Good Afternoon ASHRM Exhibitor,

ASHRM would like to thank you for exhibiting and/or sponsoring at the ASHRM Annual Conference & Exhibition taking place September 11 – 14, 2022 at the Hynes Convention Center in Boston, MA. Below you will find important reminders and upcoming deadlines:

**Important Deadlines**

- **Week of June 13**
  Exhibitor Service Manual Distributed

- **Thursday, August 11**
  Deadline to Book the Discounted Hotel Rate

- **Friday, August 12**
  Deadline to submit booth payment

- **Week of August 22**
  Pre-Show Attendee List Distributed

- **Friday, August 26**
  Deadline to complete Exhibitor Profile in Cvent Registration Portal

**Exhibitor Registration & Housing – ACTION REQUIRED!**

Exhibitor registration and housing is now live! As the primary booth logistics contact for your company, an email was sent to you from ashrm@aha.org titled “Welcome to ASHRM Annual Conference 2022”. This email contains a unique link to access the Cvent Exhibitor Registration Portal.

The Cvent Exhibitor Registration Portal allows you to:

- Register and manage members of your onsite team
- Purchase additional Solution Center Only ($250) and Full Conference Badges ($799)
- View important exhibitor tasks and upcoming deadlines
- Purchase and assign your LeadCapture licenses
- Customize Lead Qualification Questions
- Export lead information from the Annual Conference
If the primary contact for your company did not receive the email, please email ashrm@aha.org.

Attached, you will find the “How To” Guide with step-by-step directions on how to register yourself and your booth staff.

**Official Hotels**
KeyBookings is the official housing provider for the ASHRM 2022 Annual Conference. The Marriott Copley Place and Sheraton Boston Hotel will not call exhibitors to make housing arrangements. **Exhibitors will receive the link to book housing in their registration confirmation email, as you must be registered in order to book housing.**

Marriott Copley Place (HQ)
110 Huntington Avenue
Boston, MA 02116
Room Rate: $320 per night plus taxes and fees

Sheraton Boston Hotel
39 Dalton Street
Boston, MA 02199
Room Rate: $299 per night plus taxes and fees

**Exhibitor Profile in Mobile App – ACTION REQUIRED!**
Complete your exhibitor profile to help attendees find you onsite! As the primary contact, you received an email from ashrm@aha.org titled “Welcome to ASHRM Annual Conference 2022”. This email contains a unique link to access the Cvent Exhibitor Registration Portal.

You are able to complete your exhibitor profile within this portal; company logo, description, address, social media accounts, etc. **The information entered into your Exhibitor Profile will be the information that populates into the mobile app for attendees to view during the ASHRM Annual Conference.**

**Exhibitor Schedule**
Please note the following schedule carefully as show hours have changed from previous years.

**Move-In:**
Saturday, September 10: 8:00 a.m. - 5:00 p.m.
Sunday, September 11: 8:00 a.m. – 3:00 p.m.
**IMPORTANT NOTE: All exhibit booths must be set-up by 3:00 p.m. on Sunday.**

**Show Hours:**
Sunday, September 11
5:15 p.m. – 7:00 p.m. **Welcome Reception and Solution Center Opening**

Monday, September 12
7:30 a.m. – 9:00 a.m. **Breakfast in Solution Center**
11:30 a.m. – 1:00 p.m. **Lunch in Solution Center**
4:45 p.m. – 6:30 p.m. **Happy Hour**

Tuesday, September 13
7:30 a.m. – 9:00 a.m. **Breakfast in Solution Center**
12:00 p.m. – 2:00 p.m. Lunch in Solution Center

**Move-Out:**
Tuesday, September 13: 2:00 p.m. – 8:00 p.m.

**Booth Space Payment – ACTION REQUIRED!**
Exhibitor must remit 100% of their total fees within 30 days of Application & Contract Submission. Full payment must be received on or before **Friday, August 12**. Pat Brayley, ASHRM’s Accounts Receivable Coordinator will send reminders to all those with outstanding balances. If you would like to request your outstanding balance and invoice, you can contact Pat at pbrayley@smithbucklin.com. As a reminder, you must be paid in full to access your booth space at the Annual Conference. No exhibitor will be allowed to move in without paying in full.

**Looking to Maximize Your Presence on the Show Floor?**
ASHRM recently released the [ASHRM22 Exhibitor & Sponsor Prospectus](#). Download it today and connect with our sales team to collaborate on a sponsorship strategy that will **reinforce your booth investment and marketing message** leading up to, during, and after the conference.

Sales Contact:
Nick Schuette
312-673-4974
[NSchuette@smithbucklin.com](mailto:NSchuette@smithbucklin.com)

**Exhibitor Resource Page**
ASHRM Show Management encourages bookmarking and visiting the [Exhibitor Resources Page](#) for all the latest exhibitor updates, including the Exhibitor Services Kit, registration and housing information, as well as upcoming important dates and deadlines.

**Questions**
- Registration Questions & Changes: [ASHRM@aha.org](mailto:ASHRM@aha.org)
- Housing Questions & Changes: [ASHRM@aha.org](mailto:ASHRM@aha.org)
- Exhibitor & Sponsor Logistics: [ASHRM@smithbucklin.com](mailto:ASHRM@smithbucklin.com)

We look forward to seeing you in Boston in September!