



### EXHIBITOR BULLETIN #3

Dear [Insert First Name],

Thank you again for your support and participation as an exhibitor at the 2025 PDC Summit, March 9-12, 2025, in Atlanta, GA. Please take note of the following deadlines and important exhibiting information to assist you with your planning.

#### UPCOMING IMPORTANT DATES & DEADLINES

##### **Now Live**

- Exhibitor Registration
- Lead retrieval licenses are available for purchase in Exhibitor Registration Portal
- Exhibitor Service Manual distributed to all exhibitors

##### **February 2025**

###### **Saturday, February 1**

- Last day to purchase Exhibitor Lunch Tickets in Exhibitor Registration Portal\*  
*\*Lunch Tickets will not be available after February 1. As an alternative, there will be food concessions in the exhibit hall for purchase.*

###### **Friday, February 7**

- Exhibit Booth Floor Plan/Booth Layout submission due for approval (for island or split island booths)
- Exhibitor Certificate of Insurance (COI) due

###### **Monday, February 10**

- Exhibitor Appointed Contractor (EAC) notification due to The Expo Group (TEG)
- The Expo Group Discount Deadline for show services

###### **Monday, February 10 – Friday, February 28**

- Shipments accepted at the Advance Warehouse\*  
*\*Shipments received at the Advance Warehouse after February 28, will be subject to an additional surcharge*

###### **Week of February 17**

- Pre-Show Attendee Mailing List will be distributed to Primary Contacts

###### **Monday, February 24**

- Exhibitor Online Registration Deadline\*  
*\*All new registrations and edits to existing registrations will be handled onsite*
- Last day to submit Exhibitor Registration Cancellation Requests

### **Friday, February 28**

- Exhibitor Profile Information due for the PDC Summit Mobile App Uploads\*  
*\*Categories can no longer be added or edited & it will not show in the Mobile App*

### **March 2025**

### **Saturday, March 8**

- Shipments accepted at Show Site

### **BOOTH PAYMENT REMINDER – NET 30 TERMS**

As a reminder, you must be paid in full to access your booth space at the 2025 PDC Summit. No exhibitor will be allowed to move in without paying in full. If you have any questions regarding your invoice, or remittance instructions, please reach out to Samiya Jones at [sjones@smithbucklin.com](mailto:sjones@smithbucklin.com).

### **EXHIBITOR SERVICE MANUAL**

The Expo Group is the general service contractor and the exclusive provider of these services for the 2025 PDC Summit. If you have not already, you (as the primary contact) will receive an email from The Expo Group, with the subject line **"Time to Plan for the 2025 ASHE PDC Summit!"** This email includes a link to access the Online Service Center. If you did not receive this information, please check your spam folder, or contact [ExhibitorService@theexpogroup.com](mailto:ExhibitorService@theexpogroup.com).

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

- Visit the Online Service Center by [clicking here](#).
- To place your order online through cyber services, login to your account using the Show ID and Password provided to you by The Expo Group in your welcome email.
- Select 'Start Shopping' to begin your order.
- If you have any questions regarding your booth furnishings or service orders, please contact [ExhibitorService@theexpogroup.com](mailto:ExhibitorService@theexpogroup.com)

Please Note: Booth flooring is mandatory. Carpet will be forced into any booth, at the booth owner's expense, if flooring is not ordered before 2:00 p.m. on March 9, 2025.

### **Access the Exhibitor Service Manual**

### **SHIPPING TO ADVANCE WAREHOUSE**

If shipping to the 2025 PDC Advance Warehouse, please use the shipping labels provided below by The Expo Group.

If you have any questions regarding Material Shipping & Handling, please contact [ExhibitorService@theexpogroup.com](mailto:ExhibitorService@theexpogroup.com).

