



## Additional Services

### City of Houston

The 1.8 million square feet [George R. Brown Convention Center \(GRB\)](#) is located in the heart of downtown Houston and sits at the crossroads of culture, cuisine & convenience. To help you plan your trip to this “Southern hospitality meets urban chic” city, please visit the [Visit Houston site](#).

### Exhibit Space Selection

ASHE utilizes a priority point system outlined below to assign exhibit space. For all Applications & Contracts received on or before March 11, 2026, space is assigned via Onsite Space Selection during the 2026 ASHE PDC Summit at the George R. Brown Convention Center on March 9-10, 2026. For all Applications & Contracts received after the onsite space selection is complete, space will be assigned on a first-come, first-served basis. The priority point system outlined below will be used to assign exhibit space during onsite space selection for applications & contracts received on or before February 20, 2026.

### Points

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.

#### How to earn Points

- 1 point for each 100 nsf of booth space rented
- 1 point for each year of participation (2022-2026)
- 5 points for completing the exhibitor survey
- 3 points for updating your company profile
- Tiered points for being a Corporate Sponsor (ASHE)
- 10 points for being a Corporate Champion

Additional points will be given to companies that sponsored activities or functions at the AHA Conference. Points will be assigned according to the dollar amounts listed below.

The total score will represent the cumulative points earned across all criteria.

**Sponsorship Points:**

\$5,000 – \$9,999 1 point

\$10,000 – \$14,999 2 points

\$15,000 – \$24,999 3 points

\$25,000 – \$34,999 4 points

\$35,000 and above 5 points

There is a one-year grace period for not exhibiting. If your company does not exhibit for two consecutive years, all accumulated points are then forfeited.

If there is a priority point tie, a lottery will be held to see which company selects first. If an Exhibitor changes their name, it is their responsibility to inform ASHE Show Management. ASHE Show Management reserves the right to assign the next most suitable space when the requested space is not available. ASHE and ASHE Show Management also reserves the right, at its sole discretion, to modify the floor plan to accommodate space sales or to avoid conflicts, and, should conditions dictate, ASHE reserves the right to adjust the floor plan and relocate exhibit booths as necessary. If payment is not received with an Applications & Contract prior to space selection, your company will not be included in the priority point assignment. The preferences given for booth space locations are guidance and are not guaranteed by ASHE.

**Sponsorships**

Increase your exposure on site by taking advantage of one of our sponsorship opportunities and making the most of your marketing dollars! Contact Scott Narug at [snarug@smithbucklin.com](mailto:snarug@smithbucklin.com) or Maribell Abeja-DeVitto at [mabejadevitto@smithbucklin.com](mailto:mabejadevitto@smithbucklin.com) for questions and inquiries.