

Exhibitor Space Application Packet Annual Meeting and Symposium



Antenna Measurement Techniques Association (AMTA)
October 15 – 20, 2017
Atlanta, Georgia

Hosted by



Academic Co-Hosts



Technical Co-Sponsors



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Welcome to Atlanta, Georgia!

You are invited to exhibit at and attend the 39th Annual Symposium of the Antenna Measurements Techniques Association (AMTA) to be held in Atlanta, Georgia, October 15 – October 20, 2017 at the Grand Hyatt hotel in Atlanta, GA. Visit the Grand Hyatt Atlanta link for more in depth information regarding the venue: <https://atlanta.grand.hyatt.com/en/hotel/home.html>

The AMTA is a non-profit, professional organization open to individuals with an interest in antenna, radar signature and other electromagnetic measurement technologies. AMTA's areas of interest include: measurement facilities, unique or innovative measurement techniques, test instrumentation and systems, radar cross section (RCS) and wireless device measurements, compact-range design and evaluation, near-field techniques and their applications, and the practical aspects of measurement problems and their solutions. Exhibitors at the AMTA Symposia showcase antenna measurement related products and services including RF/microwave components, cables, antennas, instrumentation, test environments and software tools. AMTA members come from a variety of backgrounds including industry, government, and educational institutions, and are from locations around the world. For further details about the AMTA organization, please visit our web site at <http://www.AMTA.org/>

Recently named one of USA Today's 10 Best Atlanta hotels, Grand Hyatt Atlanta is the perfect combination of sophistication, state-of-the-art amenities, and southern charm. Conveniently located on Peachtree Street, our Buckhead, Atlanta hotel puts you in the heart of Atlanta's best shopping, dining, sports and live music.

This year, at the Grand Hyatt Atlanta, we will be able to offer over 15,000 square feet of exhibit space with ample opportunity for exhibitors to choose multiple 10' x 10' booths to create larger exhibit areas. This "bullpen" exhibit area is directly adjacent to the technical presentations. Overflow exhibit space and private meeting rooms are available upon request. Wireless internet is available in the exhibit areas and guest rooms at no cost.

Booth assignments are based on the current AMTA Exhibitor Point System, which is explained in the Exhibitor Policy and Guidelines attachment. Please see the enclosed AMTA Exhibitor Point Worksheet for additional explanation and details.

Enclosed in this packet are general information, pricing guides, floor plans, exhibit room layouts, exhibit room dimensions, exhibitor application and point sheet, and a list of sponsorship opportunities. For your convenience, the information contained in this packet, along with detailed drawings in PDF format and Exhibitor Space Application Packet are posted on the <http://www.amta2017.org/> website in the Exhibitors section. Please feel free to download the information from the website.

It is our pleasure to welcome back Three Dimensions, who will continue to provide full symposium management for AMTA 2017. If you require additional details regarding exhibitor space such as door widths, loading dock specifics, available power outlets and units, ceiling heights, etc. please contact the Logistics Coordinator at Three Dimensions, Mary Ellen Vegter at +1.562.860.8180 or email: mevegter@threedimensions.com

On behalf of the AMTA Board of Directors and the entire Host Committee, I thank you for your support and look forward to seeing you in Atlanta.

Warmest Regards,

Michelle Taylor

Michelle Taylor
AMTA 2017 Host Committee Chair

Yvonne Grosek

Yvonne Grosek, Three Dimensions
AMTA 2017 Exhibits/Sponsorship Coordinator

Mary Ellen Vegter

Mary Ellen Vegter, Three Dimensions
AMTA 2017 Logistics Coordinator

General Exhibit Information

Exhibit Location

Grand Hyatt-Atlanta
3300 Peachtree Rd NE
Atlanta, GA 30305, USA
Tel: +1.404.237.1234

AMTA 2017 guest room rate for single or double occupancy: **\$199.00 USD plus tax for single or double occupancy (for reservations made by September 15, 2017)**. The AMTA rate includes complimentary high speed internet access in guest rooms. All Exhibitor space will have complimentary high speed internet access.

Exhibitor Hotel Room Reservation Form

All Exhibitors Must Reserve Hotel Rooms with Three Dimensions

As a convenience to AMTA exhibitors, Three Dimensions will manage hotel room reservations. Please refer to the attached Exhibitor Hotel Housing Form included at the end of this packet (page 29). Return the form by September 15, 2017 to ensure hotel room availability for exhibitor staff. Any questions related to hotel room reservations for exhibitors should be directed to Mary Ellen Vegter, +1.562.860.8180 or mevegter@threedimensions.com

Exhibit Dates and Hours

- Monday, October 16, 10:00 a.m. – 5:00 p.m.
- Tuesday, October 17, 9:00 a.m. – 5:00 p.m. (**Note: Exhibits are closed during Tuesday's AMTA Business Lunch from 11:30 a.m. - 1:30 p.m.** and *may be* slightly extended for Tuesday Student Day, exclusively for students/speakers following the close of the technical session). Stamping of bingo cards will begin at 9:00 a.m. on Tuesday, October 17.
- Wednesday, October 18, 9:00 a.m. - 4:00 p.m.

Exhibit Room Set-up and Dismantle

- Set-up:
Saturday, October 14 from 8:00 a.m. until 6:00 p.m. for exhibitors with private rooms and 4 or more booths.

Sunday, October 15 from 11:00 a.m. until 6:00 p.m. for all exhibit spaces.
- Dismantle:
Wednesday, October 18 from 5:30 p.m. until 7:30 p.m.
Thursday, October 19 from 8:00 a.m. until 3:00 p.m.
No Empty Crates will be delivered prior to Thursday morning, October 19 at 8:00 am.

Inclusive - Exhibit space application fee includes:

- Permission to exhibit at the AMTA symposium.
- One full registration (includes AMTA membership, access to the technical sessions, meal tickets and a ticket to the Awards Banquet).
- Two 3-day Exhibit Hall only passes.
- An exhibitor description on the AMTA 2017 website with a link to the company's webpage.
- A listing in the AMTA 2017 Advance Program.
- 100-word exhibitor description and corporate logo in Final Program provided to all registrants.

NOTE: Only exhibitors who have paid their exhibition fees (space application fee as well as space rental fee and sponsorship fee) in full by August 25, 2017 will be included in the Final Program - No exceptions. Sponsorships received after this date will be acknowledged in signage onsite and by announcements.

Fees and Deadlines

There are two (2) AMTA exhibit fees: 1) a (non-refundable) space application fee due **May 8, 2017** and 2) a space rental fee due **August 1, 2017**. The space rental fee is based on location and exhibit space size. NOTE: Only one exhibit space application fee is **required** for multiple booths; however, only one complementary Full Registration and two 3-day Exhibit Hall only passes will be given per exhibitor. Exhibit space rental fees do not include freight, storage or drayage.

