



Exhibitor Dashboard User Guide

Welcome to the ALL NEW 2025 Exhibitor Dashboard. What can I do in the Exhibitor Dashboard?

This Exhibitor Resource Center (ERC) allows you to:

- Complete Your Profile
- Pay for your booth
- Register your staff and book your hotels
- Participate in the Super Deal Gift Card
- Purchase a sponsorship
- Submit a new product for the New Product Launch
- Access the Exhibitor Service Kit
- Market your booth

Log in to the Exhibitor Resource Center (ERC)

[Exhibitor Resource Center](#) | [Map Your Show](#)

Enter your email address and password

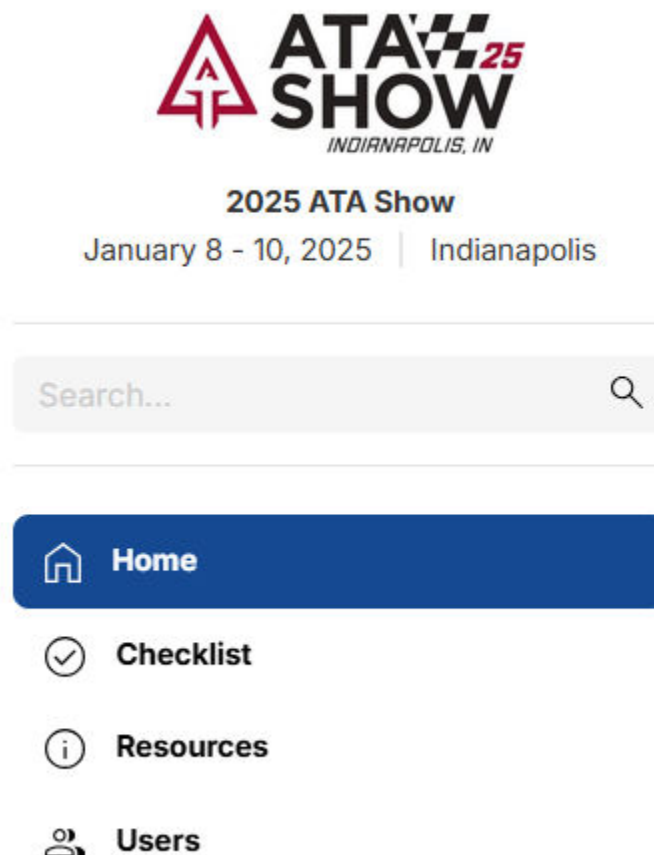
A screenshot of the Exhibitor Resource Center sign-in page. At the top, the ATA SHOW 25 INDIANAPOLIS, IN logo is displayed. Below the logo, the text 'Exhibitor Resource Center' is centered. The main content area is a white box with a red border. Inside, the heading 'Sign In' is followed by the label 'Email Address' and a red-outlined input field. Below the input field is a reCAPTCHA widget with the text 'I'm not a robot' and a checkbox. To the right of the checkbox is the reCAPTCHA logo and the text 'reCAPTCHA Privacy - Terms'. At the bottom of the white box is a large orange button with the text 'Continue'.

You can also find the link to the Exhibitor Dashboard and this User Guide on the [ATA Show website](#) under Exhibit.

Once logged in, you will see 4 icons to the left:

- ✓ **Home** – this is your Dashboard
- ✓ **Checklist** – this outlines your tasks for complete for a successful event
- ✓ **Resources** – an easy way to contact the ATA Trade Show Team
- ✓ **Users** – a list of your peers who have access to this dashboard

If you are unable to login, your exhibit space may still be pending due to missing approval of the Terms and Conditions; or payment has not yet been received.



In the center of the Dashboard, you will **Complete Your Profile**:

Think of this as everything you want a Retailer to know about you and your company. Completing all the sections of the profile gives you a greater opportunity to have the Retailers find you.

- a. **Description** – add a company description, your social media sites and your company email for attendees to review when viewing the floorplan
- b. **Logo** – logos on the Attendee Floorplan are included in the Bronze Package and higher and can be found under “Market Your Booth” below.

