



*\*All booths must be set up by **9:00 AM on Monday, March 9**. Booths will be forced if not set by this time.*

**Q: What is the move-out dates and times?**

A:

Tuesday, March 10                    2:00 PM – 8:00 PM  
Wednesday, March 11                8:00 AM – 12:00 PM

- Packing of equipment or dismantling of exhibits is **NOT permitted** until the exhibit hall closes at 2:00 PM on Tuesday, March 10.
- All carriers must check- in by: Wednesday, March 11, 2026, at 10:00 AM
- Early move-out will result in loss of exhibitor points. This will impact space assignments at future ASHE Conferences.
- For detailed move-out information please reference The Expo Group Quick Facts.

**Q: What are the registration hours and locations?**

A: Exhibitor Registration Hours  
George R. Brown Convention Center  
Level 3

Sunday, March 8	6:30 AM – 5:30 PM
Monday, March 9	6:00 AM - 5:30 PM
Tuesday, March 10	6:30 AM - 1:00 PM

**Bulk Badge Pick Up:**

Bulk badge pickup will be available for 2026 PDC Summit. The key contact listed in the registration system will be the only person allowed to pick up badges onsite for others. Otherwise, each attendee must pick up their own badge. Bulk badge pickup will be available Sunday, March 8.

**Q: What is the booth payment schedule?**

A:

- Exhibitors must remit 100% percent of their total fees within 30 days of receipt of their invoice from ASHE Show Management.
- Full payment must be received on or before December 1, 2025, regardless of Applications & Contract submission date.

**Q: How do I submit payment?**

A: Credit card payments can be made online using American Express, MasterCard or Visa.

Make all checks payable to ASHE Annual Conference and remit to the following address via the U.S. Postal Service:

ASHE  
75 Remittance Drive

Suite 1272  
Chicago, IL 60675 USA

- Exhibitor may remit via overnight courier (e.g., FedEx) to the following address:  
AHA-ASHE-91272  
5503 North Cumberland Avenue  
Chicago, IL 60656 USA
- ACH/Wire Instructions: Email [sjones@smithbucklin.com](mailto:sjones@smithbucklin.com) for remittance instructions
- ASHE accepts purchase orders and requires payment in full prior to the start of the event.

**Q: Is Certificate of Insurance (COI) required?**

A: Exhibitors are required to maintain and to provide a certificate of insurance to ASHE Show Management on or before **February 6, 2026**. Exhibitors will **not be permitted** to set up their booth without submitting the proper certificates. Insurance requirements are outlined in the [Contract Conditions](#), Section 20.

**Q: Is Exhibitor-Appointed Contractor (EAC) form and COI required?**

A: If you plan on hiring a service contractor(s) other than the official contractor selected by (\*Show Management), you must submit this authorization form with all the required documentation for each contractor individually to The Expo Group. EAC forms and COI must be submitted to The Expo Group by **February 9, 2026**.

**Q: What are my benefits of exhibiting in a 10 x 10 booth?**

A: Each 10'X10' booth comes with the following items:

- Booth drape: 8' high in the back, 3' high on the side
- A 7"x 44" identification sign with your company name and booth number
- Three (3) badges for the first 100 square feet
- Dedicated exhibitor hall hours
- Recognition in the mobile app
- Booths do not come furnished; exhibitors are responsible for furniture and flooring within their booth.
- Carpet/flooring is REQUIRED for all booths.
- *Other items that are needed to operate your exhibit may be ordered directly from the official service contractors. Order forms can be found in the online Event Service Manual.*

**Q: What are my benefits of exhibiting in an island booth?**

A: This space is a raw space; your company will need to provide flooring and all structure for your booth. Make sure to follow the island booth rules when constructing your booth. ALL Island booth designs must be approved by show management in advance of the show.

Please do not go into production on your booth until you have submitted a booth rendering and received approval from show management. All Exhibitors with Island booths must submit a detailed drawing of the design with a completed booth review form to Show Management by **February 6, 2026**.

**Q: Is lunch included with my exhibitor badge?**

A: No. If you would like to have lunch on the show floor, please purchase a lunch ticket during the online registration process for \$45.