Space Application Fee Payment Form

Please indicate your payment method for the non-refundable \$1,050 Space Application Fee:

_____ Check Enclosed:

Payable to: Antenna Measurement Techniques Association, Inc.

PRINT this page and mail with check payment to:

**AMTA 2017
c/o Three Dimensions
2973 Harbor Blvd. #166
Costa Mesa, CA 92626**

_____ Credit Card:

Indicate the credit card type to be charged:

VISA_____ OR MasterCard_____

Charge Credit Card in the amount of: _____

Card Number: _____

Exp. Date: _____ Name on credit card: _____

Authorization (please sign): _____

SCAN this completed page and SEND VIA EMAIL AS A PDF file to ygrosek@threedimensions.com.

Space Application

Please complete the Exhibitor Application Form indicating location preference and the AMTA Exhibitor Point Worksheet (pages 11 and 12 of this packet) and return with your payment to ygrosek@threedimensions.com by **May 8, 2017**. Late requests are accepted based on available space at that time. As in the past, priority for space selection will be based on a point system that is explained in the attached Exhibitor Policy and Guidelines.

Exhibitors will be notified of their assigned exhibit area by **June 15, 2017** via email. At this time, exhibitors will receive an invoice for their space rental fees, which are due in full by **August 1, 2017**. Space rental fees not paid in full by **August 1, 2017** will allow that space to become available to other eligible exhibitors wishing to relocate their exhibit space.

The convention services vendor will forward the Exhibitor's Manual by August 1, 2017.

Exhibitors' Buffet Lunch

The AMTA 2017 Exhibitors' Buffet Lunch will be held on Monday, from 11:30 a.m. to 1:30 p.m. As a long-standing AMTA tradition, the Exhibitors' Buffet is an opportunity for exhibitors to offer a variety of menu items in their booths, encouraging AMTA attendees to circulate among the exhibit booths and rooms. Exhibitor participation is optional, but offering the hors d'oeuvres is an excellent way of enticing hungry AMTA attendees to see your company's products. As a benefit, Exhibitors also receive points for participating in this lunch. Please see the "Points Worksheet" for more information. To participate in the exhibitors' lunch and order catering, exhibitors should contact:

LARRY A. WYATT, Senior Event Planning Manager
T +1.404.504.2565 F +1.404.364.3868, larry.wyatt@hyatt.com

Registration

One full registration is included with each space application fee. The name of the assigned person receiving this complementary registration must be provided to the Exhibit Coordinator. We encourage other exhibit staff to arrange for a full registration.

As a courtesy to our exhibitors, we offer an Exhibitor Convenience Registration Package. This includes AMTA Membership for one full year and a name badge that entitles the bearer to visit all AMTA exhibits and take part in all meal functions (except the AMTA 2017 Wednesday banquet). The intent is to offer all exhibitors an opportunity to join AMTA and enjoy the symposium meals at cost. The Exhibitor Convenience Package does not include admission to AMTA technical sessions, the AMTA Awards banquet or the Full Registration bag and its contents. Awards banquet tickets may be purchased separately.

Two 3-day Exhibit Hall only passes are included with each space application fee. This will include an AMTA badge and access to the Exhibit area only. It does not include meals or access to the technical sessions. Additional Exhibit Only passes can be purchased for a nominal fee for your customers.

NOTE: Only attendees with a full registration badge will be allowed entrance to the technical sessions.

Sponsorship

We encourage all AMTA industry and organization participants to be an AMTA sponsor. The sponsorship opportunities are listed in this informational packet on page 21.

NOTE: Only companies who have paid their sponsor fees in full by August 25, 2017 will be included in the Final Program - NO exceptions. Sponsorships received after this date will be acknowledged in signage onsite and announcements.

Exhibited Products and Services

Each exhibitor is responsible for ensuring that the contents of their exhibit abide by US Export Regulations. All products displayed at the AMTA symposium must be available for viewing by ALL AMTA attendees, regardless of their country of origin, nationality, or citizenship.

Exhibitors' Reception

An Exhibitors' Reception will be held on Tuesday, October 17, from 5:30 p.m. to 6:30 p.m. The purpose of the reception is to thank the exhibitors for their support of AMTA and solicit feedback on how AMTA can improve the exhibitor experience at its annual symposium. An overview of AMTA will be provided and the symposium attendee list will be distributed as a print copy. An invitation to the reception along with the specified meeting location at the Grand Hyatt Atlanta will be provided to each exhibitor on site at AMTA 2017.

Exhibitor Meeting Rooms

There will be a limited number of private meeting rooms offered during AMTA 2017, available Monday through Wednesday of the AMTA Symposium week. Exhibitors may sign up for one-hour increments of time at the AMTA registration desk. Time will be assigned on a first come, first served basis. No audio-visual equipment is provided in these meeting rooms; exhibitors are welcome to bring their own AV equipment to use as needed. This meeting room is provided for exhibitors only and their customers/colleagues at no charge, compliments of the AMTA 2017 committee.

Exhibitor Application Form – AMTA 2017 Symposium

Please complete this form along with your completed payment form (Page 5) and the AMTA Exhibitor Point Worksheet (pages 11 through 13 of this packet) and return to ygrosek@threedimensions.com by May 8, 2017 (late applications will be accepted on a space available basis).

1) Company Name: _____
Contact Name 1: _____ Email: _____
Phone: _____ Fax: _____
Contact Name 2: _____ Email: _____
Phone: _____ Fax: _____
Address 1: _____
Address 2: _____
City: _____ State/Prov: _____
Country: _____ Postal/Zip Code: _____
Website URL: _____

2) Name of Person Receiving Complimentary Registration: (For information only, you will register your Complimentary Registrant when online registration opens)

Name	Title
------	-------

Contact email for Complimentary Registrant

3) It is required that you send both your company profile AND company logo for AMTA 2017. We will no longer use the previous year's information for the Final Program, as we desire to have the most updated information for your benefit.

Please send electronically a brief description of your company's products/services (not to exceed 100 words). This description will be used in the Final Program at AMTA 2017. Also, please send your company logo (300 dpi minimum resolution). Send to Theodora Dirksen via email: tdirksen@threedimensions.com

4) Please indicate your Exhibit Space Preference as first, second and third choices on the next page. We will do our best to place you in one of your booth choices.