### **Advance Warehouse Shipping Labels**

### **Direct to Show Site Shipping Labels**

### **EXHIBITOR BOOTH PERSONNEL REGISTRATION**

Exhibitors are provided with **(3)** complimentary Exhibit Hall badges and **(1)** complimentary Full Conference badge for the first 100 sq. ft. of exhibit space purchased. Exhibitors are provided with **(4)** additional complimentary Exhibit Hall badges for every additional 100 sq. ft. of exhibit space purchased. Additional Exhibit Hall badges are \$210 each and Full Conference badges are \$925 each. Please note:

- Both badge types allow your employees to enter the exhibit hall for Exhibitor Move-In, Show Hours and Exhibitor Move-Out.
- These badges are for your company employees only. They may not be given or transferred to other conference attendees.
- Badges must be worn at all times in the exhibit hall and are required for access to the exhibit hall.
- Exhibitor badge types allow access to the 2025 PDC Summit, beginning March 8 at 8:00 a.m.
- Lunch Tickets are available for all exhibitors to purchase for \$45 **until February 1**.
- Exhibit Hall badges do NOT allow access to Lunch and Learns that are sponsored by other exhibitors.

Exhibitor registration information for name badges was sent out by the ASHE Registration team, [ASHEducation@aha.org](mailto:ASHEducation@aha.org) with the subject line ***"Welcome to 2025 PDC Summit Exhibitor Registration and Portal Management."*** This email includes a link to log in to the Exhibitor Portal where you can register your booth staff. If you did not receive this information, please check your spam folder, or **contact** [ASHEducation@aha.org](mailto:ASHEducation@aha.org).

### **LEAD RETRIEVAL**

Lead retrieval is available through the exhibitor registration portal. Once you log in to the registration portal, you will have the opportunity to buy and assign lead retrieval licenses.

### **LOCATION & HEADQUARTER HOTELS**

<b><u>Convention Center</u></b>	<b><u>Headquarter Hotel</u></b>	<b><u>Overflow Hotels</u></b>
Georgia World Congress Center	Omni Atlanta Hotel at Centennial Park	The Westin Peachtree Plaza Hyatt Regency Atlanta

## **HOTEL RESERVATIONS**

The cutoff date for discounted hotel rates was January 21, 2025. Unfortunately, ASHE cannot secure additional discounted rooms after this cutoff date. Exhibitors who still need to secure a hotel reservation for the PDC Summit are encouraged to book directly at [www.marriott.com](http://www.marriott.com), [www.hyatt.com](http://www.hyatt.com), [www.omnihotels.com](http://www.omnihotels.com) or a reputable third-party hotel reservation website (e.g., [www.orbitz.com](http://www.orbitz.com), [www.expdia.com](http://www.expdia.com), etc.). Be aware of unofficial housing vendors and housing pirates. Only book direct or on a reputable third-party website.

Note that the PDC Summit takes place at the Georgia Congress World Center and the address is 285 Andrew Young International Blvd NW; Atlanta, GA.

## **EXHIBITOR HOURS**

### **MOVE-IN**

Saturday, March 8                      8:00 a.m. – 4:30 p.m.

Sunday, March 9                        8:00 a.m. – 4:30 p.m.

Monday, March 10\*                    7:00 a.m. – 9:00 a.m.

*\*All exhibits must be fully operational by 9:00 a.m. on Monday, March 10.*

### **EXHIBIT HALL OPEN**

Monday, March 10                    9:45 a.m. - 2:00 p.m.

\*4:45 p.m. - 6:30 p.m.

Tuesday, March 11                  \*9:30 a.m. - 2:00 p.m.

\*Note the exhibit hall hours have changed slightly.

### **MOVE-OUT**

Tuesday, March 11                  2:00 p.m. – 8:00 p.m.

Wednesday, March 12              8:00 a.m. – 12:00 p.m.

## **EXHIBITOR RESOURCE PAGE**

Bookmark the Exhibitor Resource Page for a full list of important Dates & Deadlines and to stay up to date on the most current exhibitor information, especially the Exhibitor Rules & Regulations:

**[Exhibitor Resource Page](#)**

**[Exhibitor Rules & Regulation](#)**

If you have any questions, please do not hesitate to contact us. Thank you for your support of the 2025 PDC Summit!

Best Regards,  
PDC Summit Show Management