

## ASHRM 2022: Upcoming Deadlines and Important Information for Exhibitors



Good Morning ASHRM Exhibitor,

In preparation for our upcoming show, here is some helpful information to keep in mind as you plan for the ASHRM Annual Conference & Exhibition taking place September 11 – 14, 2022 at the Hynes Convention Center in Boston, MA.

### [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 – ACTION REQUIRED!](#)

- **Monday, August 8**  
Advance discount deadline for The Expo Group show services
- **Monday, August 8 – Wednesday, September 7**  
Shipments accepted at the advance warehouse
- **Thursday, August 11**  
Deadline to book the discounted hotel rate
- **Friday, August 12**  
Deadline to submit booth payment  
Deadline to register booth staff online. After this date, all new registrations and edits to existing registrations will be handled onsite
- **Week of August 22**  
Pre-show attendee list distributed
- **Friday, August 26**  
Deadline to complete exhibitor profile in Cvent Registration Portal

## Hotel Reservations

The housing deadline is **Thursday, August 11**. **Exhibitors will receive the link to book housing in their registration confirmation email**, as you must be registered in order to book housing.

Unofficial housing vendors may reach out to exhibitors to solicit business, giving the impression they are the official ASHRM housing vendor. The Sheraton Boston Hotel and The Boston Marriott Copley Place will not call exhibitors to make housing arrangements.

## Exhibitor Registration

The online registration deadline is **Friday, August 12**. As the primary booth logistics contact, you received an email from [ashrm@aha.org](mailto:ashrm@aha.org) titled "Welcome to ASHRM Annual Conference 2022". This email contains a unique link to access the **Cvent Exhibitor Registration Portal**, which allows you to:

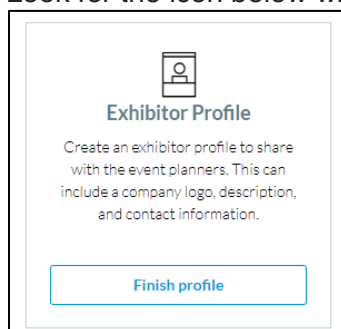
- Register and manage members of your onsite team
- Purchase additional Solution Center Only (\$250) and Full Conference Badges (\$799)
- View important exhibitor tasks and upcoming deadlines
- Purchase and assign your LeadCapture licenses
- Customize Lead Qualification Questions
- Export lead information from the Annual Conference

If you (the primary contact for your company) did not receive the email, please email [ashrm@aha.org](mailto:ashrm@aha.org).

## Exhibitor Profile

Update your exhibitor profile located within your Exhibitor Registration Portal. **REMINDER: The information entered into your exhibitor profile will directly sync into the official mobile app for attendees to view during the ASHRM Annual Conference.**

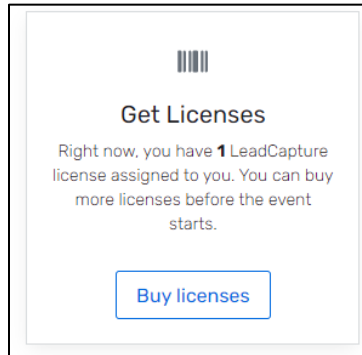
Look for the icon below within your registration portal:



## [Lead Retrieval](#)

Don't forget to purchase and assign your LeadCapture licenses. You have access within your Exhibitor Registration Portal.

Look for the icon below within your registration portal:



## [Online Exhibitor Service Manual](#)

The Expo Group is the general service contractor and the exclusive provider of these services for ASHRM. If you have not already, you (as the primary contact) will receive an email from The Expo Group welcoming you to the Online Service Center.

The online Exhibitor Services Manual, including important show information and order forms, can be accessed by following these steps:

- 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

The advance discount deadline is **Monday, August 8**. If you have any questions about shipping or ordering, please email The Expo Group at [ExhibitorService@theexpogroup.com](mailto:ExhibitorService@theexpogroup.com) or call 972-580-9000.

## [Advance Warehouse Shipping](#)

If shipping to ASHRM 2022 Annual Conference, please use the Advance Warehouse address below and use [these labels](#):

<Insert Exhibitor Company Name & Booth Number>  
ASHRM Annual Conference 2022  
c/o The Expo Group / ABF Freight  
150 Manley Street  
West Bridgewater, MA 02379

## [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](mailto:NSchuette@smithbucklin.com)

### 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!

Thank you,

**ASHRM Show Management**  
[ASHRM@smithbucklin.com](mailto:ASHRM@smithbucklin.com)