registration Fee: Non-Refundable

Booth space rental fee refund schedule:

75 percent refund with receipt of written cancellation by July 1, 2023

50 percent refund with receipt of written cancellation by August 1, 2023

25 percent refund with receipt of written cancellation by September 1, 2023

No refunds/Credits after September 1, 2023, will be made for any booth cancellations, booth space reduction or booth type changes.

Cancellations must be made in writing via email to: **ken.carlisle@atca.org**.

Space reduction/booth type changes must be made in writing via email to **rugger.smith@atca.org** and **sandra.strickland@atca.org**.

Payment Schedule

All fees are due in full within 30 days of receipt of invoice. Should a contract be received less than 30 days before Exhibition setup start dates, full payment must be included with contract.

Allocation of Exhibition Space

All ATCA Global Exhibitors who were contracted in 2022 will receive priority placement in the Exhibition Hall for ATCA Global 2023 as long as their contracts are received by January 31, 2023. After January 31, 2023, all exhibitor contracts will be placed on a first-come, first-served basis. A completed Exhibitor Contract must be received before placement in the Hall can occur.

Priority Placement

1. All ATCA Global Exhibitors have the right of first refusal of current booth space upon ATCA's receipt of Exhibitor Space Contract by January 31, 2023.
2. Exhibitors who wish to move or change/increase in size will be placed on the following criteria. Priority is given first to:
 - i. ATCA corporate members.
 - ii. Then to exhibitor's company spend at ATCA Global the previous year. (exhibit space, sponsorship, advertising fees). If spend is equal, then priority is given in order of contract receipt.
 - iii. After January 31, 2023, priority placement ends and all contracts received will be now placed on a first-come, first-served basis.



ATCA GLOBAL EXHIBITORS INFORMATION *(continued)*

Sharing Exhibit Space

Exhibit space may be shared. There will be one primary exhibitor who controls the exhibit space. The Primary Exhibitor must complete the contract for exhibit space and be assigned a booth number before a sharing exhibitor (co-exhibitor) may submit a contract to share. Sharing Exhibitors are required to complete the Co-Exhibitor Form and pay the appropriate fee. You will receive a confirmation that we have received your Co-Exhibition Form.

Exhibitor Badges

All badged exhibitor staffers are required to be registered and will receive a badge displaying the exhibiting company name. Exhibitors are allowed to register a maximum of 5 exhibit staff for every 100 sq. feet of exhibit space rental. For every 100 sq. feet of exhibit space rental, exhibitors will receive 2 complimentary full access pass to all programming and may purchase an additional 3 exhibitor staff registration with full access to all programming for \$185 each.

An exhibitor registration form will be included in the ATCA Global 2023 Exhibitor's Manual or you may register your staff online. Registration will open by summer of 2023.

Booth setup-only badges will be provided at no additional charge.

Contract Submittal and Booth Confirmation Process

Once you have completed all the required fields and have clicked the submit button, you will receive an email confirmation from ATCA Global acknowledging receipt of your contract. Your contract will be reviewed by ATCA Global staff who will assign your booth a number. Once your booth is assigned, you will receive a second email confirming your booth assignment and providing your login credentials and instructions for accessing ATCA Global's Exhibitor Zone.

Should you need any assistance in submitting your contract, please contact **Sandra.Strickland@atca.org**.

Exhibitor Benefits:

- Ability to rent meeting space
- Ability to reserve Industry presentation slots (limited slots available)
- Welcome Reception in the Exhibition Hall
- Listing in:
 1. On-site Guide
 2. ATCA Global website homepage
 3. Hall entrance Exhibit hall Map and directory
- Special sponsorship and advertising opportunities only available to exhibitors
- Exhibitors' products and services search engine on ATCA Global website
- Exhibitors' press releases published on ATCA Global website
- Free registrations for attending programming (based on size of booth)
- 24-hour security surveillance in the Exhibition Hall
- On-site medical
- Free Lead Retrieval
- Virtual Hall - an online interactive floorplan where Exhibitors can market to attendees pre- and post-show

Exhibitors' company information is highlighted in real-time on the online floorplan in the Exhibitors section of www.atca.org/global. Attendees can quickly locate your booth position and get direct links to your website, product information, and company description. This is also the best place to post your videos and press releases for maximum visibility!