Space Application and Rental Fees

Space Application Fee Due May 8, 2017	Space Rental Fee Due August 1, 2017	Space Description	Location	Floor
\$1,050	\$1,250	10'D x 10'W Booth <i>A limited number of "peninsula" configurations are available. The attached floor plan is subject to change.</i>	Grand Ballroom II - III	Lower Lobby Level
\$1,050	\$1,250	10'D x 10'W Booth	Buckhead Ballroom I	Lower Lobby Level
\$1,050	\$1,250	10'D x 10'W Booth	Prefunction	Lower Lobby Level
\$1,050	\$5,000	Semi-Private Room 1512 sq ft	Buckhead Ballroom II (airwall to remain open during exhibit hours)	Lower Lobby Level

See pages 24- 27 for hotel layout. Private Room Exhibit Space is available away from the Exhibitor Area upon request. Contact Yvonne Grosek for more information on private room exhibit space.

Ceiling height in Grand Ballroom is approximately 19'. Ceiling height in Buckhead Ballroom is approximately 11'.

Loading and Unloading Area

- 1) No freight doors or hallway entry/egress doors can be blocked during the hours of setup and teardown, nor during exhibit hours.**
- 2) Note the dock and freight doors are a little off set. The doors sizes are: Outside doors: 83" w and 93" h; Inside doors: 79" w and 93" h. Attached is a photo of the doors from the loading dock into the hotel.**

First Choice Exhibit Space: _____

Second Choice Exhibit Space: _____

Third Choice Exhibit Space: _____

- * Would you consider a Tabletop Display in the ballroom foyer area if all allocated space in the Grand and Buckhead Ballroom is taken? _____
- * Are you planning on sponsoring food for the Exhibitors' Lunch on Monday? _____
- * Would you like to be a sponsor for one of the AM/PM Refreshment Breaks? _____

First Choice Sponsorship: _____

Second Choice Sponsorship: _____

Third Choice Sponsorship: _____

Fourth Choice Sponsorship: _____

5) If you have particular requirements such as power (voltage/phase) or physical access please specify requirements: _____

Exhibitors will be notified of assigned Exhibit Space and receive an invoice by June 15, 2017. The full Space Rental Fee is due by August 1, 2017. If you have any questions, please contact Yvonne Grosek at +1.714.600.6465 or by e-mail at ygrosek@threedimensions.com

The symposium hotel, AMTA and AMTA 2017 Host Committee (including vendors/exhibitors and all participants in AMTA 2017) each agree to defend, indemnify and hold harmless the other party from and against all claims, actions or causes of action, liabilities, including reasonable attorneys' fees, and costs arising from the defense of any claim, action, cause of action, or liabilities arising out of or resulting from any act taken or committed by Hotel or AMTA (including vendors/exhibitors and all participants in AMTA 2017) pursuant to the performance of each party's obligation for the event over October 15 - 20, 2017 described herein.

I have read, understood and agree to the AMTA Exhibitor Policy and Guidelines.

Signature of Authorized Company Representative Name (in print) Date

AMTA Exhibitor Point Worksheet

(Please read the next page)

Company Name: _____

Activity	Calculation	Points
1. Host/Co-host (in last 5 years), as defined per AMTA rules.	100 / # of Co-hosts	= _____
2. Host/Co-host (in last 6-10 years) [P=90 for 6 yrs., 70 for 7 yrs., 50 for 8 yrs., 30 for 9 yrs., and 10 for 10 yrs.]	P / # of Co-hosts	= _____
3. AMTA Exhibitor (number of years = N)	N x 10	= _____
4. Credit for AMTA 2016 participation (attach list and receipts)		
a.) Number of full registrations (No one-day registrations)	# of persons x 3	= _____
b.) Number of AMTA Members (Include full registrations and one-day registrations)	# of persons x 2	= _____
c.) Cost of sponsoring AMTA approved events (Welcome reception, lunches, breaks, Awards Banquet reception, etc.)	\$ _____/100	= _____
d.) Cost of AMTA approved give-away (Satchels, notepads, bingo prizes, banquet mementos, etc.)	\$ _____/100	= _____
e.) Expenditure at AMTA 2016 Exhibitor Lunch	\$ _____/100	= _____
5. No Regional event in 2016	25 points per exhibiting company	= _____
6. Other activities (approved by the AMTA BoD – see attached page)		= _____
	TOTAL POINTS	= _____

I certify that this statement is correct and the supporting receipts and statements are attached.

Name: _____

Signature: _____

Directions for Exhibitor Point Worksheet

- Under activity 1 and 2, identify the years your organization was a Host or Co-host for the AMTA Annual Meeting and Symposium. As per AMTA rules, the primary Host determines who will receive what percentage of points for this. The Host can elect to keep any and all hosting points or a percentage as the Host deems fit. Once the Host has determined this, this cannot be altered due to business relationship termination, attendance at AMTA termination, etc.
- On a separate sheet of paper, provide the names of full registrations (exclude one day registrations) from your company at the last year's AMTA Annual Meeting and Symposium.
- On a separate sheet of paper, provide the names and e-mail addresses of current AMTA members from your company.
- If claiming credit for sponsoring AMTA approved events or participating in AMTA approved giveaways, attach a list of those activities and a copy of the receipt for each activity. The receipt should show the money spent on the activity. The AMTA approved events include the Exhibitors Lunch.

No points will be awarded to "Complimentary Booths", i.e. booths for which no exhibitor's fee was paid. Points will not be awarded for donated items or other activities unless approval is obtained from the AMTA Board of Directors prior to the donation or activity.

No points will be awarded for participation in AMTA international based events. Any exhibitor points' scheme proposed for an international event will solely apply to that event and will have no bearing on the annual AMTA Symposium.

The Exhibitors' points tally is public information and can be provided if requested. Note: AMTA 2016 points will be credited based upon the information provided by exhibitors (and as verified by the AMTA 2017 Host Committee) with their AMTA 2017 space application packet. The updated Exhibitor Points Tally will be posted to the AMTA website on July 1, 2017.

All exhibitors are encouraged to review the points assigned. If your company is close in points to another company, why not consider increasing your expenditure at AMTA 2017 either by participating at a higher price point during the Exhibitors' Lunch and/or participating in the sponsorship program? Every dollar you spend at AMTA 2017 amounts to exhibitor points which will be considered for your placement at AMTA 2018!

NOTE: If two or more companies merge or if one company acquires others, the following rules apply for the exhibitor point worksheet.

- a. Under Items 1 and 2 (symposium hosting), full credit is given for any and all predecessor companies hosting or co-hosting. For example, if company A hosted 4 years ago and company B hosted 8 years ago, then company AB will be credited with 150 points.
- b. Under Item 3 (years hosting at AMTA), the number of years of credit shall be equal to that of the predecessor company with the most years of exhibiting. Years will not be combined. For example, if company A exhibited for 30 years and company B hosted for 10 years then company AB will be credited with 30 years.

