

ATA 2021 ONLINE EXHIBITOR CHECK LIST



☐ OPT IN

Complete the [ATA 2021 Online Exhibitor Participation Form](#).

☐ SUBMIT YOUR TWO SHOW SPECIALS BY DEC. 1, 2020

After you opt in, ATA will notify you once your online profile is accessible to you so you can enter your [Show Specials](#). [Click here](#) for instructions on how to enter your Show Specials.

☐ BUILD YOUR EXHIBITOR PROFILE AND CONTENT

After you opt in, ATA will notify you once your online profile is accessible to you so you can build your profile. [Click here](#) for instructions on how to build your exhibitor profile and add content.

EXHIBITOR PROFILE CHECKLIST

☐ **Email Address** – Enter the email address to which you would like ATA 2021 Online attendee inquiries to be sent. Every online exhibitor profile will include a contact exhibitor button allowing the attendee to directly email the exhibitor. The email address is hidden and not visible to the attendee.

☐ **Website URL**

☐ **Company Phone Number**

☐ **Company Logo**

☐ **Welcome Message** – Enter up to 60 characters of text welcoming attendees to your online profile

☐ **Brands** – List all your company brands here

☐ **Online Profile** – Enter up to 1000 characters of text with your company description

☐ **Product Categories** – Help buyers find you by selecting the categories that best describe your products (up to ten)

☐ **Facebook URL**

☐ **LinkedIn URL**

☐ **Twitter URL**

☐ REVIEW UPGRADE AND ADD-ON OPTIONS

Exhibitors have the option to upgrade their free Basic Profile listing. Upgrading your listing will allow you to include product images, videos and press releases to your profile. Additional add-on options, such as a floor plan logo or banner ad are also available for purchase. View details on Upgrade and Add-On options [here](#).

☐ REVIEW SPONSORSHIPS

There are plenty of sponsorship opportunities available to promote your brand. For example, sign up to host an online exhibitor event or showcase your show specials with a print or digital ad. View the complete Sponsorship Guide [here](#).

☐ BE AVAILABLE DURING ATA 2021 ONLINE

Exhibitors will not need to be available online for any specific show hours, but we do ask that you have someone monitoring and responding to emails and calls generated through your exhibitor profile visits from Jan 11-15, with a focus on Jan 13-15.