

SPONSOR/EXHIBITOR PROSPECTUS

Exhibit space
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2017 ATHE ANNUAL CONFERENCE

AUGUST 2 - 6, 2017 | PLANET HOLLYWOOD RESORT | 3667 S LAS VEGAS BLVD | LAS VEGAS, NV 89109

association for theatre in higher education
ATHE Performance
in Theory
& Practice

About ATHE

An advocate for the field of theatre and performance in higher education, ATHE serves as an intellectual and artistic center for producing new knowledge about theatre and performance-related disciplines, cultivating vital alliances with other scholarly and creative disciplines, linking with professional and community-based theatres, and promoting access and equity. ATHE members are university administrators (a college president, deans, program directors, and department chairs), educators, and professional theatre artists.

Theme: Spectacle — Balancing Education, Theory and Praxis




In *Poetics*, Aristotle ranks spectacle last among his six constituent elements of drama, privileging the poetic over the visual, claiming that spectacle “stirs the emotions” yet “is less a matter of art than the others.” (GRUBE) In the millennia since, countless artists and scholars have championed the aesthetics of theatre and stood in defense of spectacle. Nevertheless, a bias persists.

The 2017 ATHE Conference Committee invites you to join us in Las Vegas, Nevada for an examination of the role of spectacle in theatre practice, scholarship, and pedagogy. What opportunities do an emphasis on spectacle present to us as artists, scholars, theorists, and educators? Does a spectacle-driven theatre lead us away from Aristotle’s aims, or do we find that enhanced spectacle serves to support and strengthen plot, character, thought, diction, and music? How have certain bodies been made spectacular? How does the use of spectacle highlight or obscure the politics of performance, representation, and staging? What ethical and political responsibilities must artists, scholars, and activists negotiate when employing spectacle in performance, design, scholarship, and/or dramaturgy?

Las Vegas, as a backdrop, provides us with an opportunity to engage these and other questions. Las Vegas is a manmade oasis — with its sparkling lights and colorful facades — standing in stark contrast to the harsh desert that surrounds it. The self-proclaimed “Entertainment Capital of the World,” the city attracts over 42 million visitors annually. Las Vegas is where a reconstructed Caesar’s Palace stands only steps from a replica Eiffel Tower, the likes of Elvis and the Jersey Boys perform nightly, international circus artists dazzle multiple times a night, and mere mortals like Celine Dion and Jennifer Lopez rise to god-like status. In addition to its for-profit theatre scene, Las Vegas has a vibrant nonprofit performing arts community ranging from theatre for young audiences to experimental new works to repertory dance theatre. Eclectic and diverse, this community of artists, both professional and amateur, co-exists and even thrives.

Does what happens in Vegas truly stay in Vegas, or does it have a greater impact on theatrical performances worldwide? Is Vegas an isolated city in the desert, or is Vegas everywhere? Join us at ATHE 2017 to find out.



"...an advocate for
the field of theatre
and performance in
higher education..."

About the ATHE Annual Conference

ATHE strives to provide its members with the latest in theatre and innovation. The Annual Conference offers attendees four intensive days of workshops, panel presentations, special performances, plenary sessions, focus group conferences, and social events. Reserve a space to promote your company's products and/or services to this broad audience of theatre artists, theatre administrators, and educators in higher education today!

The Numbers

- 900+ U.S. college and universities have theatre or drama programs.
- 25,000 degrees in theatre or drama are awarded annually.
- **ATHE's paid membership exceeds 1,200 members (as of Dec. 2016).**
- Nearly 2,400 ATHE members and allies subscribe to ATHE discussions via social media.
- An estimated 800 educators and artists will attend ATHE 2017.

Planning Calendar & Deadlines

Friday, June 9, 2017	5:00 PM	Deadline for ads, prize listings, sponsorship and ad listings to be included in the onsite program. Please email a high-quality Vector (.eps) copy of your company logo and ad to erinb@athe.org
Friday, July 14, 2017	5:00 PM	Names of all Exhibitor Representatives due to Erin Babarskis at: erinb@athe.org
August 3, 2017	12:00 PM — 5:00 PM	Exhibitor Move In & Exhibitor Badge Pick-up
August 3, 2017	7:00 PM — 9:00 PM	Exhibit Hall Open – Welcome Reception
August 4, 2017	8:00 AM — 5:00 PM	Exhibit Hall Open
August 5, 2017	8:00 AM — 5:00 PM	Exhibit Hall Open
August 5, 2017	5:00 PM — 8:00 PM	Exhibitor Move Out

**Exhibit Hall Schedule is Subject to Change*

Each Exhibitor Is a Conference Attendee

Your exhibitor registration includes ONE complete ATHE Annual Conference registration. We will drive attendees into the exhibit area during book signings, breakfast, breaks, and the Welcome Reception.

