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Exhibitor Registration How-to-Guide

ASHRM 2024 Annual Conference



Access Your Exhibitor Portal

- The primary booth logistics contact for your company will receive a dedicated email welcoming them to the ASHRM 2024 Annual Conference Exhibitor Portal. Within this email, you will find a unique link with access to your company portal page.
- From here, you will be prompted to login or create a new login password.



Hi Guy Whittall-Scherfee,

Welcome to ASHRM Annual Conference 2024. When you log into your account you'll be able to:

- Purchase and assign your LeadCapture licenses
- Register and manage members of your onsite team
- Customize Lead Qualification Questions
- Manage planner-assigned tasks prior to the event
- Export lead information from your event

Log in to get started. Enjoy the event!

[Log In](#)

If another person should be managing your account, you can add that person as a new user after you log in. This invitation is unique to your email address and won't work for anyone else.

Sincerely,

ASHRM Education



Access Your Exhibitor Portal

- If you have previously exhibited in any ASHRM events, please ensure you are logged into the correct event, “ASHRM 2024 Annual Conference”. If you are not, select the “Switch Event” tab located on the top right corner of the screen.
- If available, select the ASHRM 2024 Annual Conference event. If not available, click “Join event” and enter the below event code and organization for access.

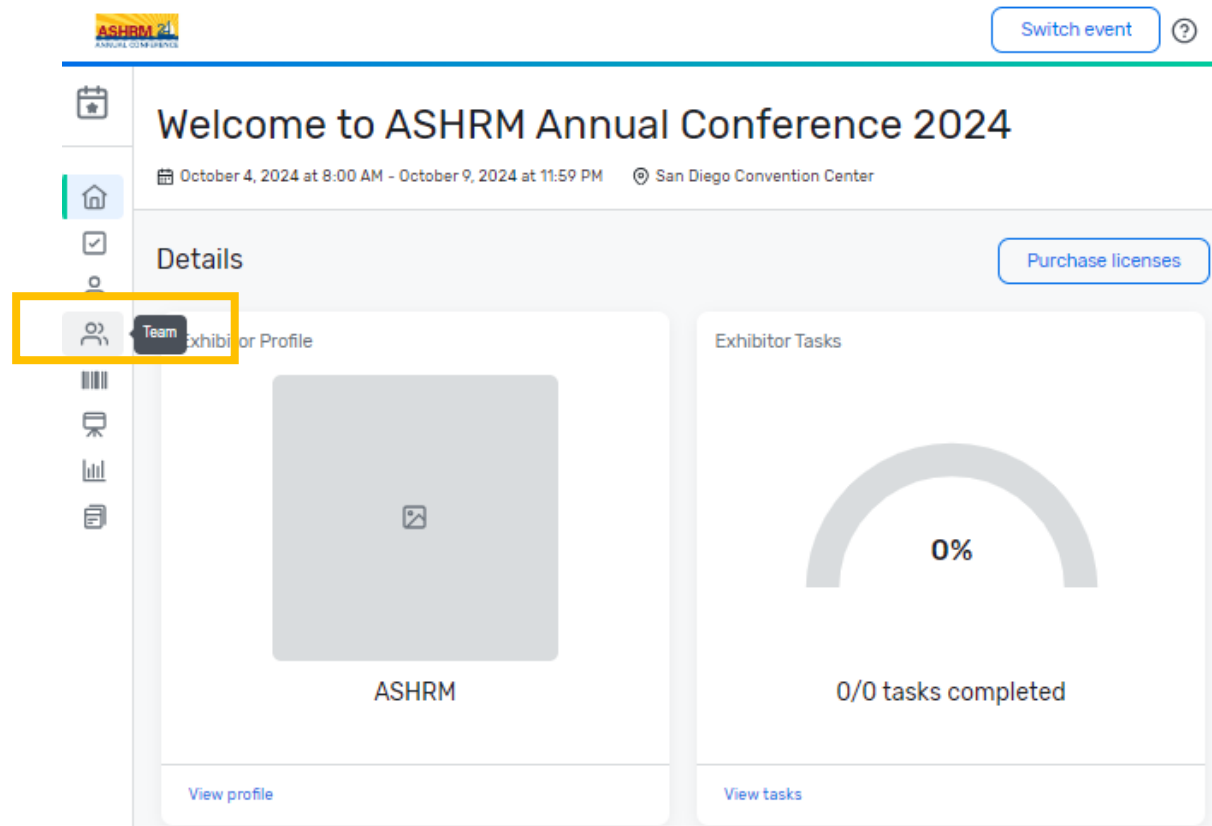
Event Code: X5NGCRX5S9F

Organization: ASHRM 2024 Annual Conference

The screenshot shows the ASHRM Exhibitor Portal interface. At the top right, there is a 'Switch Event' tab with a right-pointing chevron. Below this, a dropdown menu is open, showing a calendar icon and the text 'ASHRM Annual Con...'. A large blue arrow points down from this dropdown to the 'Select an Event' section. In the 'Select an Event' section, there is a 'Filter' dropdown menu set to '2024 Events'. Below the filter, a list of events is displayed, with one event highlighted in a yellow box: 'ASHRM Annual Conference 2024' by 'ASHRM' on 'Oct 04, 2024'. Below the event list, there is a text prompt 'Enter an event code to join a new event' and a blue button labeled '+ Join event'.

Register Your Onsite Staff

- Once logged in to your company portal, you will be able to manage your onsite staff along with setting up your team for success onsite.
- To register yourself and/or onsite staff, select “Team” from the left side navigation bar.



Register Your Onsite Staff

To begin, select the “Add booth staff” button. Here you will select your process forward by selecting either “Share sign-up link” or “Register booth staff”.

Team

Booth staff are team members from your organization who will be at the event.

Booth Staff Admins

It looks like you don't have any booth staff yet. Add attendees to your team to get started.