- c. For Items 4 and 6, the combined company will be credited with the sum cost of all predecessor companies' participation and approved giveaways for the previous year's symposium. For example, if company A spent \$10K and company B spent \$5K, then company AB will be credited with \$15K.
- d. For Item 5 (prior year participation in the regional event), a credit of 25 points will be given for participation of any or all predecessor companies' participation. Points will not be combined. For example, if company A and company B participated in the prior year regional event, company AB will receive 25 points credit.

AMTA Exhibitor Policy & Guidelines

Below is the AMTA Board policy for exhibitor participation in AMTA symposiums. The intent of the policy is to:

- Encourage strong exhibitor support for AMTA
- Provide the host committee with an exhibitor policy that is fair to all exhibitors
- Provide the host committee with an escalation path to the Board to mediate issues and disputes

Exhibit Space Management

The host committee is responsible for obtaining and managing the exhibit space. The exhibit space should be reserved at the time of contract negotiation with the symposium hotel, which usually occurs at least three years prior to the symposium. The host committee should ensure that there is sufficient space for all exhibitors. The exhibit space should include large areas, which can be subdivided into small booths as well as private individual rooms.

The amount of space required can be determined by space used at previous symposiums and polling the exhibitors to see whether their space requirements will be increasing or decreasing. It is prudent for the host committee to allow for some increase in requirements and the possibility of one to two additional exhibitors. It is recommended to reserve all of the hotel space and release back to the hotel what is not needed. Space for exhibitors should optimally be arranged with the hotel for Saturday and Sunday set up prior to the exhibition opening on Monday.

The host committee will divide the total exhibit space into individual areas and will set up the space rental fees for these areas. The AMTA Board of Directors will review and approve the division of the exhibit space and the rental fees before this information is released to the exhibitors. The host committee shall be in charge of allocating the exhibit space to various exhibitors. The following criteria will be used for exhibit space allocation.

Exhibit Space Allocation Criteria

The exhibit space will be allocated using a point system. An exhibitor with the maximum number of points will have the highest priority in selecting their individual exhibit area. Exhibitors will provide the host committee with their accumulated points using the attached worksheet. The host committee will review the worksheet for accuracy along with experienced AMTA Advisor. The exhibitors will also provide a prioritized list of individual exhibit areas they would like to rent. This list should be as long as possible. The point information and the prioritized list should be submitted to the host committee along with the space application fee. The host committee will use this information to allocate the exhibit space. If an exhibitor fails to provide this information to the host committee, then the exhibitor has no priority in selecting exhibit space. The host committee has the right to demand supporting receipts and statements to verify the points claimed by an exhibitor, if not provided in advance as requested with submittal of the space application packet and point worksheet. The host committee will inform the exhibitors of the allocated space at least 120 days before the symposium or 30 days after the exhibit fee is received (for late registrations only).

If two or more exhibitors wish to share the same space, the priority will be established using the points of the exhibitor with the most points. Points will not be combined.

Sponsorship Allocation Criteria

An exhibitor who sponsored an AMTA approved event at the previous symposium is given first right of refusal for the same event at the upcoming symposium. The same holds true for an AMTA approved giveaway. An exhibitor is encouraged to present an idea to the host committee for approval of an AMTA event or giveaway as soon as possible. The host committee will then ask for approval by the AMTA Board of Directors.

Tabletop Displays (Availability to Be Determined)

AMTA 2017 will have limited tabletop displays available only if all allocated space is taken. The tabletop displays will be assigned to exhibitors based upon the AMTA exhibitor points.

Please keep in mind that tabletop display material is limited to what may fit on the table. Signage should not exceed 6 feet in length whether freestanding on the table or behind the table. The tables can support 100 pounds maximum weight. No signage may be posted to the hotel walls! The height limit for items placed on the table is 4' maximum. At AMTA 2017, the tabletop display space is directly outside the Grand Ballroom. This space is in the public area of the hotel. Exhibitors are responsible for all items on the display table. Tabletop display space will only be offered once the "bullpen" booths and private rooms are fully sold.

A non-refundable space application fee of \$1,050 (U.S.) will be charged to each exhibitor organization exhibiting at the AMTA symposium. In addition, there will be \$500 space rental fee for each Tabletop Display.

Exhibit Fees

The total exhibit fee is charged in two installments: a space application fee and a space rental fee. This is necessary since there are multiple space rental fees and the space assignment is dependent on the host committee once we see who wishes to exhibit at AMTA.

The non-refundable space application fee of \$1,050 (U.S.) will be charged to each exhibitor organization exhibiting at the AMTA symposium regardless of the fact that the exhibitor is sharing a room with other exhibitors.

For a first-time exhibitor, the exhibit space application fee will be reduced by 50%.

Donations will not be accepted in lieu of the exhibit application fee or the space rental fee.

Each exhibitor requesting a booth or room will also be charged a space rental fee. This fee will depend on the location and the amount of space rented by the exhibitor. As mentioned previously, the host committee will decide the exhibit space rental fee. The AMTA Board of Directors will review the proposed space rental fees before they are released to the exhibitors. The maximum space rental fee will not exceed four times the space application fee for a standard booth.

Exhibitors who do not submit their fees by the due dates forfeit their position on the "priority list" and will be accommodated on a first-come, first-served basis. Late entries will be accommodated only on a best effort basis.

Only those organizations that have signed the Exhibitor Application and paid the exhibit application fee will be listed in the symposium Advance and Final Programs. The name of the company listed in these

programs must match the company signatory on the exhibitor contract. An exhibitor will not be listed in the Final Program unless all exhibit fees are paid in full by August 17, 2017.

Exhibitor Fees Due Dates

Exhibit space application fees are payable and due to the host committee 160 calendar days prior to the start date of the symposium to guarantee exhibit space for the exhibitor. Space rental fees are due 90 calendar days in advance of the symposium start date. Exhibitors who do not submit their fees by the due dates forfeit their position on the “priority list” and will be accommodated on a first come first served basis. Late entries will be accommodated only on a best effort basis.

Cancellation Policy

Exhibitors who wish to cancel their participation at the AMTA symposium must notify the host committee in writing. Upon cancellation, any assigned exhibit space can be re-assigned by the host committee.

Please note the **EXHIBIT SPACE APPLICATION FEE IS NONREFUNDABLE** regardless of the date the intent to cancel in writing is received by the host committee.

If an exhibitor cancels prior to June 20, 2017, a 70% refund of the space rental fee only shall be provided. If an exhibitor cancels on or between June 20, 2017 and COB August 17, 2017, a refund of 50% of the space rental fee only shall be provided. If an exhibitor cancels after August 17, 2017, no refund shall be provided.