Exhibit Options

Reach qualified buyers and end-users of theatre products and services. As an exhibitor at the ATHE Annual Conference, your company will receive visibility throughout the various events, breaks and receptions held in the exhibit area. During these times, exhibiting companies are provided the opportunity to establish two-way communications with their target market and showcase their products and services. ATHE's standard table-top price is listed below.

Exhibits

Booth Type	Early Bird Expires June 2, 2017	Regular After June 2, 2017
College/University Booth	\$575	\$675
Non-Profit Booth	\$675	\$775
For-Profit Booth	\$825	\$925
Electricity for Booth	\$100	\$100



An active and diverse
membership for
your organization to
market to.

All Table-Top Spaces Include

- One free conference registration
- List of conference participants with emails; post conference attendee mailing list
- Logo and Company Name on a 8 x 11" display sign
- Listing of all exhibitors in onsite program, website and mobile app
- Logo and link to your site on the conference sponsors' page of the ATHE website and conference mobile app.
- Table-Top area furnishings: (1) 6' draped table, (2) chairs, (1) wastebasket, 8' x 10' pipe and drape

2016 Exhibitors returning to exhibit in 2017 will receive \$50 off of each booth space ordered. Please contact exhibitadvertise@athe.org for the promo code. Before placing your order, please be sure to read ATHE's terms and conditions.

Additional Opportunity for Exhibitors

Upgrade your Mobile App Position

Be one of three exhibitors listed at the top of the exhibitors and advertisers listing in the ATHE Mobile App. Receive one rotating banner ad and one pre-scheduled alert to be sent to all attendees during the conference.

- \$1,000 Each – Only 3 Available – This is in addition to your exhibitor cost.
- An exhibitor kit will be emailed to your designated company contact in advance of the conference by Erin Babarskis at erinb@athe.org

Advertising Opportunities

Can't attend the Annual Conference? You can still reach this target audience by placing an ad in the program book. Conference attendees use the onsite program book and/or conference application as their guide throughout the intensive days of workshops, panel presentations and special performances. Your best outreach to attendees is through this useful conference tool. Reserve a space to promote your company's products and/or services to this broad audience of theatre artists, theatre administrators, and educators in higher education today!

Files must be 300 dpi or higher and in a press-quality PDF format. **The deadline for ads has closed.**

Size (Inches)	Color	Price
Quarter Page (3.5 x 5)	Black and White	\$475
Half Page (7 x 5)	Black and White	\$625
Full Page (7 x 10)	Black and White	\$825
Inside Front Cover (7 x 10)	Full Color	\$1,000
Inside Back Cover (7 x 10)	Full Color	\$1,000
Back Cover (7 x 10)	Full Color	\$1,500

2016 Advertisers returning to advertise in 2017 will receive **\$50 off** each additional advertisement ordered. Please contact exhibitadvertise@athe.org for the promo code.

Sponsorship Opportunities

Extend your brand identity and marketing capabilities with a strong visible presence at the 2017 ATHE Annual Conference. Take advantage of the opportunity to tie your brand identity not only to ATHE, but to the educational aspects of this annual conference. Multiple levels of sponsorship are available. All sponsorship opportunities are on a first-come, first-paid basis and must be accompanied by a sponsorship application.

Erin Babarskis, ATHE Event Manager

Email: erinb@athe.org | Phone: 847-447-1709

Keynote Sponsor: \$5,000

Two available

- Signage displayed during the keynote presentation
- Logo in the conference registration brochure as the keynote sponsor
- Logo in pre-conference marketing regarding the keynote
- Logo and link to your site on the conference sponsors page of the ATHE website and conference mobile app
- Exhibit Booth
- Half-page ad in program book

Tote Bag Sponsor: \$5,000

Exclusive Sponsorship - One available

- Logo on conference tote bag
- Logo and link to your site on the conference sponsors page of the ATHE website and conference mobile app
- Logo and link to your site on the conference sponsors page of the ATHE website
- One half-page ad in the conference onsite program
- Exhibit Booth

