

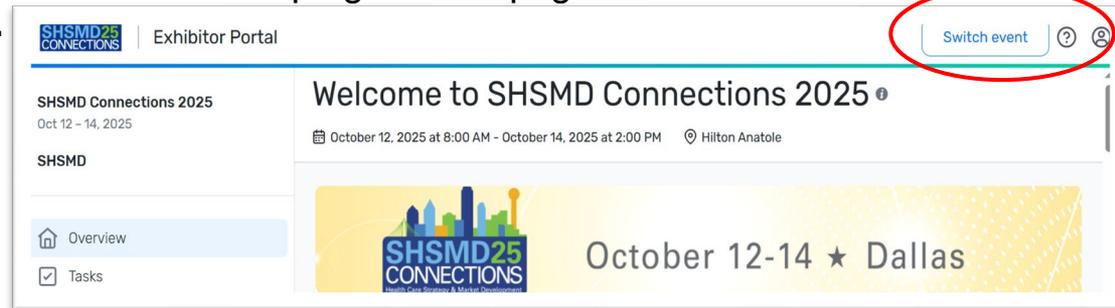


# **2025 Exhibitor & Sponsor Registration & Lead Retrieval How-to Guide**

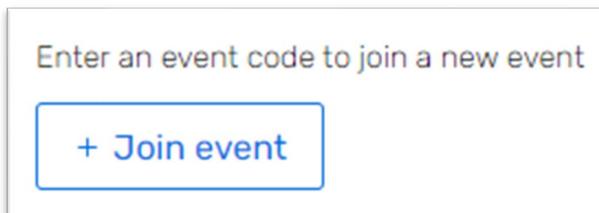
**SHSMD 2025 Annual Conference**

# Access Your Exhibitor & Sponsor Portal

- The primary booth or sponsorship contact for your company should have received an email with a unique link tied to their email. Click on the link to log into the exhibitor/sponsor portal.
- You will be prompted to login or create a new login password. Use the email address for which you received the email. You may need to **click “forgot password” to set up an account.**
- If you have previously exhibited at any SHSMD event, please ensure you are logged into the correct event, “SHSMD Connections 2025.” If you are not, select the **“Switch Event”** button at the top right of the page.



- If available, select the SHSMD Connections 2025 event. Or click “Join event” and enter the below event code and organization for access. Most will automatically log into the correct 2025 SHSMD event.



**Event Code:**  KZNDWFZ684T  
**Organization:** SHSMD  
Connections 2025

A screenshot of the 'Add Event' form. The form has a title 'Add Event' and a close button (X) in the top right corner. Below the title, there is a text prompt: 'Enter the Event Code of the event. The Event Code should be provided by the organizer of the event.' There are two input fields: 'Event Code' and 'Organization'. At the bottom right of the form, there is a blue button labeled 'Add event'.

# Exhibitors/Sponsors Tasks

Administrators are assigned the following tasks to be completed by the due dates indicated. Note that most are required. The following slides will walk you through these tasks.

The screenshot displays the 'Exhibitor Portal' for 'SHSMD Connections 2025' (Oct 12 - 14, 2025). The left sidebar contains navigation options: Overview, Tasks (selected), Profile, Content, Team, Licenses, Sponsored Sessions, Reports, and Lead Collection. The main content area lists several tasks:

- Register on-site team and book hotel by 9/19 (room block expires)**  
Due date: Sep 19, 2025  
Required  
[View](#)
- Upload eps logo**  
Due date: Oct 3, 2025  
Required  
[View](#)
- Exhibitor Categories**  
Due date: Oct 11, 2025  
Required  
[View](#)
- Edit Exhibitor Profile**  
Due date: Oct 11, 2025  
Required  
[View](#)
- Bring a printed educational handout on-site**  
Due date: Oct 12, 2025  
[View](#)
- Order & Assign LeadCapture Licenses**  
[View](#)
- Customize lead qualification survey**  
[View](#)

At the bottom left of the sidebar, there is a 'Collapse menu <<' button.

# Upload EPS File of Company Logo

Go to Tasks and click “View” on the task specific to uploading an eps logo. You can directly upload your **EPS** logo here. This is a separate logo from what you upload under Exhibitor Profile as a jpg or png. After you upload it, click “Mark task complete”.

