



Subject: ASHE 2023 Annual Exhibitor Services are Now Live!

Dear ASHE Annual Conference Exhibitor,

Thank you for your participation as an exhibitor at 2023 ASHE Annual, August 6 – 9, 2023, in San Antonio, Texas. We are pleased to announce that the Exhibitor Service Manual is now live! In preparation for the upcoming exhibit, please take note of the information provided in this and upcoming bulletins to help you plan for the 2023 ASHE Annual Conference. August will be here before we know it!

Upcoming Important Dates & Deadlines

- **May 11, 2023, 3:30 PM ET**
Register for the free exhibitor webinar to learn how to make the most of your exhibiting investment. Get answers to all your questions from the speakers, including an expert from Cvent who will be available to answer questions about the exhibitor portal, registration, and lead retrieval. [Register Now!](#)
- **July 5, 2023**
 - The Expo Group (TEG) advance discount deadline for most show services
 - Exhibitor-Appointed Contractor (EAC) notification due to The Expo Group (TEG)
- **July 7, 2023**
 - Floor plans with dimensions due to [ASHE Show Management](#) for exhibitors occupying Islands, Split Islands or displaying vehicles
 - Exhibitor Certificate of Insurance (COI) due to [ASHE Show Management](#)

Exhibitor Resource Page – Live!

The [Exhibitor Resource Page](#) has everything you need to prepare for the ASHE Annual Conference and Exhibition 2023! All exhibitor bulletins will be posted here, along with the replay link for the exhibitor webinar. We recommend bookmarking this page to keep current with the most recent information posted for exhibitors at ASHE Annual Conference and Exhibition 2023. Visit to find the following materials and information, along with links to critical resources.

- Exhibitor Resource Guide
- Contacts

- Marketing Toolkit
- Lead Retrieval
- Exhibiting Hours
- Move-in/Move-out Schedule
- Important Dates & Deadlines

[Visit the Exhibitor Resource Page](#)

Online Exhibitor Services Kit – Live!

The Expo Group (TEG) is the General Services Contractor and exclusive provider of all services for the ASHE Annual Conference. As the primary logistics contact for your company, an email from The Expo Group has been sent to you containing a unique link to access the Online Service Center. To locate this email in your inbox, please look for an email from ExhibitorService@theexpogroup.com with the subject line *Time to Plan for ASHE Annual Conference & Technical Exhibition 2023!* In the Services Kit, you will find information and ordering links for the following:

- Carpet/Flooring
- Furniture
- Accessories
- Rentals
- Labor (including Forklift & Hanging Sign)
- Electrical
- Internet
- Audio/visual
- Computer rental
- Signs and graphics
- Shipping addresses, dates & labels

Exhibitor Registration & Housing – Actions Required!

Information about registration and housing was sent to exhibitors from ASHE Education. To review a copy of the email, please visit the [Exhibitor Communications section](#) of the Exhibitor Resource Page.

Registration – Live!

The official 2023 ASHE Annual Exhibitor Registration Portal is now open! As the primary logistics contact for your company, an email from ASHEEducation@aha.org has been sent containing a unique link to access the Cvent Exhibitor Registration Portal. If you have additional questions regarding registration or how to register, please contact ASHEEducation@aha.org.

Housing

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.

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 21, 2023**. Pat Brayley, ASHE's Accounts Receivable Coordinator will 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. As a reminder, you must be paid in full to access your booth space at the Annual Conference. No exhibitor will be allowed to move in without paying in full.

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

Best Regards,

ASHE Show Management
330 N. Wabash Avenue, Suite 2000
Chicago, IL 60611
E-mail: ASHE@smithbucklin.com