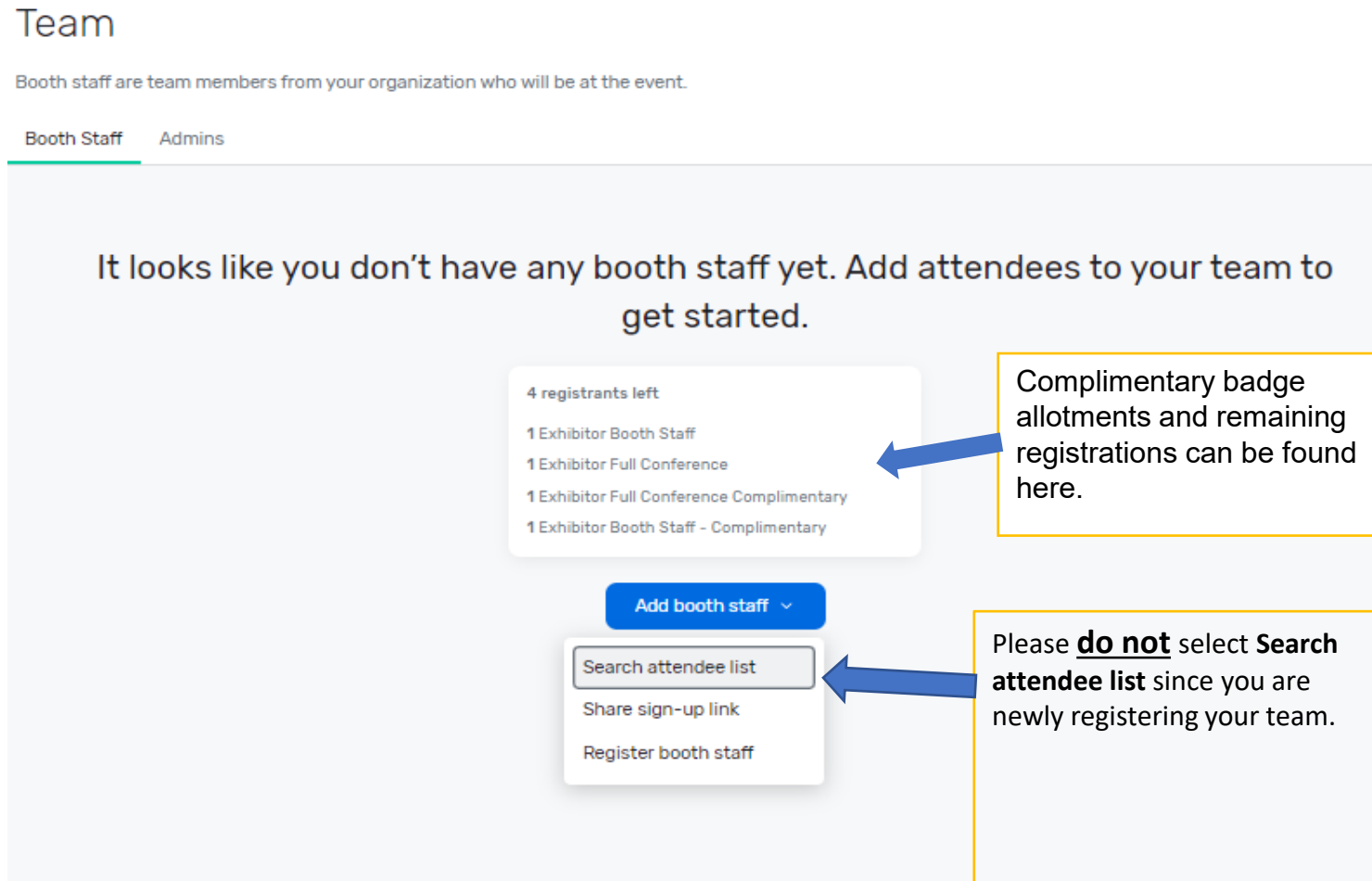
- 4 registrants left
- 1 Exhibitor Booth Staff
- 1 Exhibitor Full Conference
- 1 Exhibitor Full Conference Complimentary
- 1 Exhibitor Booth Staff - Complimentary

Add booth staff ▾

- Search attendee list
- Share sign-up link
- Register booth staff

Complimentary badge allotments and remaining registrations can be found here.

Please **do not** select **Search attendee list** since you are newly registering your team.



Select Your Registration Type

It looks like you don't have any booth staff yet. Add attendees to your team to get started.

4 registrants left
1 Exhibitor Booth Staff
1 Exhibitor Full Conference
1 Exhibitor Full Conference Complimentary
1 Exhibitor Booth Staff - Complimentary

Add booth staff ▾

Search attendee list

Share sign-up link

Register booth staff

If you choose to do the **Share sign-up link** option, you will be asked to select your staff's registration type. Then, copy the registration link so your booth staff can register themselves.

Share Sign-Up Link

Share this link with your booth staff to let them join your team.

Registration type

Exhibitor Booth Staff - 1 left ▾

Exhibitor Booth Staff - 1 left

Exhibitor Full Conference - 1 left

Exhibitor Full Conference Complimentary - 1 left

Exhibitor Booth Staff - Complimentary - 1 left

×

Share Sign-Up Link

×

Share this link with your booth staff to let them join your team.

Registration type

Exhibitor Booth Staff - 1 left ▾

<https://cvent.me/Gxwze1?environment=P2®istrationPackId=a533203d-9e65-41da-a4ab-489>

Copy link



Select Your Registration Type

It looks like you don't have any booth staff yet. Add attendees to your team to get started.

4 registrants left
1 Exhibitor Booth Staff
1 Exhibitor Full Conference
1 Exhibitor Full Conference Complimentary
1 Exhibitor Booth Staff - Complimentary

Add booth staff ▾

Search attendee list

Share sign-up link

Register booth staff

If you choose to do the **Register booth staff** option, you will be taken through the registration process to register each of your booth staff individually.

