

# EXHIBITOR BOOTH PERSONNEL REGISTRATION OPTIONS

Register online at <http://mce.trucking.org> | Complimentary Partial & Exhibitor Upgraded to Full Conference

All contracted booth space is allocated 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. See the [Exhibit Floor Plan](#) or contact [ataexhibits@trucking.org](mailto:ataexhibits@trucking.org) for booth details.

## BADGE ALLOCATION CHART

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

\*Exhibit booth personnel in excess of the allotted \*Max. Total Exhibitor Registrations, in chart above, must register as a Full Conference attendee.

★ **ALL Exhibit Booth registration forms are on the [MCE Exhibitors page](#).**

### Exhibit-Only – \$0

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

This registration type includes access to:

- Exhibit Hall only
- All Exhibit Hall food functions

### Complimentary Partial – \$0

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

When registering online, type “CP001” (all caps/no spaces) in the promotion code field on the payment page to discount the registration. This registration type includes access to:

- Opening Reception
- Educational and Business Sessions
- Exhibit Hall
- All Exhibit Hall food functions

### Exhibitor Upgraded Full Conference – \$700 Member | \$950 Non-Member

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

Only Complimentary Partial Registrations may be upgraded to this registration type. When registering online, select the “Exhibitor Upgrade to Full Conference Attendee” box on the Customize Experience page. On the payment page, type “CP001” (all caps/no spaces) in the promotion code field to discount the registration. This registration type includes access to:

- Same access as Complimentary Partial (see list above)
- All food functions inside and outside the Exhibit Hall
- Annual Reception & Banquet with Entertainment

### Full Conference Registration – see registration form for rates

\*Exhibit booth personnel in excess of the allotted \*Max. Total Exhibitor Registrations, in chart above, must register as a Full Conference attendee.

★ [Download Full Conference Registration Form](#)

**ALL** change and cancellation requests require written notification. Send all written notifications to [registrations@trucking.org](mailto:registrations@trucking.org). Change requests include substitutions, transfers and downgrades.

**October 2**, is the deadline for all change/substitution/transfer requests. Beginning Saturday, October 14, all requests will be accepted on-site at the ATA Registration Desk.

**October 2**, is the deadline to downgrade an Upgraded Full Conference registration to a Complimentary Partial and receive a refund. Downgrade requests will not be accepted after October 2.

**September 15**, is the deadline to cancel an Upgraded Full Conference registration and receive a refund, minus a \$200 cancellation fee. **No refunds** for registration fees will be processed for cancellations received after September 15.

**SPECIAL EVENT TICKETS:** Tickets for Luncheons and the Annual Reception & Banquet with Entertainment are available for purchase on-site only.

Exhibit booth questions? Email [ataexhibits@trucking.org](mailto:ataexhibits@trucking.org) • Conference registration questions? Email [registrations@trucking.org](mailto:registrations@trucking.org)  
 Hotel reservation assistance/changes/cancellations? Email [mce@conferencedirect.com](mailto:mce@conferencedirect.com)