A cancellation fee of 10% of the Grand Total will apply on any credit card charges. This is in addition to the fees described in the cancellation policy noted above.

Substitutions are permitted.

All fees are stated in US dollars and all checks must be drawn on a US bank in US funds. Company or government purchase orders are not accepted.

In the event the annual symposium is cancelled by AMTA due to events beyond its control, exhibitors will be so notified in writing. AMTA’s maximum liability in this case is limited to a full refund of the exhibitor’s space application fee and space rental fee received by AMTA.

Resolving Exhibitor Conflicts

If there is a conflict between an exhibitor and the host committee that cannot be resolved, the AMTA Vice-President will act as mediator and be responsible for final resolution of the issue with the concurrence of the Board of Directors.

Catering and Special Arrangements

Exhibitors are responsible for making catering arrangements for the symposium directly with the hotel. The host committee will provide the hotel symposium services contact name and phone number to the exhibitors to facilitate these communications. Any special services such as telephones/speakerphones, internet services, and additional power must be arranged directly with the hotel. Power will need to be arranged directly with the hotel in advance. NOTE: Exhibitors are responsible for paying all telephone and power charges directly to the hotel.

AMTA Business Meeting

Exhibitors will close their exhibits for the **AMTA Business Meeting Tuesday, October 17 from 11:30 am to 1:30 pm** to encourage maximum attendance from the membership. Exhibitors are reminded that only members in good standing are allowed to vote during the business meeting. Membership fees can be paid during advance registration or at the registration desk during the symposium. Exhibitor representatives are requested to register as full attendees to the AMTA Symposium. In situations where an exhibitor representative decides to become a member of the AMTA without registering as a full attendee, he/she may buy a meal ticket in advance to attend the Business Meeting.

Exhibitor Convenience Registration Package

The Exhibitor Convenience Registration Package includes AMTA Membership and a name badge that entitles the bearer to visit all AMTA exhibits and access to the daily (Monday through Thursday) breaks and daily (Monday through Thursday) breakfasts. The Exhibitor Convenience Registration Package also includes AMTA membership, the Monday Exhibitor Lunch, Tuesday Business Lunch, Wednesday and Thursday Lunches. The Exhibitor Convenience Package does not include the Full Registration bag or its contents, admission to AMTA technical sessions or the AMTA Wednesday banquet.

The intent is to offer all exhibitors an opportunity to join AMTA and enjoy the symposium meals at cost. This is primarily a convenience to the exhibitor. There is a small benefit to AMTA in that it helps AMTA meet its food and beverage commitment and it encourages exhibitors to bring additional people to the symposium (but only as paid participants).

Exhibitor Displays and Materials

It is not the intent of this policy to restrict in any way what an exhibitor may display, or materials an exhibitor chooses to hand out at an AMTA Symposium. However, it is the sole responsibility of each exhibitor, not AMTA, to ensure that any hardware, software, material or the like, or even discussions in open areas, are available to the general public. To that extent, any and all required clearances to display/hand-out any aforementioned items must be secured by the exhibitor.

Further, each exhibitor is responsible for ensuring the contents of their exhibit abide by the policies established by US Export Regulations. All products displayed at the AMTA symposium must be available for viewing by ALL AMTA attendees, regardless of their country of origin, nationality, or citizenship.

Exhibit Area Accessibility and Exhibit Hours

Any AMTA member in good standing is permitted to visit any exhibitor's exhibit area. Other personnel may purchase an Exhibit Hall only pass to view the Exhibits. Two 3-day Exhibit Hall only passes are included with each space application fee. This will include an AMTA badge and access to the Exhibit area only. It does not include meals or access to the technical sessions. Additional Exhibit Hall only passes can be purchased for a nominal fee for your customers.

In some hotel situations, the exhibit hours may be somewhat constrained due to security considerations. In these cases, the host committee will notify the exhibitors at least 90 days in advance of the symposium.

AMTA will hire a security guard who will allow only exhibitor access to the exhibit area during non-exhibit hours. However, AMTA will not be responsible for lost or stolen property. Exhibitors are responsible for their exhibits, including insurance for them if desired.

Tear Down

Tear down is permitted beginning Wednesday, October 18 at 5:30 pm only. Exhibitors that tear down before this time **will forfeit all exhibitor points** for the AMTA 2017 symposium exhibitor space allocation.

Use of the AMTA Logo

Use of the AMTA logo and AMTA 2017 annual symposium logo on promotional literature is not permitted. However, exhibitors may use the AMTA logo and/or symposium logo on promotional souvenir giveaways at AMTA 2017 provided that prior permission is obtained from the AMTA Board of Directors.

Material Handling

AMTA is not responsible for paying any box, shipping and/or handling fees incurred by exhibitors. Any parcels remaining after close of show (this will be determined in the Exhibitor Manual) will be destroyed.

Hold Harmless Clause

The Host Committee will include a hold harmless clause in its space application form. The exhibitor's representative shall sign this hold harmless clause and no space will be assigned until the Host receives the signed hold harmless clause. The hold harmless clause shall be similar to the following.

“The symposium hotel, AMTA and 2017 Host and Co-Host Committee (including vendors/exhibitors and all participants in AMTA 2017) each agree to defend, indemnify and hold harmless the other party from and against all claims, actions or causes of action, liabilities, including reasonable attorneys' fees, and costs arising from the defense of any claim, action, cause of action, or liabilities arising out of or resulting from any act taken or committed by Hotel or AMTA (including vendors/exhibitors and all participants in AMTA 2017) pursuant to the performance of each party's obligation for the event over October 15 -20, 2017 described herein.”

Sponsorship

Sponsorship opportunities are available to industry and other organizations. In general, sponsorships are available for AMTA food events (breaks, breakfasts, lunches and receptions), premium items (full registration welcome bags and logo-items), and social events (Monday night social event, tours and transportation), or other opportunities.

The new host/co-host/sponsor/supporting publication policy shall be as follows:

- A. The **Host** and **Co-Host** organizations are responsible for the overall management of the symposium working with the AMTA hired conference management firm.
- B. **Co-Hosts**
 - a. **An academic Co-Host** is limited to an academic institution who is providing a minimum of two-four students each day of the symposium to support the administrative needs of the symposium, such as registration assistance, help with the audio-visual equipment in the technical presentation room, and/or as deemed necessary by the host organization.

- b. **A commercial or governmental Co-Host** shall be recognized for their contributions provided that there is a Memorandum of Understanding (MOU) with the Hosting organization that is also acceptable to the AMTA Board of Directors. The MOU shall indicate the level of participation of the co-hosting organization and spell out the division of points for hosting to be used as credit for exhibit space allocation.

