

2021 ASHE ANNUAL CONFERENCE

IN-PERSON ✨ VIRTUAL

Hello ASHE Exhibitor,







As you continue to prepare for the upcoming ASHE Annual Conference in Nashville, please keep in mind the following important information regarding your participation to ensure a smooth exhibit experience.

Exhibitor Registration – Action Required!

Exhibitor registration is now live. If you have not already, you (as the primary contact) will receive an email from ASHEducation@aha.org welcoming you to the new ASHE Exhibitor Registration Portal. To start the registration process, you will be asked to set up an account. Once logged in, you will see a few options on your landing page. Select “Onsite Staff” to begin registering.

Welcome to 2021 ASHE Annual Conference - In Person

Aug 8, 2021 6:00 AM | Aug 11, 2021 8:00 PM

 Exhibitor Tasks You have 6 tasks to complete. View tasks	 Exhibitor Profile Create an exhibitor profile to share with the event planners. This can include a company logo, description, and contact information. Finish profile	 Get Licenses Right now, you have 0 licenses. You can buy more licenses before the event starts. Buy licenses
 Onsite Staff Right now, you have 1 onsite staff. Finish creating your team. Find onsite staff	 Assign Licenses You have 0 licenses available to assign. Assign licenses to get your onsite staff ready to go. Assign licenses	 Lead Qualification Questions Qualify your leads with questions. Find out more about attendees than just a lead score. View questions

+ Add onsite staff

Search attendee list

Share sign-up link

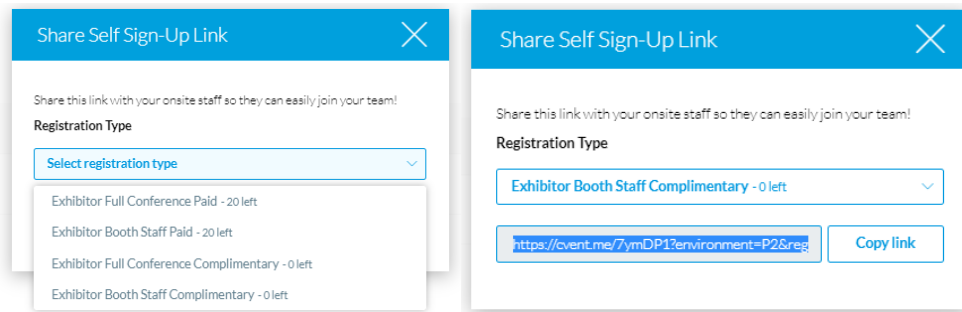
Use event site

Here you will have two options, “Share sign-up link” or “use event site”.

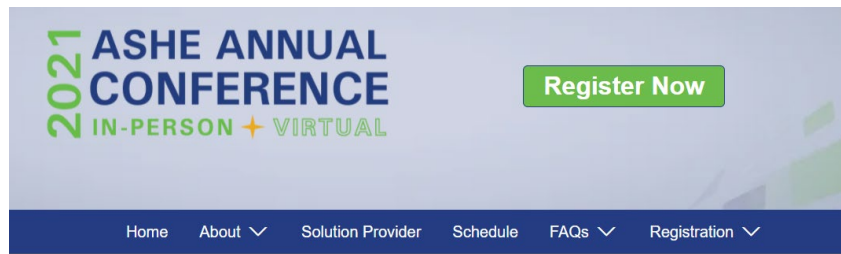
Please see instructions

below for both options.

Share Sign-Up Link: If you would like your booth staff to register themselves for the ASHE Annual Conference, you will need to share the self sign-up link. In order to do so, select “Share Sign-Up Link” and select their registration type: “Exhibitor Full Conference Complimentary”, “Exhibitor Booth Staff Complimentary” or if you have used all of your comp badges, “Exhibitor Full Conference Paid” or “Exhibitor Booth Staff Paid”. You will then select Copy Link and send to your dedicated team member.



Use Event Site: If you would like to register your booth staff on their behalf, select “Use event site”. Here you will be prompted to select the registration type and directed to the official registration page.



Personal Information

Fill out the information below, then click Next to continue.

To update your personal information, please [edit your ASHE Profile](#).

As a reminder, each exhibiting company is entitled to receive one (1) complimentary Full-Conference Exhibitor Badge and three (3) complimentary Booth Badges. Exhibitors who purchase more than 100 sq. ft. are entitled to three (3) additional badges for every 100 sq. ft. purchased.

Additional registrations may be purchased for \$75 (Exhibit Hall Only) and \$750 (Full-Conference). If you have any questions regarding registration, please contact the ASHE Registration Team at ASHEeducation@aha.org. Please also review [Cvent's Registration Guide](#) for helpful tips and tricks.

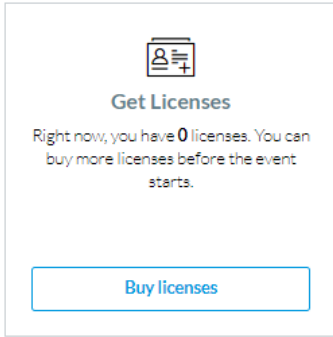
Hotel Reservations – Action Required!

Exhibitors will receive the link to book housing in their registration confirmation email, as you must be registered before booking your housing.

Unofficial housing vendors may reach out to exhibitors to solicit business, giving the impression they are the official ASHE housing vendor. The headquarters will not call exhibitors to make housing arrangements.

Lead Retrieval – Action Required!

New this year, Lead Retrieval devices will be available to purchase within the Cvent registration portal. As the primary contact, you will have access to purchase lead capture licenses, assign licenses and review/export leads in real time during the Conference. To purchase licenses, select “Buy licenses” on the home screen. Initial licenses will be \$249, additional licenses will be \$149.



Online Exhibitor Services Manual – Action Required!

The Exhibitor Services Manual can be viewed online [here](#)! Click “Order Services” on the top left hand corner. Enter the show ID, which is **202009001**, and your company password, which you will receive via email from The Expo Group. Please allow up to seven (7) business days to receive your password from The Expo Group after submitting your contract to exhibit. If you have questions on the Exhibitor Services Manual, contact Daniel Marshman at ExhibitorService@theexpogroup.com.

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, July 2, 2021**. Pat Brayley, ASHE’s Accounts Receivable Coordinator will be 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. No exhibitor will be allowed to move-in without being paid in full.

Upcoming Dates and Deadlines

Week of June 21	Exhibitor Registration & Housing* Live <i>*Exhibitors must be registered in order to book hotel rooms</i>
Friday, July 2	Full payments must be received or sent on or before July 2
Tuesday, July 6	Exhibitor Appointed Contractor (EAC) notification due to The Expo Group The Expo Group advanced discount deadline for most show services
Tuesday, July 6 – Wednesday, August 4	Shipments Accepted at the Advanced Warehouse
Week of July 19	Exhibitor Pre-Show Webinar
Monday, July 19	Pre-Show Attendee Mailing List Distributed to Exhibitors (no email addresses)
Saturday, August 7	First Day Shipments are Accepted at Show Site

Exhibitor Resource Page

We suggest bookmarking and visiting our [Exhibitor Resource Page](#) for all the latest exhibition updates, including the Exhibitor Services Manual, registration and housing information as well as upcoming important dates and deadlines.

We look forward to working with you on a successful event. Please do not hesitate to reach out to us with any questions!

Have a great day,

ASHE Show Management
ASHE@smithbucklin.com



Visit ASHE's exhibitor resource pages for the latest information on the [Annual Conference](#)