Conference Mobile App Sponsor: \$5,000

Exclusive Sponsorship - One Available

- Logo and link to your site on the conference sponsors page of the ATHE website and conference mobile app
- Banner Ad in the Conference Mobile App
- Signage around the conference and in email communications with you logo promoting the use of the app
- Half-page ad in program book
- Exhibit Booth

Lanyard Sponsor: \$3,000

Exclusive Sponsorship - One Available

- Logo to be placed on Lanyards; ATHE to order lanyards
- Logo and link to your site on the conference sponsors page of the ATHE website and conference mobile app
- Half-page Ad in Program Book

Opening Reception Premier Sponsor: \$2,500

Four available

- Signage placed in Exhibit Hall During the Event
- Logo and link to your site on the conference sponsors page of the ATHE website and conference mobile app
- One quarter-page ad in the conference onsite program
- (10) drink tickets to hand out to conference attendees

Opening Reception Gold Sponsor: \$1,000

Three available

- Signage placed in Exhibit Hall During the Event
- Logo and link to your site on the conference sponsors page of the ATHE website and conference mobile app
- (10) drink tickets to hand out to conference attendees

Opening Reception Silver Sponsor: \$500

Six available

- Signage placed in Exhibit Hall During the Event
- Logo and link to your site on the conference sponsors page of the ATHE website and conference mobile app

Plenary Sponsor: \$2,000

Three available

- Signage at one all-conference plenary session
- Logo and link to your site on the conference sponsors page of the ATHE website and conference mobile app
- One quarter-page ad in the conference onsite program

Exhibit Hall – Breakfast Sponsor: \$1,500

Four available

- Signage in exhibit hall on the continental breakfast buffet
- Logo and link to your site on the conference sponsors page of the ATHE website and conference mobile app
- One quarter-page ad in the conference onsite program

Exhibit Hall – Coffee Break sponsor: \$1,000

Six available

- Signage in exhibit hall on the coffee break buffet
- Logo and link to your site on the conference sponsors page of the ATHE website and conference mobile app

Notebook and Pen Sponsor: \$1,000

One available

- Sponsor to provide logoed notebooks and pens (800 each) to be included in conference attendee bags
- Logo and link to your site on the conference sponsors page of the ATHE website and conference mobile app

Wi-Fi Sponsor: \$1,000

Two available

- Logo and link to your site on the conference sponsors page of the ATHE website and conference mobile app
- Signage placed around venue with Mobile App Password and acknowledgement of your sponsorship

Workshop Sponsorship: \$1,500

Six available

- Logo and link to your site on the conference sponsors page of the ATHE website and conference mobile app
- Signage placed outside sponsored session

ATHE Enchantment by the Pool Premier Sponsor: \$2,500

Four available

- Signage placed in Exhibit Hall During the Event
- Logo and link to your site on the conference sponsors page of the ATHE website and conference mobile app
- One quarter-page ad in the conference onsite program
- (10) drink tickets to hand out to conference attendees

ATHE Enchantment by the Pool Gold Sponsor: \$1,000

Three available

- Signage placed in Exhibit Hall During the Event
- Logo and link to your site on the conference sponsors page of the ATHE website and conference mobile app
- (10) drink tickets to hand out to conference attendees

ATHE Enchantment by the Pool Silver Sponsor: \$500

Six available

- Signage placed in Exhibit Hall During the Event
- Logo and link to your site on the conference sponsors page of the ATHE website and conference mobile app

ATHE Enchantment by the Pool Entertainment Sponsor: \$750

Three available

- Signage placed during the event
- Logo and link to your site on the conference sponsors page of the ATHE website and conference mobile app



ATHE Exhibitor Policies

Please review in detail the exhibiting policies. All policies will be firmly enforced. Exhibitors must agree to adhere to all ATHE guidelines, policies, and procedures when submitting an application to exhibit.

Assignment of Space

ATHE will make final assignment of booth space considering conference sponsorship, supporting members, and date registration was received. We will accommodate your requests as much as possible, but cannot guarantee that you will be assigned to any of the spaces requested or not be placed near a competitor. Exhibit space is available on a first-come, first-served, first-paid basis.

Booth Construction

Everything you exhibit MUST be able to fit on top of a standard six-foot banquet table. Failure to remove an exhibit in the allowed time will afford ATHE or its agent the right to remove and place same in a warehouse, subject to the Exhibitor's disposition, and/ or ship to Exhibitor via common carrier with all charges to follow at no liability to ATHE. All exhibits must remain intact until the Conference is officially closed.