The screenshot displays the 'Exhibitor Portal' for 'SHSMD Connections 2025' (Oct 12 - 14, 2025). A sidebar on the left contains navigation options: Overview, Tasks (selected), Profile, Content, Team, Licenses, Sponsored Sessions, Reports, and Lead Collection. The main content area lists several tasks, each with a checkbox, a due date, a 'Required' status, and a 'View' button. A red arrow points to the 'View' button for the 'Upload eps logo' task, which has a due date of Oct 3, 2025.

Task Name	Due Date	Status	Action
Register on-site team and book hotel by 9/19 (room block expires)	Sep 19, 2025	Required	View
Upload eps logo	Oct 3, 2025	Required	View
Exhibitor Categories	Oct 11, 2025	Required	View
Edit Exhibitor Profile	Oct 11, 2025	Required	View
Bring a printed educational handout on-site	Oct 12, 2025		View

# Select Exhibitor Categories

- Under Profile, click on Edit in the top right corner. Select “**Edit Answers**” from the drop down.
- Here you can select up to three (no more) categories that will help attendees understand your products or services. This will show up in the conference mobile app. Make sure you click SAVE.

The screenshot displays the SHSMD Profile page. On the left is a navigation sidebar with options: Overview, Tasks, Profile (highlighted), Content, and Team. The main content area is titled 'SHSMD Profile' and includes a description: 'Share details with event planners and attendees.' Below this is the 'Exhibitor information' section, which contains fields for 'Company name' (SHSMD) and 'Location'. In the top right corner, there is a blue 'Edit' button with a dropdown arrow. The dropdown menu is open, showing 'Edit profile' and 'Edit answers', with a red arrow pointing to 'Edit answers'. A modal window titled 'Answer Registration Questions' is overlaid on the bottom right, containing a list of categories with checkboxes. The 'Communications' category is selected. The list of categories includes: Advertising, AI/Chatbot, Analytics, Branding, Business Development, CMS Software and Selection, Communications, Content Marketing, Creative Services, Crisis Management, CRM / PRM Software and Selection, and Design.

SHSMD Connections 2025  
Oct 12 - 14, 2025

SHSMD

Overview  
Tasks  
Profile  
Content  
Team

SHSMD Profile ⓘ  
Share details with event planners and attendees.

Exhibitor information  
This is the information that will be shared with attendees.

Company name  
SHSMD

Location

Edit ▾

Edit profile  
Edit answers

Answer Registration Questions

Select up to three categories that best reflect your organization's products/services to save:

- Advertising
- AI/Chatbot
- Analytics
- Branding
- Business Development
- CMS Software and Selection
- Communications
- Content Marketing
- Creative Services
- Crisis Management
- CRM / PRM Software and Selection
- Design

# Edit Your Exhibitor Profile

- Under Profile, click on Edit in the top right corner. Select “**Edit Profile**” from the drop down.
- Information uploaded to your Exhibitor Profile will appear in the conference app the same way it is entered here.
- When completing your Exhibitor Profile, please be sure to upload your company’s logo using jpg or png, paying attention to the recommended sizes.
  - Please note: if the image does not match the recommendation, the logo may appear distorted.
- Requested information includes:
  - Company name
  - Description
  - Company phone number
  - Company email address
  - Website
  - Social media handles and more

## Images

**Company logo**  
This logo will appear anywhere that exhibitors or sponsors are shown

We recommend square images larger than 300 x 300 pixels  
Supported file types: JPEG, JPG, PNG, GIF



SHSMD logo X

Is this image decorative? ?

Yes  No

**Virtual booth banner**  
This banner will appear on your details page in Attendee Hub

We recommend image that are 1872 x 320 pixels with an aspect ratio of 936 x 160 pixels  
Supported file types: JPEG, JPG, PNG, GIF

[Upload](#)

# Bring an Educational Handout

Attendees are always seeking templates, checklists and quick facts!

We welcome you to bring a one-page educational handout to give out at your booth. We recommend 50 copies.

We will promote that exhibitors will have an educational handout on-site that attendees can pick up in the Solution Center.

