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:

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.

Important Deadlines

- **Monday, August 8**
  - Discount deadline
  - Advanced warehouse receiving begins

- **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

- **Wednesday, September 7**
  - Advanced warehouse receiving closes

Exhibitor Service Manual – ACTION REQUIRED!
- Visit the Online Service Center and click on the green ‘Order Services’ button
- Enter your Show ID and Password sent to you in an email from The Expo Group
- Select ‘Login’ to start your order
If you have any questions about shipping or ordering, please email The Expo Group at ExhibitorService@theexpogroup.com or call 972-580-9000.

**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.

**Important Note:** Exhibitors will receive the link to book housing in their registration confirmation email, as you must be registered in order to book housing.

**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. **REMEMBER: 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.**

**Looking to Maximize Your Presence on the Show Floor?**
ASHRM 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

**Questions**
- Registration Questions & Changes: ASHRM@aha.org
- Housing Questions & Changes: ASHRM@aha.org
- Exhibitor & Sponsor Logistics: ASHRM@smithbucklin.com
We look forward to seeing you in Boston in September!

Thank you,

ASHRM Show Management
ASHRM@smithbucklin.com