

**Subject: 2017 ASHRM Annual Conference: Exhibitor Information**

Good morning,

ASHRM would like to thank you for exhibiting and/or sponsoring at the ASHRM Annual Conference & Exhibition taking place October 15-18, 2017 at the Washington State Convention Center. Below you will find important reminders and upcoming deadlines:

**Important Deadlines**

Exhibitor housing is live; if you didn't receive the housing communication or if you need an exhibitor sub-block form please email [knoelke@smithbucklin.com](mailto:knoelke@smithbucklin.com)

- **Friday, May 26 PAST DUE!**  
100% of payment is due for exhibit booth space. If you are unsure about your balance, please contact [knoelke@smithbucklin.com](mailto:knoelke@smithbucklin.com) to request an up to date invoice.
- **Friday, July 14**  
Exhibitor registration is live **ACTION REQUIRED!**  
[https://s6.goeshow.com/ashrm/annual/2017/exhibitor\\_service\\_center.cfm](https://s6.goeshow.com/ashrm/annual/2017/exhibitor_service_center.cfm)
- **Monday, July 17**  
Exhibitor Service Manual distributed to all current exhibitors  
<http://sc.theexpogroup.com/ASHRM2017/>
- **Wednesday, September 6**  
Exhibitor Webinar – Tips & Tricks to Prep for ASHRM Annual Conference **SAVE THE DATE!**  
<https://attendee.gotowebinar.com/register/7994981537554300673>
- **Monday, September 11**  
Advanced warehouse receiving begins  
The Expo Group discount order deadline  
Pre-Show Attendee List
- **Wednesday, October 4**  
Exhibitor Webinar - Know Before You Go to ASHRM Annual Conference **SAVE THE DATE!**
- **Wednesday, October 11**  
Advanced warehouse receiving closes

**Exhibitor Registration**

1. Visit the 2017 ASHRM Annual Conference [Exhibitor Registration Page](#) and enter the login information displayed below.
2. Select the Start Button on the page displaying the remaining allotment of badges.
3. Complete required personal information fields
4. Select either Complimentary Full Conference Registration or Complimentary Solution Center Registration.
5. Enter your payment information (if above your allotment).

6. Select Submit registration.

### **Exhibitor Service Manual**

- Visit the [Online Service Center](#) and click on the green 'Order Services' button
- Enter your Show ID and Password:
  - Show ID: 201604007
  - Password: Sent to you in your email
- Select 'Order Services' to start your order

### **Exhibitor Marketing Kit**

ASHRM has developed a marketing toolkit to help you promote your involvement with the ASHRM Annual Conference and Solution Center. ASHRM has created an ASHRM Annual Conference logo for you to use, sample social media posts, and a social media image you can use. The info is available at [www.ASHRM.org/PromoToolkit](http://www.ASHRM.org/PromoToolkit) - Get your promo messages out early to increase awareness!

### **Tips & Tricks to Prep for ASHRM Annual Conference**

Join us for a webinar on Sep 06, 2017 at 1:00 PM CDT. Tune in for tips and tricks to help you and your team prep for ASHRM's Annual Conference. After registering, you will receive a confirmation email containing information about joining the webinar.

Register now! <https://attendee.gotowebinar.com/register/7994981537554300673>

### **Hotel Information**

#### **Sheraton Seattle (Headquarters Hotel)**

1400 6th Ave  
Seattle, WA 98101

#### **Westin Seattle**

1900 5th Ave  
Seattle, WA 98101

### **To Book Your Hotel**

- Online:  
<https://registration.experientevent.com/ShowHRM171/Flow/EXHIBITOR#/registrant//Dashboard/>
- Customer Service: (800) 465-5680; International (844) 459-4636
- Questions: [ashrmatt@experient-inc.com](mailto:ashrmatt@experient-inc.com)

### **Request a Sub-Block**

Exhibitors who are looking to book 10 or more rooms are able to request a sub-block form. Please note; this will be approved based on room block needs and availability. For more information and to obtain the sub-block request form please contact Katarina Noelke at [knoelke@smithbucklin.com](mailto:knoelke@smithbucklin.com) or (312) 673-5631.

**Confirmations:** Experient will send an email acknowledgment once the reservation has been placed. Please review it carefully for accuracy and keep a copy for your records.

**Room Rates/Taxes:** To take advantage of the special ASHRM Annual Conference rates, be sure to book your reservation on or before **September 20, 2017**. After September 20 the ASHRM room blocks will be released. Reservation requests will be honored based on availability and at the hotels' prevailing rates. All rates are per

room night, are based on Single or Double occupancy, and are subject to a 15.6% tax which is not included in the hotel rate and will be applied at check out (subject to change at any time).

### **Exhibitor Resource Page**

We suggest booking and visiting our [exhibitor resource page](#) for all the latest exhibition updates

### **Questions**

- ASHRM: [ASHRM@aha.org](mailto:ASHRM@aha.org) (Registration Process & Changes)
- Kat Noelke: [knoelke@smithbucklin.com](mailto:knoelke@smithbucklin.com) (Exhibitor Logistics)

Thank you!