**Q: PDC Summit Sponsorship/Marketing opportunities to maximize my exposure?**

A:

For all sponsorship and marketing opportunities, please contact:

**Maribell Abeja-DeVitto** [mabejadevitto@smithbucklin.com](mailto:mabejadevitto@smithbucklin.com) (companies 1-L)

**Scott Narug** [snarug@smithbucklin.com](mailto:snarug@smithbucklin.com) (companies M-Z)

**Jill Eiding** [jeiding@smithbucklin.com](mailto:jeiding@smithbucklin.com) (HFM/Corporate Sponsors)

**Q: What is the expected attendance for 2026 PDC Summit?**

A: ASHE is anticipating 3,500 registered attendees.

**Q: When does exhibitor badge registration open?**

A: Exhibitor badge registration will open October 2025.

**Q: When will I be able to reserve housing?**

A: Exhibitor Housing will open in October 2025. The discounted group rates apply until the reservation deadline of **January 30, 2026**, or until all rooms in the group block have been reserved, whichever occurs first. After the cut-off date, the discounted group rates may not be available. We encourage you to confirm your reservations early.

**Q: Why must I reserve my housing link in the Registration Confirmation email?**

A: Exhibitors will receive the link to book housing in their badge registration confirmation email, as you must be registered before booking housing. ASHE is the official housing/travel provider for the PDC Summit. For budgeting purposes, the hotel price range is \$269-\$295.

*\*Be aware that you may be solicited by other companies to book your hotel room or make travel arrangements. Such companies are not affiliated with and are not sponsored or approved by ASHE/AHA to provide travel arrangements for the PDC Summit. ASHE/AHA will not be responsible for any actions or omissions of such companies. By using the official travel provider, you can ensure that you are being booked in the housing block reserved by ASHE/AHA and take advantage of the group discounted rates.*

**Q: Will exhibitors receive an Attendee List?**

A: Yes. Exhibitors will receive a Pre- Show and Post- Show Attendee Mailing List. Such lists shall only be used for a (1) time mailing of promotional material relating to Exhibitor's booth at the Event and shall not be reproduced, transferred or used in any other manner.

**Q: When may exhibitor host events during 2026 PDC Summit?**

A: Designated event times are available in the meeting space request form.

**Q: If I ship my booth, materials, product, etc. to The Expo Group warehouse in advance will it be in my booth when I arrive at the convention center?**

A: Yes, all advance freight that is sent to The Expo Group's warehouse will be in your booth beginning Saturday, March 7. TEG will accept crated, boxed, or skidded materials beginning February 11 –February 27, 2026. Material arriving **after February 27** will be received at the warehouse with an additional after deadline charge.

**Q: How can I see where my booth is located on the exhibit floor?**

A: The exhibit [floorplan](#) is located online and is updated in real time.

**Q: What if my company wants to hold an event outside of the convention center?**

A: If you wish to hold an event outside of the convention center at a location such as a hotel or other venue, please complete a [meeting space request form](#).

**Q: How can I find information on venues or attractions in Houston, TX?**

A: Find information about what Houston has to offer at [Visit Houston](#).

**Q: How does the point system work and what are the points used for?**

A: [Priority points](#) are a scoring system that assigns value to an exhibitor's history and involvement with an event or organization. These points are used to determine priority order for booth selection for the following year.

**Q: What is the dress code for this conference?**

A: The attire is business casual.

**Q: What are the future show dates for PDC Summit?**

A:

PDC 2027: February 28 – March 3, 2027, New Orleans, LA

PDC 2028: March 12- 15, 2028, Charlotte, NC

## **Contact Information**

**Corporate Membership Services please contact:**

ASHE PDC Summit

[ASHEducation@aha.org](mailto:ASHEducation@aha.org)

**Exhibitor Services and Production inquiries, please contact:**

The Expo Group

[exhibitorservice@theexpogroup.com](mailto:exhibitorservice@theexpogroup.com)

**Housing, please contact:**

ASHE PDC Summit

[ASHEeducation@aha.org](mailto:ASHEeducation@aha.org)

**Individual Member Services please contact:**

ASHE PDC Summit

[ASHEeducation@aha.org](mailto:ASHEeducation@aha.org)

**Payment or account information, please contact:**

Samiya Jones

[Sjones@smithbucklin.com](mailto:Sjones@smithbucklin.com)

**PDC Summit Exhibit Sales, Logistics, Marketing and Sponsorships, please contact:**

ASHE Show Management

[ASHE@Smithbucklin.com](mailto:ASHE@Smithbucklin.com)

**Press or Media, please contact:**

Tracy Dagnon

Email: [tdagnon@aha.org](mailto:tdagnon@aha.org)

**Registration, please contact:**

ASHE PDC Summit

Email: [ASHEeducation@aha.org](mailto:ASHEeducation@aha.org)