



Exhibitor Terms & Conditions

By registering as an exhibitor at an AATG National Conference, the exhibiting organization agrees to the following terms and conditions.

Exhibitor Representative

Each exhibiting organization must designate one individual as its primary exhibitor representative. This individual will serve as the primary contact for AATG regarding exhibit arrangements and is responsible for communicating relevant conference information, requirements, and updates to all personnel representing the organization.

Exhibitor Personnel & Badges

All exhibitor personnel must be registered and wear an official conference badge while participating in the conference, **including during setup, exhibit hall hours, and teardown**. Each exhibit space includes two complimentary exhibitor conference registrations. Exhibitors may purchase additional exhibitor registrations at the applicable rate. Exhibit spaces must be staffed during official exhibit hall hours. Registration deadlines and other conference-specific requirements will be communicated to exhibitors in advance of the conference.

Exhibit Space & Materials

Exhibitors must arrange their displays within the boundaries of their assigned exhibit space and in a manner that does not obstruct aisles, neighboring exhibits, sightlines, or attendee traffic. Materials, signage, equipment, and other items may not extend beyond the assigned exhibit space without prior approval from AATG. AATG reserves the right to require the removal, relocation, or modification of any exhibit materials that interfere with conference operations, accessibility, safety, or the operation of neighboring exhibitors.

Solicitation & Protection of Registered Exhibitors

All product demonstrations, promotional activities, lead generation, and business solicitation must take place within the exhibitor's assigned exhibit space. Exhibitor representatives may not distribute promotional materials in aisles or other common areas or enter another exhibitor's space for the purpose of promoting products or services. AATG values and protects the investment of its registered exhibitors. Individuals or organizations that have not registered as exhibitors may not solicit business, distribute promotional materials, conduct demonstrations, or promote products or services within the exhibit hall or other conference spaces. **Individuals engaging in unauthorized solicitation ("suitcasing") will be required to discontinue the activity and may be asked to leave the conference.**



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Admission & Exhibit Hall Access

AATG reserves the right to establish and enforce admission policies for the conference and exhibit area. All individuals entering the exhibit area must be appropriately registered and badged. Exhibitors will receive information regarding approved move-in, setup, exhibit, and move-out hours prior to the conference. Access outside of these designated times may be restricted.

Subletting & Use of Exhibit Space

Exhibit space may not be assigned, shared, or sublet to another organization without prior approval from AATG. Exhibitors may display and promote only products, services, programs, or materials associated with the registered exhibiting organization unless otherwise approved by AATG. All exhibit activities must comply with applicable federal, state, and local laws and regulations, conference policies, and venue requirements. Exhibitors selling products on-site are solely responsible for determining, collecting, reporting, and remitting any applicable sales taxes.

Use of AATG Name & Conference Branding

The AATG name, logo, conference name, conference logo, and other AATG trademarks or branding may not be reproduced or used in promotional materials without prior written permission from AATG. Approved sponsors may receive specific rights to use conference branding as part of their sponsorship agreement.

Use of Attendee Information

Exhibitors who receive attendee contact information may use it only for legitimate, conference-related business communications. Attendee information may not be sold, transferred, shared with third parties, or used for unrelated purposes. Exhibitors must honor applicable privacy requirements and requests to unsubscribe from future communications. AATG reserves the right to limit attendee information provided based on attendee preferences and applicable privacy requirements.

Conference Schedule & Exhibit Assignments

AATG reserves the right to modify conference schedules, exhibit hall hours, exhibit assignments, floor plans, and related arrangements when necessary for the effective operation of the conference. AATG will communicate material changes to exhibitors as soon as reasonably possible.



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Prizes, Contests & Giveaways

Exhibitors may conduct drawings and contests and distribute promotional items from within their assigned exhibit space, provided these activities do not disrupt neighboring exhibitors or conference activities. AATG reserves the right to review or prohibit giveaways, contests, promotional materials, or activities that are inappropriate, unsafe, disruptive, or inconsistent with the character and mission of the conference.

Audio, Video & Intellectual Property

Exhibitors are responsible for obtaining any licenses, permissions, or consents necessary for copyrighted, trademarked, patented, or otherwise protected materials used as part of their exhibit or presentation. Audio, video, demonstrations, equipment, or other activities must be maintained at a volume and manner that does not interfere with neighboring exhibitors, conference sessions, or other conference activities.

Accessibility

Exhibitors are responsible for ensuring that their exhibit space, materials, and activities are reasonably accessible to individuals with disabilities and comply with applicable accessibility requirements.

Security, Property & Insurance

Exhibitors are responsible for the security and protection of their property, equipment, materials, and personal belongings. AATG, the conference venue, and conference service providers are not responsible for loss, theft, or damage to exhibitor property except to the extent required by applicable law. Exhibitors are responsible for obtaining any insurance they deem necessary or that may be required by the conference venue, including appropriate liability and property coverage.

Liability & Damage

Exhibitors are responsible for the actions of their employees, representatives, agents, contractors, and guests and for any damage they cause to the conference venue, exhibit facilities, equipment, or property of AATG or other exhibitors. Exhibitors must comply with all applicable laws, venue requirements, safety regulations, and conference policies. AATG reserves the right to restrict or discontinue any activity that creates a safety concern, interferes with conference operations, or violates these terms.



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Fire & Safety Regulations

All exhibits and materials must comply with applicable fire, building, safety, and venue regulations. Exhibitors must keep aisles, exits, fire equipment, and other required access points clear at all times. AATG and the conference venue reserve the right to require the removal or modification of any material or display that does not comply with applicable safety requirements.

Exhibitor Conduct & Standards

AATG reserves the right to decline, restrict, or remove exhibits, materials, activities, or conduct that are inconsistent with the mission, professional character, safety requirements, or educational purpose of the conference. Exhibitors and their representatives are expected to conduct themselves professionally and respectfully toward attendees, fellow exhibitors, AATG staff, venue personnel, and other conference participants.

Violations

Failure to comply with these terms, conference policies, or venue requirements may result in corrective action, including modification or removal of exhibit materials, restriction of exhibit activities, or removal from the exhibit area. Serious or repeated violations may result in termination of exhibit privileges without refund and may affect eligibility to participate in future AATG events.

Exhibitor Cancellation & Refunds

All exhibitor cancellations must be submitted to AATG in writing. Refund eligibility and applicable cancellation deadlines will be outlined in the conference-specific exhibitor information for each AATG National Conference. No refunds will be issued after the published cancellation deadline.

Conference Cancellation or Modification

AATG reserves the right to cancel, postpone, relocate, or modify the conference or exhibit program when circumstances beyond its reasonable control make it necessary or advisable to do so. In such circumstances, AATG will communicate available options regarding exhibit fees and participation to affected exhibitors. AATG is not responsible for travel, lodging, shipping, or other expenses incurred by exhibitors.

Official Conference Hotel

Exhibitors are encouraged to reserve accommodations through AATG's official conference hotel block. Using the official room block helps AATG meet its contractual commitments and supports the financial sustainability of the conference. Hotel information and reservation instructions will be provided on the conference website.