

EXHIBITOR BOOTH PERSONNEL REGISTRATION OPTIONS

Register online at <http://mce.trucking.org!>

All contracted booth space receive a total of (3) Complimentary Partial Registrations and (3) Exhibit Only Registrations, per 100 square feet of exhibit space, up to a maximum of (18) registrations. Only Complimentary Partial Registrations may be upgraded to an Exhibitor Upgraded Full Conference Registration.

Booth Square Feet	Max. Exhibit Only Badges	Max. Comp. Partial Badges	Max. Upgrades: Comp. Partial to Full Conference <i>(Upgrading is optional)</i>	Max. Total Exhibitor Registrations*
100	3	3	3	6
200	6	6	6	12
300	9	9	9	18
400	12	12	12	24
500	15	15	15	30
600	18	18	18	36
More than 600	18	18	18	36

*If you would like to register additional booth personnel beyond this number, the only registration option is a Full Conference Registration.

Complimentary Partial – \$0

**booths receive minimum of (3), maximum of (18) per chart above*

Online registration promo code: CP001 (must enter code on the checkout page online). This registration type includes access to:

- Opening Reception
- Educational and Business Sessions
- Exhibit Hall
- Lunch on Exhibit Floor (Tuesday)

Exhibitor Upgraded Full Conference – \$500 Member | \$600 Non-Member

**in lieu of your Complimentary Partial, not in addition to*

Only Complimentary Partial Registrations may be upgraded to this registration type. Online registration promo code: CP001 (must enter code on the checkout page online) When registering online, select the “Exhibitor Upgrade to Full Conference Attendee” session. This registration type includes access to all of the following ATA MCE activities:

- Educational and Business Sessions
- Exhibit Hall
- Opening Reception
- (3) Luncheons
- Annual Reception & Banquet with Entertainment

★ [Download Exhibitor Complimentary Partial & Upgraded Full Conference Registration Form](#)

Exhibit Only – \$0

**booths receive minimum of (3), maximum of (18) per chart above*

This registration type includes access to:

- Exhibit Hall only

★ [Download Exhibit Only Registration Form](#)

Full Conference Registration – see link to form below for rates

If a company would like to register additional booth personnel above the total allocated Complimentary Partial (inclusive of Exhibitor Upgraded Full Conference Registrations) and Exhibit Only, permitted for their booth size (see chart at top of document), they must purchase a regular Full Conference Registration.

When registering for a Full Conference Registration, do not select the Upgrade option and do not use the CP001 promotional code.

This registration type includes the same access as the Exhibitor Upgraded Full Conference Registration. Companies may register for as many Full Conference Registrations as they would like. However, each company is only permitted a certain number of discounted upgrades, called Upgraded Exhibitor Full Conference Registrations (see chart at top of document).

★ [Download Full Conference Registration Form once you have reached your allocated badge limit.](#)

REGISTRATION DOWNGRADE DEADLINE: If you need to cancel or downgrade your registration to Complimentary Partial, you must send written notification to registrations@trucking.org on or before **September 21**. You will receive a refund less a \$100 per person administrative fee through September 21.

BADGE NAME CHANGE DEADLINE: To ensure all changes are processed efficiently, badge name changes/substitutions are only accepted through **October 19** by submitting the [Exhibitor Badge Change form](#). After October 19, forms will only be accepted onsite at the ATA Registration Desk.

SPECIAL EVENT TICKETS: Tickets for the Leadership & Awards Luncheon, Advocacy & Government Affairs Luncheon and the ATA Reception & Banquet with Entertainment are available a la carte onsite only.