# Add an Administrator

- Only assigned administrators can log in and allocate free passes to their team.
- Administrators can add new administrators to help manage the allotment.
  - Select “**Team**” from the left side menu. Toggle over to Admins and select “Add Admin” from the drop down.
- **NOTE:** Administrators do **NOT** get free registration and are not automatically registered. If the administrator plans to attend, they will need to use one of the free passes or discounted registrations allotted to their organization.

The screenshot displays the SHSMD Connections 2025 interface. On the left, a navigation menu includes 'Overview', 'Tasks', 'Profile', 'Content', 'Team', 'Licenses', 'Sponsored Sessions', and 'Reports'. The 'Team' option is highlighted in blue, with a red arrow pointing to it. The main content area is titled 'Team' and contains a sub-section for 'Admins'. The 'Admins' tab is circled in red. Below the 'Admins' tab, there is a list of administrators: Sharon Leeds (sleeds@aha.org) and Lisa Hinkle (lhinkle@aha.org). A blue 'Add admin' button is located in the top right corner of the Admins section.

# Registration Types

**Free registration passes** include access to the in-person event plus the virtual conference on Nov. 3-7, but do NOT include membership. You will have the option to add/renew SHSMD membership at a discounted rate of \$200 during the registration process.

**Discounted registration** is available for additional staff attending conference (up to 15 staff) after your free passes are used. Discounted rates **DO** include membership and access to the virtual conference.

The free passes and discounted registrations both include full conference access including all educational sessions, keynotes, exhibit hall events, and networking events.

**Discounted sponsor/  
exhibitor rates (after free  
passes are used):**

**Early Bird (through 8/11):  
\$1,425**

**Standard (starting 8/12):  
\$1,525**

# Register Your On-Site Staff

- Use the Exhibitor Portal to manage your on-site staff and set your team up for success on-site.
- To register yourself and/or on-site staff, select “Team” from the left side menu and toggle over to Booth Staff.
- Here you can also see how many free passes and discounted registrations you have used.

SHSMD Connections 2025  
Oct 12 - 14, 2025

SHSMD

Overview  
Tasks  
Profile  
Content  
**Team**  
Licenses  
Sponsored Sessions  
Reports  
Lead Collection

## 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.

17 registrants left  
15 SHSMD Exhibitor/Sponsor  
2 SHSMD Exhibitor/Sponsor Complimentary

Add booth staff ▾

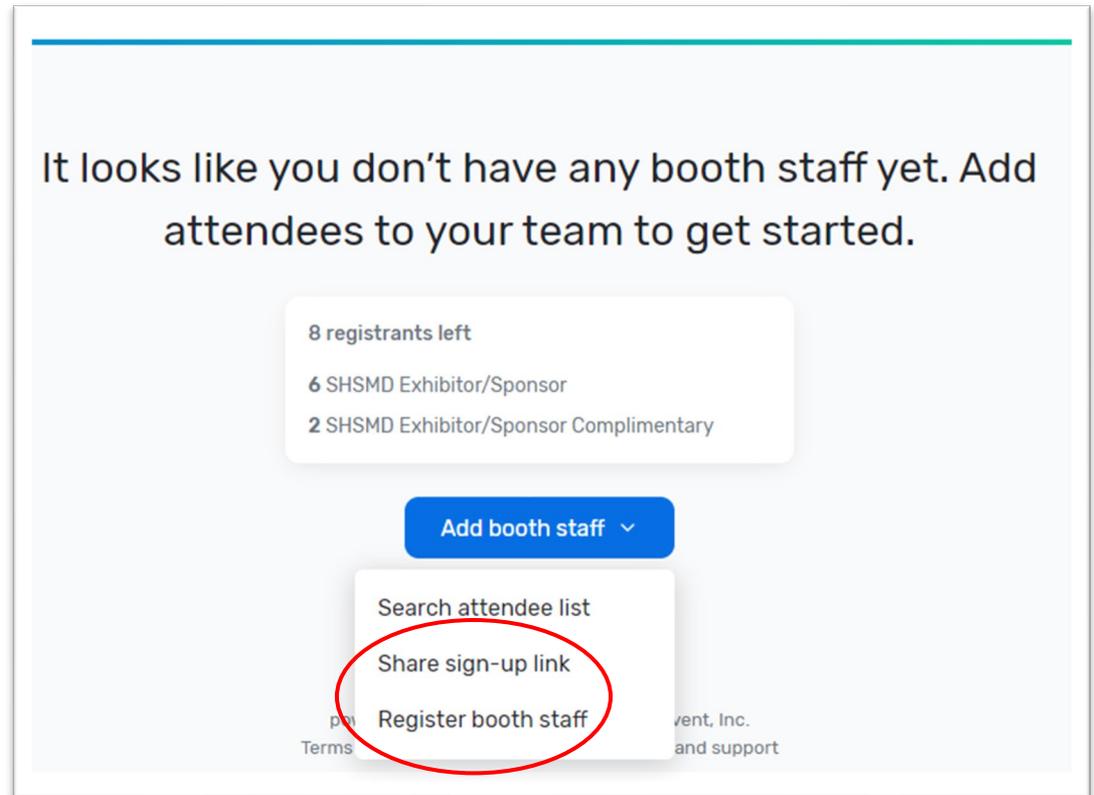
# Register Your On-Site Staff (Cont.)