- c. **Product Photos/Videos** – photos/videos on the Attendee Floorplan are included in the Silver Package and higher and can be found under “Market Your Booth” below.
- d. **Exhibitor Categories** – list the products and services your company provides
- e. **Business Card** – complete this section to be published in the online directory. This will make it easier for Retailers to contact you.
- f. **Special Offers** – this is an opportunity to list any discounts, rebates, gifts, contests raffles, demos, etc. that you are offering during the Show.
- g. **Exhibitor Collateral** – this is an opportunity to update a Press Release, Case Study, Brochure or White Paper. 1 collateral piece is included with your booth. Additional collateral can be purchased under “Market Your Booth” below.

Next Section of the Home Page is **Booth Payment**

Booth Payment

All payments have been made.

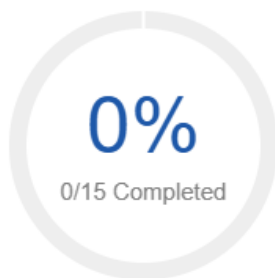
[Booth Payment →](#)

For those that are already paid in full the screen will indicate “All payments have been made”. And we thank you! For those with a balance, the amount of the balance owed will be listed. Invoices have been both mailed and emailed. Payments were due in full on **September 1, 2024**.

The Center of the Dashboard is an **Exhibitor Checklist** showing any upcoming **Deadlines**:

Exhibitor Checklist and Deadlines

Booth Logistics



Upcoming Deadlines (15)

10/15/2024	Certificate of Insurance (COI) Deadline
11/10/2024	Hotel Subblock Reservation Deadline
12/09/2024	Shipping
12/09/2024	Sponsorships: Heritage Design Submission Deadline
12/10/2024	Lead Retrieval Advanced Discount Order Deadline

[All Checklist Items →](#)

By clicking “All Checklist Items” – you can access the following:

- Booth furnishings
- Catering
- Certificate of Insurance
- Exhibitor Display Regulations
- Featured Products Showcase
- Hotel Subblock Reservations
- Lead Retrieval
- Material Handling
- Other Services (forklift, cart service, booth cleaning)
- Shipping
- Sponsorships
- Targeted Move-in
- Utilities

This section can be sorted by Item Details, Due Date or Category by clicking on the appropriate item:

Checklist + Add Item

Filter by Category Search checklist

Stay on top of your to-dos with our checklist, with helpful email reminders and the ability to add personalized items.

Item Details ^ Due Date Category Actions

The Final Section on the Home Screen

Sponsorship Items
Sponsorship Options
Click to Purchase →

Super Deal Gift Card
Earn a \$150 for each gift card received!
Click here to Participate →

Market Your Booth
Purchase a package and get **3x more visibility** than exhibitors without a package
Boost my Listing →

Register For Badges Here!
Get your badges for the ATA Show!
Registration
Register & Book Hotels Here! →

New Product Launch
Free! Showcase your New Product that's released at ATA 2025!
Click to Participate →

Custom Proof Page
Review your online Listing
Click to update →

Need Help?
QUESTIONS
Contact Us/Support
View All →

1. Review all the **Sponsorship Offerings!**
2. **Register your Staff and Book Hotel Rooms.** Register your staff now and avoid lines on site. We also have great rates and rooms connected to the Indiana Convention Center. Get them while you can!
3. **Super Deal Gift Card** – returning from 2024 (formerly the Super Deal Pass) – this is your opportunity to create a “deal too good to be true!” When you do – and a Retailer accepts your offer, collect their gift card and submit each one to ATA for a \$150 reimbursement.
4. **New Product Launch** – do you have a new product that you will be launching at the show? Let us showcase it for you – FREE – and possibly win an award.
5. **Market Your Booth** – you can boost your listing with Map Your Show – an official ATA partner – with several packages. Check them out!
6. **Custom Proof Page** – want to review your Online Listing? This is the place. You can make edits at any time.
7. **Need Help?** We are here to walk you through.

Use this exciting Exhibitor Resource Center to make the most of the 2025 ATA Show!