



## Sponsor Frequently Asked Questions

### **I selected to receive a Sponsor Session with my points. What is the format of this session?**

The Sponsor Session is a live, 45-minute education session at the in-person conference. In addition to a Live Sponsor Session, E-ATP sponsors also have the option to submit a pre-recorded version of their sponsor session to be uploaded to the ATP Hub following the conference. If this option is chosen, the recording must be submitted by the sponsor no later than 23 September 2022. Note: The Live Sponsor Session must still be presented live at the in-person conference in London.

### **When will my Live Sponsor Session take place?**

There are two slots in the program for Sponsor Sessions: 11 October 2022 from 4:50pm – 5:35pm and 12 October 2022 from 3:40pm – 4:25pm. Click [here](#) to view the schedule-at-a-glance. We are in the process of slotting sessions and will have this information in the coming months available on the online program. You will also receive a direct email from Megan Wiley with the date and time of your session.

### **I selected to receive a Virtual Coffee Conversation with my points. How will attendees engage during this session?**

Sponsor Coffee Conversations will take place in Zoom Meeting. Attendees can engage either verbally or via the session chat. All presenters and attendees will have the ability to turn their camera and audio on to engage in conversation.

### **I have heard that Attendify is not being used anymore as the conference platform. What is the new conference platform?**

The 2022 E-ATP Conference will be using SwapCard as the platform this year! SwapCard has fantastic features such as audience engagement tools, a news feed, measurable sponsorship opportunities and advanced analytics. We will provide further platform information closer to the conference.

### **Will we receive analytics from our Sponsor Listing on the Conference App?**

Yes, analytics will be distributed two weeks post-conference.

### **How can I access the recordings of the Monthly Sponsor Trainings?**

The recordings can be found on the [Sponsor Resource Page](#) on the conference website.

### **I selected the “Take One” Table Giveaway option with my points. What does this entail?**

You may choose a promotional item or flyer to be placed on a table near conference registration. Please note – you are responsible for producing and shipping to hotel. Conference organizers will handle promotion and distribution of the items at registration.



**I selected to receive the post-conference attendee list with my points. When will the list be distributed?**

The post-conference attendee list will be distributed the week following the conference.

**How do I register for the conference? Where can I find my registration discount code?**

You can register for E-ATP 2022 [here](#). From this page, you can choose whether you are registering for the in-person or virtual conference. Each sponsor receives their own, unique discount code which can be inputted during the registration process to redeem the complementary registrations. Your sponsor code can be found on page 2 your sponsor packet, in the “What We Need From You” section.

**What is the registration cancellation policy for this conference?**

If, after registering for either the in-person or virtual conference, you are unable to attend, you may cancel your conference registration and receive a full refund, less a \$75 processing fee, by notifying Designing Events in writing of the cancellation no later than 2 September 2022. No refunds will be granted after 2 September 2022.

If you registered for the in-person conference and can no longer attend in person, you may either substitute your registration to an individual virtual registration and we will refund the difference in cost, no later than 2 September 2022. After 2 September 2022, you may only substitute your in-person registration with another in-person attendee.

If you registered for the virtual conference, you may change your attendance to in-person at any time. We will apply your paid virtual conference rate to the in-person rate at the time of registering and you will just need to pay the difference. Please email [atp@designingevents.com](mailto:atp@designingevents.com) to switch your registration from virtual to in-person. You may substitute your virtual registration at any time. Space is limited for the in-person conference, so this option is available on a first-come, first-served basis.

**How does the booth selection process work?**

Exhibit space will be selected in the order that conference sponsorship agreements have been received, with higher level sponsors going first. ATP members are also given first preference over non-members.

**We selected booth space with our sponsor points. What comes with the space?**

Each 3m x 3m booth space comes equipped with a table, two chairs, and a wastebasket. The trestle table provided is approximately 71x30 inches.

**How do we go about furnishing our booth space?**

E-ATP is not utilizing a general service contractor for the conference. If you would like to purchase additional furnishings or décor for your booth, we recommend hiring an outside company. It is important to note that all booth decorations/furnishings *must* remain within the dedicated 3mx3m booth boundaries. If you need A/V materials for your booth, please contact Mark Fawcett, the hotel A/V supplier ([mark@eventsfocus.co.uk](mailto:mark@eventsfocus.co.uk)). When contacting Mark, be



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sure to let him know that you are with the E-ATP Conference, your company name, and booth number. Mark will handle the logistics of ordering A/V equipment for your booth.

## **Will our booths have electricity?**

Mark (as mentioned above) will provide standard local UK power to each booth. This is appropriate for low power items such as laptops, screens, etc. For larger items requiring power, please contact Mark at the email address above for pricing.

## **Does the exhibit hall have wi-fi available to use?**

Standard wi-fi is free of charge. Hardwired wi-fi must be individually purchased by each exhibitor. To order this, please email Jacquie Franklin, of the Raddison hotel, at [htrwcb@edwardian.com](mailto:htrwcb@edwardian.com). When contacting Jacquie, be sure to let her know that you are with the E-ATP Conference, your company name, and booth number. Jacquie will handle the logistics of ordering hardwired wi-fi for your booth.

## **What are the exhibit hall set-up and tear-down times?**

Booth set-up will begin on 10 October at 1:00pm OR 11 October at 9:00am. All sponsors must have booths set-up and ready for attendees by 11 October at 11:00am.

Booth tear-down will occur on 13 October from 10:30am – 12:00pm.

## **Can you provide booth shipping logistics?**

For shipping booth materials to the conference, we have teamed up with a third-party provider, if you would like to utilize their services. We do not handle anything personally regarding shipping to the conference. Once we finish the booth selection process, we will provide contact information and the form that you will submit straight to the shipping company.

If you have chosen to use Kuehne + Nagel, booth items will be delivered to the hotel on 10 October at 10:00am – to be prepared for the Monday set up time above.

If you would like to ship directly to the hotel, please reach out to Megan ([mwiley@designingevents.com](mailto:mwiley@designingevents.com)) and she can provide information on how to do so.

**Thank you for your support of the [2022 E-ATP Conference](#)! If you have questions prior to the conference, please contact [mwiley@designingevents.com](mailto:mwiley@designingevents.com).**