C. The **Sponsor** company recognition levels shall be set as follows:

- a. Platinum sponsorship \$10,000
- b. Gold sponsorship \$ 6,000
- c. Silver sponsorship \$ 3,000
- d. Bronze sponsorship \$ 1,500

NOTE: All sponsors will be recognized as such on the home page of the symposium website, with logos shown in graduated sizes (Platinum sponsors will be listed first with the largest size logo; gold sponsors next with a smaller logo, and so on). To achieve the sponsorship level specified, a cash contribution may be made directly to the symposium committee (AMTA 2017) for “Sponsorship Opportunity” items published in the AMTA 2017 Exhibitor Packet, such as refreshment breaks, and/or combined with a payment directly to the symposium venue (The Grand Hyatt Atlanta) to fund an AMTA event, such as the Welcome Reception, etc. Sponsors will be recognized via the symposium website, the advance and/or final programs, and signage on site at the symposium as outlined in the AMTA 2017 Exhibitor Packet. Sponsorship proposals for items outside the traditional AMTA “Sponsorship Opportunity” items (such as refreshment breaks, Monday Night Outing, Welcome Reception, etc.) must be provided to the Host committee for consideration no later than August 25, 2017.

- D. **Supporting Publications** are invited to support the AMTA symposium. To be listed as a formal “Supporting Publication” and receive recognition, an MOU shall be created which identifies the specific advertising schedule (size of ad, color or black and white, frequency of ad publication, and so on) to be offered to the Host committee and an estimated value of the advertising. The Host committee reserves the right to limit the number of supporting publications and the size of each publication’s logo in marketing material commensurate with the value of the advertising stated in the MOU. The value of the advertising shall be based on the publication’s published advertising rates for non-profit organizations (if such designation exists). All supporting publications will be recognized on the home page of the symposium website.

These sponsorship levels are based on the total dollar amount spent on sponsored opportunities for an AMTA symposium. This money could be paid directly to the AMTA 2017 Host as a monetary commitment, or by paying directly to the hotel for an activity/function, or by providing a gift item.

Receipts will be requested. Sponsorship levels do not include any payments for Space Application and Exhibit Space Rental fees. Please note that any combination of sponsorship opportunities on the following page may be combined to reach the overall sponsorship level.

AMTA values its sponsors and will take every opportunity to fully recognize each sponsor prior to the symposium and throughout the week of the symposium.

Sponsors are recognized prior to the symposium in AMTA 2017 promotional materials including:

- Promotional literature and press releases
- Symposium website
- Advance Program
- E-mail updates to attendees
- Final Program

During AMTA 2017, sponsors are recognized by AMTA sponsorship levels:

- Announcement of sponsorships made by chairperson of technical session before and/or following a sponsored event
- Signs displayed at the entrance to dining or break area
- Signs displayed in exhibit common areas and outside meeting rooms as appropriate for the sponsorship activity (signs are not permitted in the hotel lobby or general public areas)

Priority for sponsorship is given to the exhibitor who sponsored that event or item the previous year.

Please complete and return the Sponsorship Form on page 22 of this packet to indicate your sponsor selection(s).

If you have any questions concerning the AMTA 2017 exhibits or sponsorships, please do not hesitate to contact:

Yvonne Grosek +1.714.600.6465 or ygrosek@threedimensions.com

AMTA 2017 Sponsorship Opportunities

Sponsorship Opportunity	Qty	2016	Sponsorship Opportunity	Qty	2016
Registration bag	400 Qty	PPG Aerospace/ Cumming Microwave	Wednesday AM Break	\$1,500	Quarter Branch
Pen and pencil set	400 Qty	NSI-MI Technologies	Wednesday PM Break	\$1,500	Micro-Coax
Other. Please specify.	400 Qty	Open Sponsorship Opportunity	Thursday AM Break	\$1,000	Open Sponsorship Opportunity
Notepads & pens	400 Qty	Star Dynamics	Thursday PM Break	\$1,000	Open Sponsorship Opportunity
Lanyards	400 Qty	ETS-Lindgren	Foyer Large Screen Conf. Monitor	\$1,000	Star Dynamics
Other. Please specify.	400 Qty	Open Sponsorship Opportunity	Wednesday Awards Banquet Reception	\$5,000	NSI-MI \$2,500 ETS-Lindgren \$2,500
Proceedings Flash Drive	\$3,000	Star Dynamics	Wednesday Awards Banquet Wine Service	\$3,000	Ticra
Sunday Reception	\$10,000	NSI-MI Technologies	Wednesday Awards Banquet Gift	\$3,000	Altair Engineering
Monday AM Break	\$1,500	Virginia Diodes	Thursday Night Event-TBD	\$2,500	Open Sponsorship Opportunity
Monday PM Break	\$1,500	Altair Engineering	Bottled Water with Company Logo	720 Qty	NSI-MI Technologies
Monday Evening Event	\$6,000	Microwave Vision Group	AMTA Bingo Card Prizes	\$1,000	Open Sponsorship Opportunity
Tuesday AM Break	\$1,500	Star Dynamics	AMTA Bingo Card Prizes	\$500	Denmar Technical Services
Tuesday PM Break	\$1,500	CST of America	AMTA Bingo Card Prizes	\$500	Open Sponsorship Opportunity
Tuesday Student Day	\$1,000	Denmar Technical Services	AMTA Bingo Card Prizes	\$250	Open Sponsorship Opportunity
Tuesday Student Day	\$1,500	Integrity Applications			
Tuesday Student Day Meal	\$1,500	Star Dynamics			

Priority for sponsorship is given to the exhibitor who sponsored that event/item the prior year

Sponsorship Payment Form

Please indicate sponsorship and payment method:

Sponsorship: _____

_____ **Check Enclosed:**

Payable to: Antenna Measurement Techniques Association, Inc.

PRINT this page and mail with check payment to:

**AMTA 2017
c/o Three Dimensions
2973 Harbor Blvd. #166
Costa Mesa, CA 92626**

_____ **Credit Card:**

Indicate the credit card type to be charged:

VISA _____ OR MasterCard _____

Charge Credit Card in the amount of: _____

Card Number: _____

Exp. Date: _____ Name on credit card: _____

Authorization (please sign): _____

SCAN this completed page and SEND VIA EMAIL AS A PDF file to ygrosek@threedimensions.com.

Sponsorship Cancellation Information

Exhibitors who wish to cancel their sponsorship at the AMTA symposium must notify the host committee in writing. Upon cancellation, any sponsorship opportunity can be re-assigned by the host committee. NOTE: A cancellation fee of 10% of the Grand Total of Sponsorship fees will apply on any credit card charges if cancelled on or before August 25, 2017. No refunds of sponsorship fees collected will be issued after August 25, 2017. This is in addition to the fees described in the cancellation policy of the Exhibitor Exhibit Policy and Guidelines. Company or government purchase orders are not accepted. All sponsorship fees are stated in US dollars and all checks must be drawn on a US bank in US funds. All sponsorship fees must be paid in full by August 25, 2017 in order for the sponsorship to be recognized in the final program.

