

2018 ASHRM SPACE SELECTION POLICIES AND PROCEDURES



1. ASHRM Show Management must have a completed 2018 Exhibit Booth Application for your company to select space. **Your assignment order will not be fulfilled without a completed application.** Please email a signed contract to Amanda Strombeck at astrombeck@smithbucklin.com by **Friday, October 13.**

2. Space selection is based on a priority point system. Priority Points are awarded to exhibitors and sponsors according to the following guidelines:

Exhibit Participation:

- 1 point for each 10x10 booth for the current year
- 1 point for participation as an exhibitor for each year, beginning with the 1996 Annual Conference through 2017.

There is a one-year grace period for exhibiting. Your company may miss one year and all points (beginning with the first year that your company participated) will count. If there has been no participation for two consecutive years, only the participation leading up to the current show year will be considered when your company begins exhibiting again.

Example: *If your company participated in 1996 and has not missed two consecutive years, all points (1 point per year exhibited) will count. If your company participated from 1996 to 2001, missed 2002 and 2003 and started participating again in 2004, only the points earned beginning with the 2004 show will count.*

Sponsorship Participation:

Points are determined by sponsorship level (see below). Sponsorship points are non-cumulative and are based solely on current sponsorship investment:

Sponsorship Level	Sponsorship Investment	# of Points
Corporate (3)	\$85,000	10
Platinum (3)	\$40,000	6
Gold (5)	\$30,000	4
Silver (Unlimited)	\$20,000	2

3. Space Selection takes place during the 2017 ASHRM Annual Conference in Exhibit Hall 4AB at the Washington State Convention Center in the Show Management Office on **Monday, October 16 and Tuesday, October 17.** Companies will select based on their priority point total. **Please see the attached Space Selection Appointment Time document, which lists the day and time you should plan to select your space.**

4. **PAYMENTS!** Each company will be invoiced for their 2018 Exhibit Booth space following the 2017 ASHRM Annual Conference. A booth payment of 50% is due on **Friday, November 17** or your booth space will be released. Payment details will be available on the bottom of your invoice. The remaining 50% balance for your booth space is due by **Monday, April 30.**

5. **IMPORTANT!** Be sure to check your priority point total by **Friday, October 6.** If any changes need to be made, please contact Kat Noelke knoelke@smithbucklin.com immediately. After this time, no priority point adjustments will be made.

6. **Each participating company should have one representative present at the space selection.** If your company is unable to provide a representative during the correct time slot, simply submit your application and indicate as such. Show Management will assign the best available booth space that is consistent with the size and space preferences indicated on your exhibit space application. If your company misses your space selection appointment time, you may show up during open hours, from 9:00am-11:00am on Tuesday, October 17.

7. Exhibitors will have a maximum of 5 minutes to select booth space.

8. After the onsite space selection is complete, all future booth space assignments are made on a first-come, first-served basis.

9. Please choose booth space carefully. Booth space selected is subject to all Rules and Regulations noted on the Exhibit Space Application, including but not limited to the cancellation policy.

10. If two exhibiting companies merge, or one exhibiting company buys another company, the higher of the two point totals will be used. Points cannot be totaled together.

11. If a company that has not exhibited in the past purchases an exhibiting company, the new owner company will take on the points of the past exhibiting company.

12. Subsidiary companies that are under another corporate umbrella who later become stand-alone may not take their points earned in previous years with the parent company.