Share Sign-Up Link

Share this link with your booth staff to let them join your team.

Registration type

Exhibitor Booth Staff - 1 left

Exhibitor Booth Staff - 1 left

Exhibitor Full Conference - 1 left

Exhibitor Full Conference Complimentary - 1 left

Exhibitor Booth Staff - Complimentary - 1 left

As a reminder:

- **Exhibitor Booth Staff:** An additional exhibit hall only registration you would like to pay for (\$250.00)
 - **Exhibitor Full Conference*** = An additional Full Conference registration you would like to pay for (\$830.00)
 - **Exhibitor Full Conference Complimentary*** = Exhibiting companies complimentary full conference registration allotment
 - **Exhibitor Booth Staff Complimentary** = Exhibiting companies complimentary exhibitor hall only registration allotments
- *Full Conference exhibitors can attend sessions and collect CEs*

Personal Information

Admins: if registering on behalf of your booth staff, please remember to use the “CC Email Address” option if you would like to be copied on your staff’s confirmation email.

The “CC Email Address” will come in handy if you would like to modify or make hotel reservations for your registrant.

All this information can be found only within the confirmation email.

Personal Information

Fill out the information below, then click Next to continue.

Prefix

* First Name

* Preferred First Name or Nickname

Middle Initial

* Last Name

CC Email Address

Registration Confirmation

- You will receive a registration confirmation email once done registering
- This email will give you access to:
 - Modify the registration
 - Check Badge Information
 - Official registration confirmation number
 - Link to book housing



ExampleContactFirstName,

Thank you for registering for the ASHRM 2024 Annual Conference! Please save this confirmation email in your files for future reference.

If you need to make any changes, use your confirmation number to [manage your registration](#).

Event: ASHRM Annual Conference 2024

Attending: ExampleContactFirstName ExampleContactLastName

Confirmation Number: ExampleContactConfirmationNumber

Registration Summary

ExampleInviteeName

ExampleAdmissionItem

Badge Information

Preferred First Name on Badge: ExampleCustomField

First Name: ExampleContactFirstName

Last Name: ExampleContactLastName

Credentials: ExampleContactDesignation

Title: ExampleContactTitle

Company: ExampleContactCompany

If any of the above information is incorrect, you can [Click here](#) to modify your badge. This will bring you back to your pre-filled registration.

You will need to use your confirmation number to update your registration.

Confirmation Number: ExampleContactConfirmationNumber

Please Note: After making updates, you must continue through ALL of the pages and complete the registration again to save the changes. Make sure to click SUBMIT at the end of the process.

Hotel Information

Marriott Marquis San Diego Marina

333 West Harbor Drive
San Diego, CA 92101

Phone - 619-234-1500

Book Room

Manchester Grand Hyatt San Diego

1 Market Place
San Diego, California 92101

Phone - 619-232-1234

Book Room

** For a Thursday Reservation, change the dates. **

Omni

675 L Street

San Diego, CA 92101

Phone - 619-231-6664

Book Room



Modify an Existing Registration

- To modify an existing registration, locate the “**Click here**” link within the registration confirmation email.
- The link will direct you to the “**Already registered?**” landing page. Enter the registrant’s confirmation number and click “**Log in**”.
- On the Confirmation page, scroll down until you see the “**Modify Registration**” button.
- Complete the required fields and select “**Submit**” to process the modification.

Special Note: To substitute team members, you *must first cancel* the previous team member’s registration. Then, you will have the opportunity to register the new team member using the available badge allotment.

REGISTRATION POLICIES

Attendee Service Center

[Click here](#) to access the attendee service center to update or make edits to your current registration. You will need to log in and edit your registration options for your changes to take effect.

If you wish to update details on your ASHRM user record, such as your name, employer, title, or contact information, please [log into ASHRM.org to edit your user record](#).

