



## EXHIBITOR HOUSING SUB-BLOCK REQUIREMENTS

ATA's Technology & Maintenance Council (TMC) is allowing exhibiting companies with booth space of 600 sq.ft. or more to reserve a group sub-block within the Council's 2021 Annual Meeting housing inventory. Sub-blocks may be requested through ConferenceDirect, TMC's official housing bureau, online here:

<https://na.eventscloud.com/ereg/newreg.php?eventid=537594>

Due to the current COVID-19 conditions, TMC is extending special accommodations for exhibitor sub-blocks this year. TMC is offering a larger hotel selection and longer sub-block request period with extended sub-block deadlines.

The following requirements must be met by **Monday, February 1** in order to qualify for a sub-block. No date extensions will be permitted.

1. Requests from exhibiting companies for sub-blocks must be submitted by **Monday, February 1** through the URL above.
2. The final housing list is due to ConferenceDirect by **Monday, February 1**. If companies provide any names that are not registered for the conference, those rooms will be dropped from their sub-block.
3. Only exhibiting companies with a 600 sq. ft. booth or larger may request a sub-block. Sub-blocks can only be requested for 10 rooms or more. Should a company request only 10 rooms initially, then request 20 more rooms, the additional 20 will be provided based upon the hotel's available inventory. **There will be no rooms added to sub-blocks after the February 1 housing list deadline**; however, each individual registrant can still book a room through the personal reservation link received in their TMC registration confirmation email.
4. There will be no exhibitor sub-blocks at the Hyatt Regency, but fully registered exhibitors can book their individual rooms there; any fully registered attendee can stay at the Hyatt Regency.

NOTE: Rates may increase with additional occupancy. Rates do not include taxes and fees, per room, per night (subject to change without notice). If you need to make changes to your hotel reservation (arrival/departure/cancellation), please contact ConferenceDirect at 833-638-6496 or [tmc@conferencedirect.com](mailto:tmc@conferencedirect.com) Monday – Friday 8:30am - 9:00pm ET. **ConferenceDirect will charge a \$30.00 cancellation fee for any room reservation cancellations made at any time.** Additionally, a deposit equal to one night's room and tax is required and will be charged by the hotel on or after February 12, 2021 (subject to change without notice). Cancellations must be made directly with the hotel 72 hours prior to the attendee arrival date to receive a refund of the deposit.



Questions? Call 833-638-6496 or email: [tmc@conferencedirect.com](mailto:tmc@conferencedirect.com) Mon. – Fri. 8:30am – 9:00 pm ET.