



**ASHRM Annual Conference & Exhibition
September 25-28, 2016
Orange County Convention Center
Orlando, FL**

Exhibitor Critical Dates

Friday, May 6

100% of payment is due for exhibit booth space

Monday, June 27

Lead Retrieval initial pricing starts

Exhibitor Service Manual distributed to all current exhibitors

Friday, July 1

Exhibitor registration is live

Wednesday, July 13

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

Wednesday, July 20

Advanced Lead Retrieval pricing starts

Monday, August 22 – Wednesday, September 21

Exhibitor advance shipments accepted at the advance warehouse

Monday, August 22

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

Exhibitor Sponsored Hospitality / Entertainment Function Request Form request form due to Caitlin Schmierer either via e-mail at cschmierer@smithbucklin.com or by fax at 312-644-0575.

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, August 22

Pre-show attendee mailing list sent

Onsite Lead Retrieval pricing starts

Wednesday, August 31

Hotel reservation cutoff for the Hilton Orlando and the Hyatt Regency Orlando to receive the official reduced conference rate

Saturday, September 24

Direct to show shipments accepted

Saturday, September 24 – Sunday, September 25

Exhibitor move-in

Sunday, September 25 – Wednesday, September 28

2016 ASHRM Annual Conference

Tuesday, September 27

Exhibitor move-out

Friday, October 7

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**