Already registered? X

Welcome back!

Enter your confirmation number to log in.
Not Mister Sir? [Switch account](#)

* Confirmation Number

9QN3VZJYYC8

[Forgot your confirmation number?](#)

Log in

Substitutions or Cancellations

- **Substitutions**

- Registrants who are unable to attend may send an alternate. If the alternate is not a member of ASHRM and the original registrant is a member, the nonmember differential must be paid.
- All substitution requests must be made in writing to ASHRM@aha.org.
- The deadline to submit a substitution is **August 11, 2024 at 4:00 p.m. CT.**

- **Cancellations**

- All cancellation requests must be made in writing to ASHRM@aha.org.
- All refunds will be provided in the original form of payment after the Annual Conference concludes. Registration fees, less a \$100 cancellation fee, are refundable if written notice is emailed by the registrant before **August 11, 2024 at 4:00 p.m. CT.**

- You may view all of the Registration Terms & Conditions [here](#)



Updating Your Exhibitor Profile

- Information uploaded directly into the Exhibitor Profile will be used in the mobile app.
- Select “Profile” from the left side navigation bar **or** “View Profile” on the landing page to begin.

ASHRM Annual Conference 2024
Oct 4 – 9, 2024

ASHRM

Overview
Tasks
Profile
Team
Licenses
Sponsored Sessions
Reports
Lead Collection

Welcome to ASHRM Annual Conference 2024
October 4, 2024 at 8:00 AM - October 9, 2024 at 11:59 PM San Diego Convention Center

Details [Purchase licenses](#)

Exhibitor Profile
ASHRM
[View profile](#)

Exhibitor Tasks
0%
0/0 tasks completed
[View tasks](#)

LeadCapture Licenses
0 licenses
Manage and assign licenses to your booth staff. Additional licenses can be purchased before the event starts.
[Purchase licenses](#)

Lead Qualification
Qualify your leads
Customize questions to qualify leads. Find out more about attendees than just a lead score.
[View qualification questions](#)

Updating Your Exhibitor Profile

- When completing your exhibitor profile, please be sure to upload your company's logo. The platform recommends square images larger than 300 x 300 pxs.
 - Please note: if the image does not match the recommendation, this may cause the logo to appear distorted.
- Requested information includes:
 - Company name
 - Description
 - Company phone number
 - Company email address
 - Website
 - Social media handles and more

The screenshot shows the 'Edit Profile' interface. At the top is a blue header with the text 'Edit Profile'. Below this is the 'Company Logo' section, which includes a dashed box with a plus sign icon and an 'Upload' button. To the right of the upload area, it says 'Upload Company Logo' and 'We recommend square images larger than 300x300 pixels.' Below the logo section is the 'Exhibitor Information' section, which contains several text input fields: 'Company Name' (with 'Smith Bucklin' entered and 'Required' noted), 'Description' (with '5,000 remaining' characters), 'Tagline' (with '120 remaining' characters), 'Event/Booth Location' (with '2500' entered), 'Tax ID/VAT Number', 'Virtual Meeting URL', and 'Virtual Host Key'.

Tasks

- Information uploaded directly into the Exhibitor Profile will be used in the mobile app.
- Select “Tasks” from the left side navigation bar **or** “View Tasks” on the landing page to begin.

ASHRM Annual Conference 2024
Oct 4 – 9, 2024

ASHRM

Overview

Tasks

Profile

Team

Licenses

Sponsored Sessions

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Welcome to ASHRM Annual Conference 2024

October 4, 2024 at 8:00 AM - October 9, 2024 at 11:59 PM San Diego Convention Center

Purchase licenses

Details

Exhibitor Profile

ASHRM

View profile

Exhibitor Tasks

0%

0/5 tasks completed

Required 3

View tasks

LeadCapture Licenses

0 licenses

Manage and assign licenses to your booth staff. Additional licenses can be purchased before the event starts.