In the event the AMTA 2017 Symposium at the Grand Hyatt Atlanta is cancelled by AMTA due to events beyond its control, sponsors will be so notified in writing. AMTA's maximum liability in this case is limited to a full refund of the sponsorship fee received by AMTA.

Grand Ballroom and Buckhead Ballroom Floor Plan

AMTA 2017

October 15 - 20, 2017

Grand Hyatt Atlanta in Buckhead - Grand Ballroom I - III / Buckhead Ballroom
Atlanta, Georgia

<p>Event</p> <p>AMTA October 15 - 20, 2017</p>	<p>Facility</p> <p>Grand Hyatt Buckhead Atlanta, Georgia</p> <p>Hall: Grand I - III & Buckhead</p>	<p>Notes</p> <p>Booth Count 48 Booth Size 15' x 10' Aisle Width as noted Grand Ballroom Ceiling Height 19' Buckhead Ballroom Ceiling Height 19'</p> <p>■ = Column</p> <p><small>*FLOOR PLAN IS SUBJECT TO CHANGE AND FIRE MARSHAL APPROVAL. EVERY EFFORT HAS BEEN MADE TO ENSURE THE ACCURACY OF ALL INFORMATION CONTAINED ON THIS DRAWING. HOWEVER, THE DRAWING IS NOT TO BE USED FOR CONSTRUCTION OR ANY OTHER PURPOSE WITHOUT THE WRITTEN CONSENT OF THE FACILITY'S ADMINISTRATION. THE USER ASSUMES ALL LIABILITY FOR ANY DAMAGE OR INJURY TO PERSONS OR PROPERTY THAT MAY BE CAUSED BY THE USE OF THIS DRAWING IN ANY MANNER.</small></p>	<p>Scale</p> <p>0' 5' 10' 20'</p>
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CAPACITY CHART



ROOM NAME	ROOM DIMENSIONS L X W X H	ROOM SIZE SQ. FT.	BANQUET	RECEPTION	THEATER	CLASSROOM	BOARDROOM	U-SHAPE	HOLLOW SQUARE
Lower Lobby Level									
GRAND BALLROOM	133' x 73' x 10'	9,709	750	1,250	1,000	600	—	—	—
I	43' x 73' x 10'	3,213	240	300	300	200	46	48	60
II	43' x 73' x 10'	3,213	240	300	300	200	46	48	60
III	43' x 73' x 10'	3,213	240	300	300	200	46	48	60
PREFUNCTION	—	6,366	—	400	—	—	—	—	—
BUCKHEAD BALLROOM	73' x 42' x 11'	3,066	220	300	275	200	46	48	60
I	26' x 42' x 11'	1,513	100	150	135	100	28	30	36
II	26' x 42' x 11'	1,513	100	150	135	100	28	30	36
CASSIS RESTAURANT	—	1,250	80	100	—	—	—	—	—
CASSIS A	14' x 24' x 10'	336	20	—	—	—	15	—	—
CASSIS B	14' x 16' x 10'	224	20	—	—	—	12	—	—
CASCADE	29' x 29' x 10'	1,100	60	80	100	24	22	24	24
Lobby Level									
HIGHLAND BALLROOM	42' x 90' x 11'	3,450	240	300	300	220	54	54	70
I	21' x 30' x 11'	630	40	50	50	30	20	24	30
II	21' x 30' x 11'	630	30	50	40	24	20	22	30
HIGHLAND I & II	42' x 30' x 11'	1,260	70	100	100	60	26	30	36
III	42' x 30' x 11'	1,260	80	100	120	70	26	30	36
IV	21' x 29' x 11'	609	30	50	40	24	20	24	30
V	21' x 29' x 11'	609	40	50	50	30	20	24	30
HIGHLAND IV & V	42' x 29' x 11'	1,218	70	100	100	60	26	30	36
HIGHLAND I-III or III-V	42' x 60' x 11'	2,470	160	200	200	120	40	48	60
HIGHLAND FOYER	—	3,000	100	150	—	—	—	—	—
IVY I & II	35' x 30' x 11'	1,010	80	100	90	48	30	30	36
IVY I	17' x 30' x 11'	510	30	40	45	24	20	23	26
IVY II	18' x 28' x 11'	504	30	40	45	24	20	23	26
LIBRARY	72' x 47' x 10' 8"	1,900	100	150	80	55	28	30	36
AZALEA	70' x 57' x 10'	4,000	220	350	150	90	30	36	50
Garden Level (Third Floor)									
VERANDA	—	1,357	70	80	70	36	22	25	28
PEACHTREE	31' x 42' x 9'	1,308	90	100	100	60	30	33	42
CHICAGO BOARDROOM	11' x 25' x 9'	275	—	—	—	—	10	—	—
MEXICO CITY BOARDROOM	11' x 25' x 9'	275	—	—	—	—	10	—	—
WEST TERRACE	43' x 44'	1,892	90	150	120	—	—	—	—
EAST TERRACE	43' x 44'	1,892	90	150	120	—	—	—	—
Twenty-Fourth Floor									
REGENCY BOARDROOM	15' x 19' x 8' 5"	247	10	—	—	—	10	—	—

