



## **EXHIBITOR BULLETIN #2**

Dear [Insert First Name],

Thank you again for your support and participating as an exhibitor at 2024 PDC Summit March 17-20, 2024, in San Diego, CA. Please take note of the following deadlines and important exhibiting information to assist you with your planning.

### **UPCOMING IMPORTANT DATES & DEADLINES**

#### **November 28**

- Exhibitor Services Manual will be emailed to the exhibiting primary contact from The Expo Group

#### **2024**

#### **Friday, February 16**

- Full payment must be received by ASHE regardless of contract submission date
- Exhibitor registration deadline
- Exhibitor profile information due for PDC Summit Mobile App
- Certificate of Insurance (COI) due to [ASHE Show Management](#) (Please see the [Rules and Regulations](#) for COI requirements)
- Exhibitor Appointed Contractor (EAC) notification due to The Expo Group
- Booth Layout/Floor plans with dimensions due to [ASHE Show Management](#) for any exhibitors occupying an Island Booth or Split Island

#### **Tuesday, February 20**

- The Expo Group advance discount deadline

#### **Wednesday, February 21**

- PDC Summit discounted hotel rate cut-off

#### **Week of February 26**

- Pre-show attendee mailing list distributed to exhibitors (includes company, name, title, and mailing address)

### **Monday, February 26 – Friday, March 8**

- Shipments accepted at the Advance Warehouse (*Shipments received at the Advance Warehouse after March 8, 2024, will be subject to an additional surcharge*)

### **Saturday, March 16**

- Direct shipments accepted at Show Site

### **EXHIBITOR SERVICE MANUAL**

The Exhibitor Services Manual is live! The Expo Group is the general service contractor and the exclusive provider of these services for the 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 ASHE PDC Summit 2024!"** 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: Carpeting is mandatory for all booths. If carpeting is not installed in your booth by March 17, 5:00 p.m., carpeting will be installed at exhibitor's expense.

### **[Access the Exhibitor Service Manual](#)**

### **[EXHIBITOR RESOURCE PAGE](#)**

Bookmark the Exhibitor Resource Page and stay up to date on the most current exhibitor information, especially the Exhibitor Rules & Regulations:

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

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

### **EXHIBITOR BOOTH PERSONNEL REGISTRATION**

Exhibitor registration information for acquiring name badges was sent out by the ASHE Registration team, with the subject line "**Welcome to 2024 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).

As an exhibiting company at 2024 PDC Summit, Exhibitors receive **(3)** complimentary Exhibit Hall badges and **(1)** complimentary Exhibitor Full Conference badge for the first 100 sq. ft. of exhibit space purchased. Exhibitors receive **(4)** additional complimentary Exhibit Hall badges for every additional 100 sq. ft. purchased. 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 2024 PDC Summit, beginning March 16 at 8:00 a.m.
- Exhibit Hall badges do NOT allow access to Lunch and Learns that are sponsored by other exhibitors.

### **Registration How-To-Guide**

#### **HOTEL RESERVATIONS**

A block of hotel rooms is available to all registrants at a discounted rate. The discounted group rates apply until the reservation deadline of **February 21**, or until all rooms in the group block have been reserved, whichever occurs first.

You must first complete exhibitor registration for the conference to reserve housing for the conference. The link to book your accommodation will only be included in your registration confirmation. If you have not received your confirmation, please contact [ASHEducation@aha.org](mailto:ASHEducation@aha.org).

#### **LEAD RETRIEVAL**

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

#### **SHIPPING TO THE WAREHOUSE**

If shipping to the 2023 PDC Summit warehouse, please use the address below. Shipments must arrive between Monday, February 26 and Friday, March 8 for **WAREHOUSE SHIPPING**. Note that shipments arriving after March 8 will incur an after-deadline surcharge.

<<EXHIBITOR COMPANY NAME & BOOTH NUMBER>>

ASHE PDC Summit 2024

C/O The Expo Group

C/O Scan Global Logistics C/O Expogistics

7005 Camino Maquiladora

San Diego, CA 92154

### Warehouse Shipping Labels

### Direct Shipping Labels

### EXHIBITOR HOURS

#### **MOVE-IN**

Saturday, March 16 8:00 a.m. – 5:00 p.m.

Sunday, March 17 8:00 a.m. – 5:00 p.m.

Monday, March 18\* 7:00 a.m. – 9:00 a.m.

*\*All exhibits must be fully operational by 9:00 a.m. on Monday, March 18.*

#### **EXHIBIT HALL OPEN**

Monday, March 18 10:00 a.m. - 2:00 p.m.  
5:00 p.m. - 6:30 p.m.

Tuesday, March 19 10:00 a.m. - 2:00 p.m.

#### **MOVE-OUT**

Tuesday, March 19 2:00 p.m. – 8:00 p.m.

Wednesday, March 20 8:00 a.m. – 12:00 p.m.

### SPONSORSHIPS AND ADVERTISING ONSITE

Are you looking to expand your presence and further engage with the 2024 PDC Summit Attendees? Optimize your impact and build an onsite presence by securing sponsorships. 2024 PDC Summit Sponsorship options including speaking sessions, increased branding, and year-round advertising opportunities.

Customize your engagement today by submitting a Sponsorship Contract or contacting the [2024 PDC Summit Sales Team](#).

[Sponsorship Page](#)

[Sponsorship Contract](#)

If you have any questions, please do not hesitate to contact us. Thank you for your support of the 2024 PDC Summit!

Best Regards,  
PDC Summit Show Management