Purchase licenses

Lead Qualification

Qualify your leads

Customize questions to qualify leads. Find out more about attendees than just a lead score.

View qualification questions

Tasks

- You must complete the 3 required tasks by their deadline.
- If you are interested in using LeadCapture, check the tasks and the next two slides.

Tasks ?

✓ 0/5 Complete
🕒 0 Overdue

☰ Due Date ▼ Filters ▼

🔍

Filters: None

✓	Customize lead qualification survey <small>Due date: Sep 27, 2024</small>	View
✓	Order LeadCapture licenses <small>Due date: Sep 27, 2024</small>	View
✓	Update Exhibitor Profile and Logo Required <small>Due date: Sep 6, 2024</small>	View
✓	Reserve Hotel Rooms Required <small>Due date: Sep 6, 2024</small>	View
✓	Register onsite team Required <small>Due date: Aug 11, 2024</small>	View

LeadCapture

■ Purchase & Assign Licenses

- From the Exhibitor Portal, you can purchase licenses by selecting the **Get Lead Retrieval tile** or **selecting Licenses from the left navigation bar**
- You will need one license per device


The screenshot displays the ASHRM Annual Conference 2024 Exhibitor Portal. The left sidebar contains a navigation menu with the following items: Overview, Tasks, Profile, Team, Licenses (highlighted with a red arrow), Sponsored Sessions, Reports, and Lead Collection. The main content area is titled 'Welcome to ASHRM Annual Conference 2024' and includes event details: 'October 4, 2024 at 8:00 AM - October 9, 2024 at 11:59 PM' and 'San Diego Convention Center'. A 'Purchase licenses' button is located in the top right corner of the main content area. Below this, there are three main sections: 'Exhibitor Profile' (showing a placeholder for the ASHRM logo), 'Exhibitor Tasks' (displaying a 0% progress indicator with a green arrow pointing to it), and 'LeadCapture Licenses' (showing '0 licenses' and a 'Purchase licenses' button). Below the 'LeadCapture Licenses' section, there is a 'Lead Qualification' section with a 'View qualification questions' button.

LeadCapture

- **LeadCapture** allows you to scan attendee badges to capture leads, including their titles, emails, and work addresses. These leads can be purchased individually or in bulk. For more information click the learn more button.

Licenses ⓘ





Get Licenses

Single license (\$249.00) or 3-pack (\$499.00) and Additional license (\$149.00)

Right now, you have 0 LeadCapture licenses assigned to you. You can buy more licenses before the event starts.

[Learn more about licenses](#) [Buy licenses](#)

Helpful Tips & Tricks

- If you encounter any issues with registering, you may have old browser cookies. This may happen when a computer is recognizing previous logins. Please clear your cookies or you can go into Incognito mode. Shortcuts below by browser:
 - Chrome: **Press Ctrl + Shift + N**
 - Microsoft Edge: **Press Ctrl-Shift-N**
 - Firefox: **Press Shift + CTRL + P**
 - Safari:
 - For Windows: Press **Ctrl-Shift-N**
 - For macOS: Press **⌘ -Shift-N**
- For questions regarding exhibitor registration on the portal platform, please contact ASHRMEd@aha.org.
- For questions regarding your exhibit logistics, please contact ASHRM@smithbucklin.com.
- For additional exhibitor resource information, such as important dates & deadlines, please visit and bookmark the [Exhibitor Resource Page](#).

More questions?

- For additional exhibitor resource such as important dates & deadlines, please visit and bookmark the [Exhibitor Resource Page](#).

- **The Expo Group**

Customer Service Management

email: ExhibitorService@theexpogroup.com

phone: 972-580-9000

For any questions regarding ordering your booth needs, electrical, carpeting, or any other booth services, The Expo Group team can help.

- **ASHRM Show Management**

email: ASHRM@smithbucklin.com

For any questions regarding your space contract, COI, change Admin, increase/decrease number of allotments, space changes, booth invoice, etc., the ASHRM Show Management team can help.