ATHE shall have the right to prohibit any exhibit or part of an exhibit which in their opinion is not suitable to or in keeping with the character or purpose of the exhibition. Questionable exhibits shall be modified at the request of the Conference Manager.

Exhibitors shall reflect their company's highest standard of professionalism while maintaining the booth during exhibit hours. All demonstrations and exhibits must be confined to the contracted space. No exhibitor shall assign, sublet or share the whole or any part of his/her space.

Care of Exhibit Facility

Exhibitor shall promptly pay for any and all damages to the Exhibiting Facility of associated facilities, booth equipment, or the property of others caused by Exhibitor.

Confirmation

A registration confirmation will be emailed to your company's contact upon receipt. Booth assignment will be emailed to your designated company contact. A final confirmation with important onsite information will be sent to all exhibitor representatives.

ATHE will provide an Exhibitor Manual for the designated representative of the exhibitor. The Exhibitor Manual will include information integral to participation at the Event, including but not limited to: additional exhibitor rules and regulations, additional attendee registrations, additional event registrations for events not included in the Conference Registration Price, shipping, and move-in, move-out schedule.

Registration Deadlines

Exhibit space is available on a first-come, first-paid basis. Exhibit and sponsorship registrations can be completed online or with the paper registration forms. The deadline for inclusion in the conference program booklet is June 9, 2017.

Exhibit Location

Planet Hollywood Resort and Casino, 3667 S Las Vegas Blvd, Las Vegas, NV 89109. An exhibitor kit with specific details regarding shipping and set-up will be emailed to your designated company contact in advance of the conference.

ATHE Shall have sole control over all admissions or persons. All persons visiting the exhibit area will be admitted according to the rules and regulations of the exhibition or as amended by ATHE.

Installation and Dismantling

Exhibitors have move-in and move-out times as indicated here:

Thursday, August 3, 2017	12:00 PM — 5:00 PM	Exhibitor Move In & Exhibitor Badge Pick-up
Saturday, August 5, 2017	5:00 PM — 8:00 PM	Exhibitor Move Out

Registering Your Company Representatives

ATHE will request your company representatives' names in June if you have received a free registration with your exhibit booth or sponsorship. A form will be sent to your main exhibit contact to submit your representative names. Each exhibit booth includes one complete registration for one (1) representative. Additional representatives who wish to participate must register for the conference at the prevailing rate. These individuals should register utilizing the Conference Registration at www.athe.org. A reminder will be sent to your main exhibit contact. Representative registrations cover the Welcome Reception, breakfast and coffee breaks.

Music Licensing

Exhibitors agree to comply with existing regulation relating to music licensing and agree to indemnify and hold harmless ATHE and the conference facility against any claims or expenses arising from noncompliance to these regulations.

Insurance and Disclaimer

Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify, and save the hotel, its owners, and its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the hotel and its employees and agents. Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the contractual liability set forth in this exhibit agreement, in an amount not less than \$2 million combined single limit for personal injury and property damage.

Insurance and Disclaimer (Continued)

The hotel, its owners, and its operator shall be included in such policies as additional named insureds. In addition, exhibitor acknowledges that neither the hotel, its owners, nor its operator maintain insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance insuring any losses by exhibitor.

Lodging Information

The room block at this hotel will open with general conference registration. You will not be able to book your room in the ATHE block before this time.

Planet Hollywood Resort and Casino
3667 S Las Vegas Blvd, Las Vegas, NV 89109
Phone: 866-919-7472

Rate: \$145.00 CAD single/double, plus \$22 per room per night
Cutoff Date: July 7, 2017

Security

Security guards shall be furnished during the closed hours of the exhibition. The furnishing of guards shall not increase the liability of ATHE. After exhibit hours, only those exhibitors properly identified and having the permission of the conference management may enter the exhibit. ATHE, the official service contractors, the exhibit facility, representatives and/or employees thereof will be responsible for injury, loss of damage that may occur to the exhibitor, or the exhibitor's employees or property, from any cause whatsoever, prior, during or subsequent to the period covered by the application/contract.

Electricity

If your booth requires electricity, be sure to order it on the form provided. Electricity will not be sold on site.

Shipping Information

An exhibitor service kit will be provided to all confirmed exhibitors and will include shipping information.