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

You have two options:

- 1) You can register booth staff yourself, or
- 2) You can send them a link to self-register.

Please do not select **Search attendee list**. Your team should only register through the links you provide in order to get the discounted rate.



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

8 registrants left

- 6 SHSMD Exhibitor/Sponsor
- 2 SHSMD Exhibitor/Sponsor Complimentary

**Add booth staff** ▾

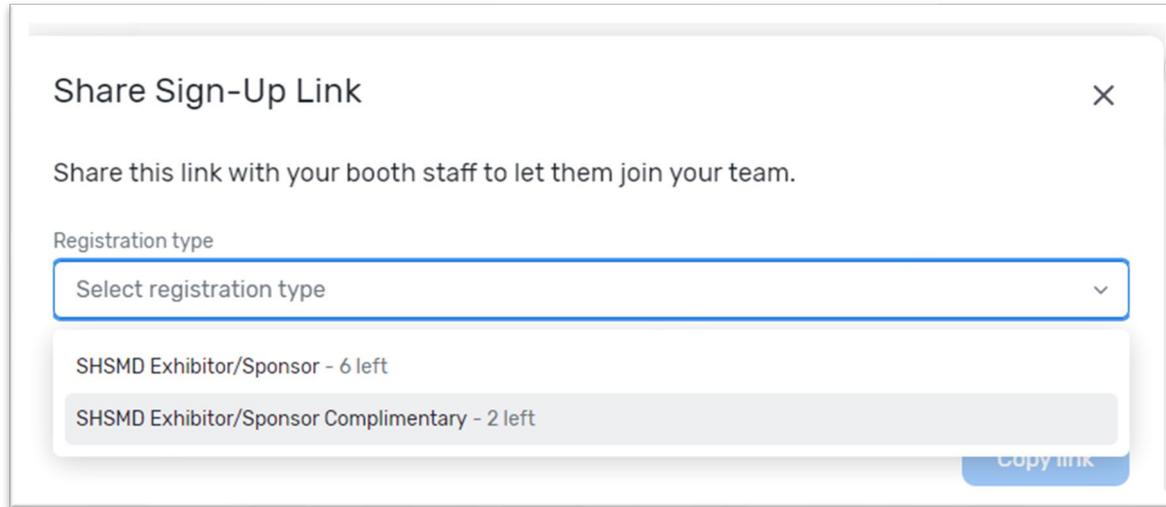
- Search attendee list
- Share sign-up link**
- Register booth staff

Terms and support

vent, Inc.

