



### EXHIBITOR BULLETIN #3

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 exhibition information to assist you with your planning for the next few weeks.

#### UPCOMING IMPORTANT DATES & DEADLINES

##### 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 Section 20 Insurance of the [Exhibitor Booth Space Application Contract Conditions/Rules & 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:
  - Exhibitors in an Island Booth or Split Island/Peninsula
  - Exhibitors displaying a vehicle
  - Exhibitors who received a written booth violation notice at the Event in 2023

##### Tuesday, February 20

- The Expo Group advance discount deadline

##### Week of February 26

- **Pre-show attendee mailing list distributed to exhibitors. List includes company, name, title, and physical 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

## **SHIPPING TO THE WAREHOUSE**

If shipping to the 2024 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

SGL c/o The Expo Group

6794 Calle De Linea

San Diego, CA 92154

You can use the links below to print shipping labels:

**[Warehouse Shipping Labels](#)**

**[Direct Shipping Labels](#)**

## **HOTEL RESERVATIONS**

The cutoff date for discounted hotel rates was February 10, 2024. Unfortunately, ASHE cannot secure additional discounted rooms after this cutoff date. People 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.hilton.com](http://www.hilton.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 San Diego Convention Center and the address is 111 W. Harbor Drive; San Diego, CA 92101.

## **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.

View the [Registration How-To-Guide](#) for additional guidance.

#### **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. If you have any questions regarding the Lead retrieval, please contact [leadcapture@cvent.com](mailto:leadcapture@cvent.com).

#### **CVENT EXHIBITOR PROFILE PAGE**

Don't forget to update your Exhibitor profile page located within your ASHE Exhibitor Registration Portal. Information uploaded to your exhibitor profile will directly sync into the official 2024 PDC Summit mobile app. Please be sure to complete all available fields from company logo to available social medial handles! If you have any questions regarding the Exhibitor Portal, please contact [leadcapture@cvent.com](mailto:leadcapture@cvent.com).

#### **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 Booth Space Application Contract Conditions/Rules & Regulation](#)

#### **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.<br><i>Lunch in the Exhibit Hall</i><br>5:00 p.m. - 6:30 p.m.<br><i>Reception in the Exhibit Hall</i> |
| Tuesday, March 19 | 10:00 a.m. - 2:00 p.m.<br><i>Lunch in the Exhibit Hall</i>                                                                  |

## MOVE-OUT

|                     |                        |
|---------------------|------------------------|
| Tuesday, March 19   | 2:00 p.m. – 8:00 p.m.  |
| Wednesday, March 20 | 8:00 a.m. – 12:00 p.m. |

## [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](#)

## [SPONSORSHIP OPPORTUNITIES](#)

- **[Search for Solutions Still Available!](#)** If your organization has not signed up for the 2024 Search for Solutions Booth Traffic driver, you have until **Friday, March 1** to secure your spot! A prize

must be brought onsite and valued at \$100 or more to be given away during the final 30 minutes of the exhibit hall.

- **Advertise with HFM Magazine** that is delivered to more than 40,000 print and digital subscribers.
- **Digital Advertising Opportunities** with an average of 38,000 for our digital circulation and 19% open rate for e-news offerings.

#### **BOOTH SPACE PAYMENT**

As a reminder, you must be paid in full to access your booth space at the PDC Summit. Invoices are now available upon request from Pat Brayley at [pbrayley@smithbucklin.com](mailto:pbrayley@smithbucklin.com). No exhibitor will be allowed to move in without paying in full.

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**

**[ASHE@smithbucklin.com](mailto:ASHE@smithbucklin.com)**