CONTACT INFORMATION

Exhibition Sales and Support

Rugger Smith

Alexandria, VA, USA

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E: rugger.smith@atca.org

Sandra Strickland

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Presentation Management

Deborah Brice, CMP

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Meeting Rooms Rental

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Sponsorship and Advertising Sales

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Communications and Editorial

Mathew Garretson

E: mat.garretson@atca.org

How to Market Your Organization at ATCA Global

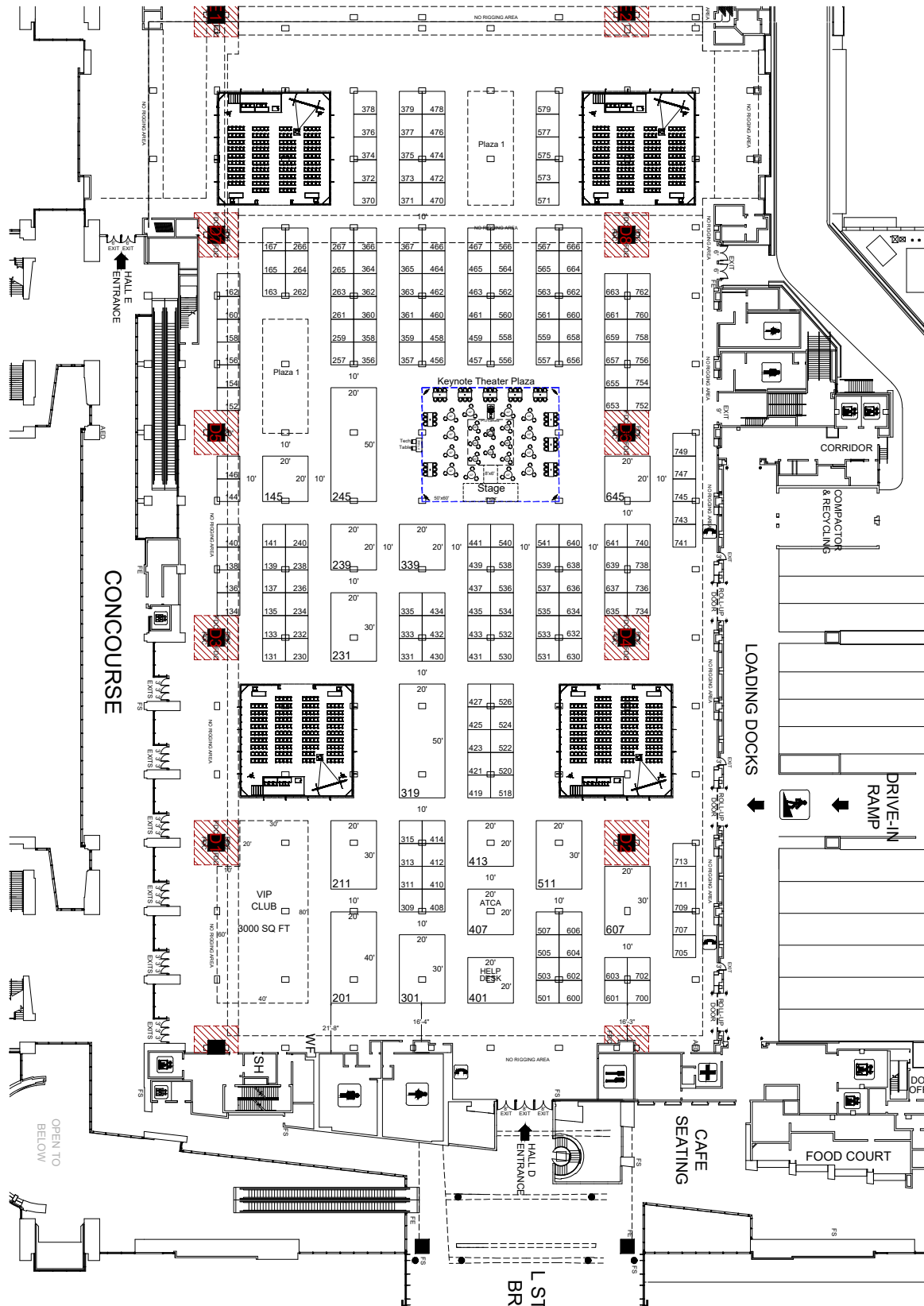
There are several best practices in successfully marketing your company before, during, and after ATCA Global. Sponsorship and advertising at the event will place your brand front and center in the aviation community, providing you invaluable visibility and brand recognition. One way is to advertise. We have several opportunities – including ATCA Global eNewsletter sponsorships and the onsite printed materials – where you can place ads and raise brand awareness for your organization.

We also offer marketing tools to help you reach out to clients and invite them to your booth. For more information on how to best advertise and communicate with your clients and potential clients, contact **Alana Suitor** at alana.suitor@atca.org.



Increase your reach in the ATM industry – stand out at ATCA Global!

ATCA GLOBAL EXHIBITION FLOOR PLAN



Note: ATCA Global reserves the right to change the floor plan (including, but not limited to aisle space), without notice, in order to comply with fire, safety, technical, and accessibility regulations or to provide, in its exclusive judgment, a safer, more satisfactory, attractive, and successful Exhibition.