The Official Dreyer for the receipt of the exhibit materials and delivery of these materials to the exhibit space will be designated in the Service Order Kit. Shipment of Exhibit materials, whether by motor freight or air, should be forwarded in accordance to the specific instructions given by the official Dreyer in the Service Order Kit. All materials should be sent to the locations designated by the Dreyer, and nothing should be sent to the exhibit site unless the exhibitor has made arrangements with the Dreyer beforehand to receive the materials there. Neither the exhibit facility nor its staff is prepared or authorized to receive nor handle an exhibitor's shipment.

Promotion of Sponsorship or Exhibit

Use of the ATHE logo in any promotions of the conference is subject to approval by ATHE. Using the logo without permission can result in a forfeiture of your exhibit booth and/or sponsorship. Please submit any proposed ads that use the ATHE logo to Erin Babarskis at exhibitadvertise@athe.org for approval.

Photo Consent

As part of our mission to provide education, best practices and other information from leaders in their fields, speakers, panelists, and audience members should be aware that we may record all or part of the events we organize, including comments from speakers, panelists and audience members. The resulting

raw and edited materials, including still photographs, video and audio recordings, and associated verbatim transcripts, may be used by ATHE without restriction, in press releases, white papers, conference collateral, websites and other publications.

By attending our events, you acknowledge that you are in a public place and that attendees (including ATHE volunteers) may capture your image in photos and videos. Nevertheless, ATHE encourages event attendees to exercise common sense and good judgement and respect the wishes of other attendees who do not wish to be photographed at events.

ATHE uses photos and videos taken at its event for a variety of purposes, including publication on the ATHE website. If you see any photos or profiles about yourself on www.athe.org that you would like removed, please contact Eric Ewald at erice@athe.org.

Cancellation Policy

If the Exhibitor desires to cancel this agreement, they must do so BEFORE the July 5, 2017 registration deadline to receive a 50% refund. If they cancel anytime after that date, the Exhibitor will be liable for 100% of the total exhibit fee, unless the exhibit space is 100% occupied during the event. For all exhibitor changes, including revisions to attendees and cancellations, please contact Erin Babarskis at erinb@athe.org.

Contact Us

Erin K. Babarskis, CMP
ATHE Event Manager
erinb@athe.org
Direct: 847-447-1709
Fax: 651-290-2266



ATHE is dedicated to making Conference 2017 a positive safe space for all.

Sponsoring a function and/or exhibiting at an ATHE conference highlights your company and provides a unique marketing opportunity. All sponsors will have their company logo featured on appropriate signage at the specific function and in a listing in the conference program book. Sponsorships are on a first-come, first-paid basis. Please contact Erin Babarskis at erinb@athe.org with any questions about sponsoring or exhibiting at ATHE conference events.

To register as an Exhibitor and/or Sponsor for the 2017 ATHE Annual Conference, complete and submit this conference registration form (both pages).

- Step 1 Check all items and sponsorships you wish to purchase on this page and carry total over to the form on the next page.
 Step 2 Complete the contact information on the next page.
 Step 3 **Fax both pages to Erin Babarskis at 651-290-2266. Please Do Not email credit card information.**
 If paying by check, make a copy of this page and mail with payment to:
 ATHE, 1000 Westgate Drive, Suite 252, St. Paul, MN 55114.

Check the Exhibitor Item(s) You Wish to Purchase	Early Bird Fee Expires June 2, 2017	Regular Fee After June 2, 2017	Selection(s)
College/University Booth	\$575	\$675	<input type="checkbox"/>
Non-Profit Booth	\$675	\$775	<input type="checkbox"/>
For-Profit Booth	\$825	\$925	<input type="checkbox"/>
Electricity for Booth	\$100	\$100	<input type="checkbox"/>

