



Subject: 2017 ASHRM Annual Conference: Exhibitor Information 8.21.17

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 did not receive the housing communication or if you need an exhibitor sub-block form please email [knoelke@smithbucklin.com](mailto:knoelke@smithbucklin.com)

- **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 begins receiving shipments  
The Expo Group discount order deadline  
Pre-Show attendee list available
- **Wednesday, October 4**  
Exhibitor Webinar - Know Before You Go to ASHRM Annual Conference **SAVE THE DATE!**
- **Wednesday, October 11**  
Last day to ship to the Advanced warehouse

### Booth Payment

If you have not already paid for your booth space, please do so at this time as payments were due **Friday, May 26**. Exhibitors with an outstanding balance will not be allowed to move into the Solution Center starting Saturday, October 14.

### Registration

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

### Resource Page

We suggest booking and visiting our exhibitor resource page for all the latest exhibition updates.

Link: <http://s6.goeshow.com/ashrm/annual/2017/exhibitorsponsor.cfm>

## Service Kit

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

## Schedule

### Exhibitor Move In

- Saturday October 14, 2017 from 8:00 am - 5:00 pm
- Sunday October 15, 2017 from 8:00 am - 3:00 pm

### Show Hours

- Sunday October 15, 2017 from 5:00 pm - 7:00 pm
- Monday October 16, 2017 from 7:30 am - 9:00 am; 11:30 am - 1:30 pm; 4:00 pm - 6:00 pm
- Tuesday October 17, 2017 from 11:30 am - 2:00 pm

### Exhibitor Move Out

- Tuesday October 17, 2017 from 2:00 pm - 9:00 pm

*All exhibits will close promptly at 2:00 p.m. on Tuesday, October 17. All freight not called for by 9:00 p.m., Tuesday, October 17, will be shipped by the preferred carrier of the official show contractor at the exhibitor's expense. All carriers must check-in by 7:00 p.m. on Tuesday, October 17.*

## 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

## Hotel Information

### Sheraton Seattle (Headquarters Hotel)

1400 6th Ave  
Seattle, WA 98101

### Westin Seattle

1900 5<sup>th</sup> 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).

#### 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!