



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. **REMINDER: 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

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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