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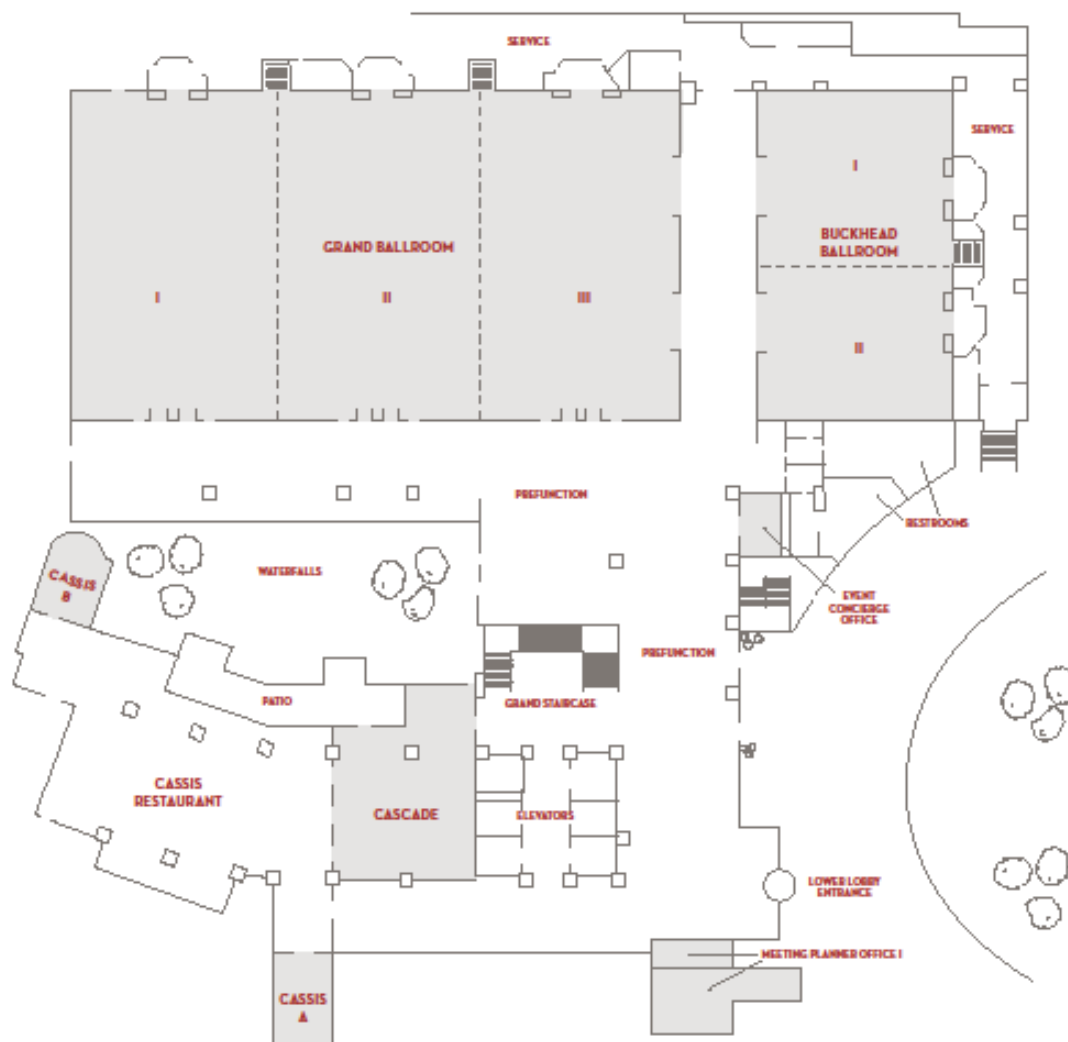
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FLOOR PLANS

Lower Lobby Level



12/15

Function Space Layout

Function	Room	Sq Ft	Ceiling Height
Ballroom Level – Lower Level			
Technical Presentations (M-W)	Grand Ballroom I	3,212	19'
Exhibits 8' x 10' booths	Grand Ballroom II & III	6,424	19'
Exhibits 8' x 10' booths	Prefunction	1,000	--
Exhibits 8' x 10' booths	Buckhead Ballroom I	1,512	11'
Exhibits Semi-Private room	Buckhead Ballroom II	1,512	11'
Lobby Level			
Exhibitor Interview Room (Mon-Wed during exhibit hours)	Lobby Level - Ivy I	510	Conference 20 persons
			Max Capacity/ Configuration
MEAL BREAKOUTS			
Breakfast Mon-Thurs	Lobby Level - Azalea	4,000	220/Banquet Tables
Monday Lunch	Lower Level - Exhibitor's Booths	n/a	--
Tues Business Meeting	Lobby Level - Highland Ballroom	3,650	260/Banquet Tables
Wed Lunch	Lobby Level - Highland Ballroom	3,650	260/Banquet Tables
Thurs Lunch & Learn	Lower Level – Azalea	4,000	220/Banquet Tables
Morning Break	Lower Level - Prefunction		
Afternoon Break	Lower Level - Prefunction		
			Configuration
FUNCTIONS			
Sunday Short Course	Lobby Level - Library	1,900	55/Classroom
Short Course Breakfast/Lunch	Lobby Level - Highland Ballroom	3,650	260/Banquet Tables
Sunday Boot Camp	Lobby Level - Azalea	4,000	90/Classroom
Boot Camp Breakfast/Lunch	Lobby Level - Highland Ballroom	3,650	260/Banquet Tables
Sunday Reception	Garden Level - E/W Terrace	3,784	150/Reception
Tuesday Student Day	Lobby Level - Azalea	4,000	90/Classroom
IEEE Meetings	Lobby Level - Ivy 2	504	20/Boardroom
Tuesday Exhibitors Reception	Lobby Level - Library	1,900	120/Banquet Tables
Wednesday Banquet	Lobby Level - Highland Ballroom	3,650	260/Banquet Tables
Board of Directors Meetings	Garden Level - Veranda Room	1,257	22/Boardroom
Registration	Lower Level – Prefunction	--	--
Companion Hospitality Mon-Thurs 7:30 – 10:00 am	Lobby Level - Library	1,900	120/Banquet

Exhibitor Hotel Room Reservation Form



Hotel Reservation Request Form Grand Hyatt Atlanta

A separate Hotel Reservation Request Form must be completed for ***EACH ROOM*** required.
Reservations must be made by September 15, 2017.

NAME & ADDRESS: *(please print or type)*

Last Name First Name MI Name of Guest(s) Sharing Room (if any)

Company

Address

City State Postal Code Country

Phone Fax E-mail Address (for Confirmation #)

Hyatt Rewards #

ARRIVAL AND DEPARTURE INFORMATION:

Arrival Date Arrival Time Departure Date

am/pm (circle one)

Rates (Subject to 16.9% room tax and \$5.00 hotel occupancy fee)

Single/Double Occupancy - \$199.00 per night Government Employee (Federal ID and Credit Card required) - \$140.00 per night while available

SPECIAL REQUESTS: *(requests cannot be guaranteed; however, every effort will be made to accommodate you)*

Non-Smoking One Beds Two Beds Other _____

GUARANTEEING YOUR RESERVATION:

To process your reservation, your credit card information must be submitted to guarantee your reservation. The hotel will not charge your credit card. All changes/cancellations ***MUST*** be requested in writing (fax/email) to Three Dimensions. Email: mevegter@threedimensions.com
Changes after October 12, 2017 must be made by calling Mary Ellen's cell 562-972-0225
A confirmation email will be sent to you by Hyatt Regency Austin.

METHOD OF PAYMENT:

Visa MasterCard American Express Discover

Card Number _____ Expiration Date ____/____ (mo/year)

Card Holder Name _____ Authorized Signature _____ **For**

Reservations,

Contact Mary Ellen Vegter, Office (562)860-8180, Cell (562)972-0225, email: mevegter@threedimensions.com