Check the Item(s) You Wish to Sponsor (# Available)	Fee	
Keynote Sponsor (2)	\$5,000	<input type="checkbox"/>
Tote Bag Sponsor (1)	\$5,000	<input type="checkbox"/>
Conference Mobile App Sponsor (1)	\$5,000	<input type="checkbox"/>
Lanyard Sponsor (1)	\$3,000	<input type="checkbox"/>
Opening Reception Premier Sponsor (4)	\$2,500	<input type="checkbox"/>
Opening Reception Gold Sponsor (3)	\$1,000	<input type="checkbox"/>
Opening Reception Silver Sponsor (6)	\$500	<input type="checkbox"/>
Plenary Sponsor (3)	\$2,000	<input type="checkbox"/>
Exhibit Hall — Breakfast Sponsor (4)	\$1,500	<input type="checkbox"/>
Exhibit Hall — Coffee Break Sponsor (6)	\$1,000	<input type="checkbox"/>
Notebook and Pen Sponsor (1)	\$1,000	<input type="checkbox"/>
Wi-Fi Sponsor (2)	\$1,000	<input type="checkbox"/>
Workshop Sponsor (6)	\$1,500	<input type="checkbox"/>
ATHE Enchantment by the Pool Premier Sponsor (4)	\$2,500	<input type="checkbox"/>
ATHE Enchantment by the Pool Gold Sponsor (3)	\$1,000	<input type="checkbox"/>
ATHE Enchantment by the Pool Silver Sponsor (6)	\$500	<input type="checkbox"/>
ATHE Enchantment by the Pool Entertainment Sponsor (3)	\$750	<input type="checkbox"/>
Upgrade Your Mobile App Position (3)	\$1,000	<input type="checkbox"/>

Conference Program Advertising Opportunities (Size in inches)	THE DEADLINE FOR ADS HAS CLOSED	Fee	
Quarter Page Black and White (3.5 x 5)		\$475	<input type="checkbox"/>
Half Page Black and White (7 x 5)		\$625	<input type="checkbox"/>
Full Page Black and White (7 x 10)		\$825	<input type="checkbox"/>
Inside Front Cover Full Color (7 x 10)		\$1,000	SOLD
Inside Back Cover Full Color (7 x 10)		\$1,000	SOLD
Back Cover Full Color (7 x 10)		\$1,500	<input type="checkbox"/>

Total \$ _____

To register as an Exhibitor and/or Sponsor for the 2017 ATHE Annual Conference, complete and submit this conference registration form.

- Step 1 Check all items and sponsorships you wish to purchase on the previous page and carry total over to this form.
 Step 2 Complete the contact information on the this page.
 Step 3 **Fax both pages by July 5, 2017 to Erin Babarskis at 651-290-2266. Please Do Not email credit card information.**
 If paying by check, make a copy of this page and mail with payment to:
 ATHE, 1000 Westgate Drive, Suite 252, St. Paul, MN 55114.

Sponsor/Exhibitor Information (Please print clearly.)

Company _____
 Company Contact Name _____ Phone _____
 Address _____ City _____
 State/Province _____ Postal/Zip Code _____ Country _____
 Phone (_____) _____ Fax (_____) _____
 Email (required) _____ Website _____

Will you be the person attending the ATHE Annual Conference to represent your company?

If so, please email erinb@athe.org the following:

- ☐ a 50 word description for the conference program book, AND ☐ a high resolution vector (.eps) company logo.

Authorization (Your signature here indicates your acceptance of ATHE's Exhibitor Policies.)

Printed Name _____ Organization _____
 Signature _____ Date _____

Payment Information

Total Enclosed (USD Funds) \$_____ (From previous page.)

ATHE reserves the right to verify ATHE membership and adjust the payment to reflect the appropriate Member/Non-member rates and fees.

ATHE requires full payment for registration fees by check or credit card. All credit card fields are required.

Payment Method (Choose one.) ☐ Check enclosed, payable to "ATHE" ☐ Visa ☐ MasterCard ☐ American Express ☐ **ATHE Members Only** (Please invoice me.)

Card Number _____ Expiration Date _____ Security Code _____
 Cardholder Name _____ Cardholder Phone _____
 Billing Address _____ City _____
 State/Province _____ Postal Code _____ Country _____
 Cardholder Signature _____

Exhibitor Cancellation Policy

If the Exhibitor desires to cancel this agreement, they must do so BEFORE the July 5, 2017 registration deadline to receive a 50% refund. If they cancel anytime after that date, the Exhibitor will be liable for 100% of the total exhibit fee, unless the exhibit space is 100% occupied during the event. *For all exhibitor changes, including revisions to attendees and cancellations, please contact Erin Babarskis at erinb@athe.org.*

FAX this completed form and payment to:

ATHE, Attention: Erin Babarskis
FAX: +1 847.447.1150 | PHONE: +1 847.447.1709
PLEASE DO NOT EMAIL FORMS WITH CREDIT CARD INFORMATION.
 Please note that transmission of credit card payment information to the ATHE office by email cannot be accepted due to PCI Compliance standards.

(For office use only)

initials	fin.
date	
CK/CC	
amt. paid	
bal. due	