

Exhibitor Critical Dates

Friday, May 26

100% of payment is due for exhibit booth space

Monday, July 17

Exhibitor registration is live

Deadline for company descriptions to be included in the initial mobile app content upload

Monday, July 17

Exhibitor Service Manual distributed to all current exhibitors

Thursday, July 20

All individual room occupants' names due to the Sheraton Seattle and Westin Seattle for contracted exhibitor sub-blocks

Wednesday, September 6

Exhibitor Webinar – Tips & Tricks to Prep for ASHRM Annual Conference



Monday, September 11 – Wednesday, October 11

Exhibitor advance shipments accepted at the advance warehouse

Monday, September 11

Exhibitor Appointed Contractor (EAC) Notification due to The Expo Group.

Exhibitor Sponsored Hospitality / Entertainment Function Request Form request form due to Katarina Noelke via e-mail at knoelke@smithbucklin.com .

The Expo Group 10% discount deadline for most show services listed below:

- Carpet
- Cleaning Service
- Computer Rental
- Electrical Services
- Floral
- Furniture & Accessories
- Labor
- Lift Equipment & Labor
- Material Handling – See form 13d for specific discount information
- Modular Rental Exhibits & Accessories
- Signs
- Suspended Sign Labor/Assembly
- Telecom

Monday, September 18

Pre-show attendee mailing list sent

Wednesday, September 20

Hotel reservation cutoff for the Sheraton Seattle and the Westin Seattle to receive the official reduced conference rate

Wednesday, October 4

Exhibitor Webinar – Know Before You Go to ASHRM Annual Conference



Friday, October 6

Onsite Lead Retrieval pricing starts

Saturday, October 14

Direct to show shipments accepted

Saturday, October 14 – Sunday, October 15

Exhibitor Move-in

Sunday, October 15 – Wednesday, October 18

2017 ASHRM Annual Conference

Tuesday, October 17

Exhibitor Move-out

Friday, November 3

Post-show attendee mailing list sent

**If you have any questions regarding these deadlines, please contact:
Katarina Noelke at 312.673.5631 or KNoelke@smithbucklin.com**