



## EXHIBITOR REGISTRATION & HOUSING INFORMATION

20-22 SEPTEMBER 2010  
FLORENCE, ITALY



### **EXHIBITOR REGISTRATION & HOUSING SYSTEMS FOR 2010**

- Exhibitor Registration will continue to be handled by Experient for 2010, however, Newtours will be handling Exhibitor Housing and Tours.
- Please note that the links for Registration and Housing/Tours are separate.
- Exhibitors are allotted five (5) complimentary Exhibitor Registrations per 9 square meters of contracted exhibit space. Exhibitor Registration includes access to the technical sessions, exhibition, daily lunches and all events held on the exhibit floor. Ticketed events are available for purchase (refer to your registration form for a complete listing of ticketed events).
- Additional exhibitor registrations may be purchased for 125 EUR.
- As an additional exhibitor benefit, one complimentary copy of the ATCE 2010 Proceedings will be mailed to the primary contact after the conference. Additional Proceedings may be purchased.

#### **Badge Mailing**

No badges will be mailed for ATCE 2010. All badges will be available for on-site pick-up at Firenze Fiera (Spadolini Registration Area) starting Thursday, 16 September.

#### **Registering Personnel**

- You have two options to register your personnel:
  1. Each individual may register themselves online.  
Each exhibitor registered online will receive an immediate email confirmation.  
**Please provide the email address where the confirmation should be sent.**
  2. One person may register all personnel online  
If you opt to register all of your personnel online, you can:
    - (a) electronically forward confirmations to each individual, or
    - (b) you can print the confirmations and distribute to each individual registered
- **If you submit your exhibitor registrations by mail or fax, you must submit directly to Experient before 1 September.**
- If you provide an email address, a confirmation will be sent to you via email. (see above)
- If no email address is available, a confirmation will be sent by fax or mail.
- One person may pick up the badges for their group provided he/she has proof of company representation.

## **OPT OUT FEATURE**

- When you register, you will have the opportunity to “Opt Out” of having your name included in the ATCE Mailing List Rentals.

## **HOUSING & TOURS**

- Newtours will be handling the Exhibitor Tours and Housing.
- Please reserve your housing and tours by either using the website link or form on the Exhibitor Registration site.
- Please note that most hotels will only show availability from 18 September to 23 September. If you will need an earlier check-in date or later check-out date, you will need to contact Newtours directly at: [registrationATCE2010@newtours.it](mailto:registrationATCE2010@newtours.it) or +39.055.3361. They can help you secure your additional dates.
- A two night deposit is required to secure a hotel room. The deposit will be paid directly to Newtours S.p.A.

## **IMPORTANT REGISTRATION DATES:**

<b>Mail or Fax Registration Deadline:</b>	<b>1 September</b>
<b>Cancellation or Refund Deadline:</b>	<b>1 September</b>
<b>Online Registration Deadline:</b>	<b>10 September</b>
<b>On-Site Registration:</b>	<b>Opens at 0800 hours on Thursday, 16 September</b>

## **IMPORTANT HOUSING DATES:**

<b>Housing Form Deadline:</b>	<b>15 July</b>
<b>Deadline for Changes/Cancellations:</b>	<b>By 15 July – no penalty; 100% refund By 10 August – 50% penalty; 50 % refund After 10 August – 100% penalty; no refund</b>

## **CONTACTS:**

### ***Registration***

Experient  
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### ***Housing & Tours***

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