# Register Your On-Site Staff (Cont.)

## Sending Registration Link to Staff



Share Sign-Up Link

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

Registration type

Select registration type

SHSMD Exhibitor/Sponsor - 6 left

SHSMD Exhibitor/Sponsor Complimentary - 2 left

Copy link

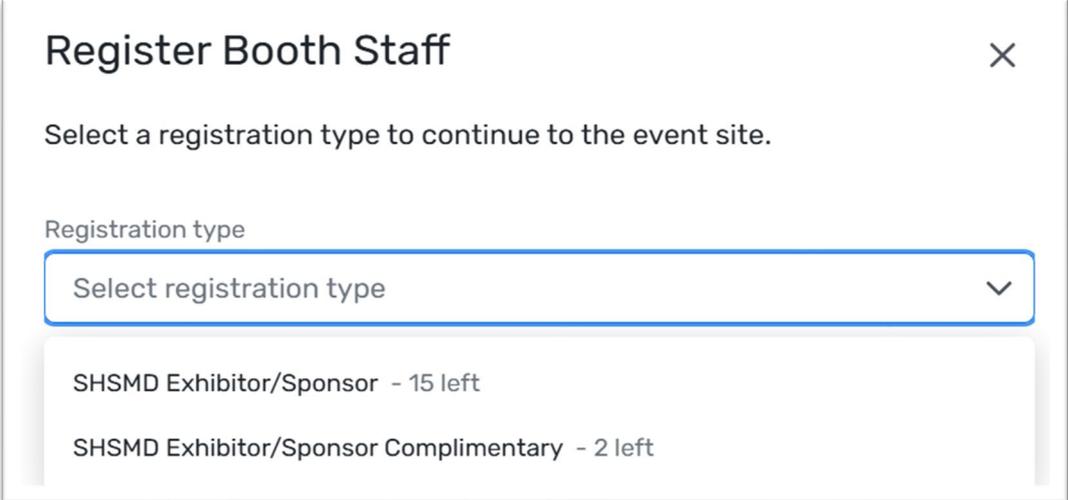
If you choose the **Share sign-up link** option, you will be asked to select either the “Exhibitor/Sponsor Complimentary” registration option or the “Exhibitor/Sponsor” option (discounted rate) from the drop-down. Click on the registration type you want to share.

Select “Copy link” and share the unique registration link with your staff. Once the registration is used (free pass or discounted rate), you will see that reflected in the portal.

# Register Your On-Site Staff (Cont.)

## Registering Booth Staff

If you choose the **Register booth staff** option, you will be asked to select the registration type before being taken through the registration process to individually register each of your booth staff.



The screenshot shows a web form titled "Register Booth Staff" with a close button (X) in the top right corner. Below the title is the instruction "Select a registration type to continue to the event site." There is a dropdown menu labeled "Registration type" with the text "Select registration type" and a downward arrow. Below the dropdown, two options are listed: "SHSMD Exhibitor/Sponsor - 15 left" and "SHSMD Exhibitor/Sponsor Complimentary - 2 left".

### Reminders:

- You are only allotted a certain number of complimentary exhibitor/sponsor passes and up to 15 discounted registrations. Once the free passes are used up, you or your staff will need to register using the discounted registration link.
- If someone from your organization is speaking at the conference and received a discount code, they can register through the [attendee portal](#), instead of the exhibitor/sponsor portal.

# Register Your On-Site Staff (Cont.)

## Registering Booth Staff (Cont.)

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

The “CC Email Address” will come in handy if you would like to modify the registration or make hotel reservations for your registrant. The information need for this can be found only in 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

## Confirmation Email Details

- After registering, a registration confirmation email will be sent from SHSMD Education ([shsmd@aha.org](mailto:shsmd@aha.org)) to the registered attendee and the CC email address, if entered. Please check SPAM/JUNK folders.
- This confirmation email will give you access to:
  - Official registration confirmation number
  - Link to book housing under the hotel room block
  - Ability to modify the registration and access your invoice

## Registering Multiple Staff

- If you encounter any issues with registering more than one staff member, you may have old browser cookies. This may happen when a computer is recognizing previous logins. Please clear your cookies, go into Incognito mode or use a different browser.

## Substitutions

- Registrants who are unable to attend may send an alternate. All substitution requests must be made in writing to [shsmd@aha.org](mailto:shsmd@aha.org).
- The deadline to submit a substitution is **October 1**.

## Cancellations

- For free passes, no refunds are issued if registrants cancel. We recommend you send a substitute. Those who register at the discounted rate must abide by the general cancellation policy found on our [FAQ page](#).

# Purchase and Assign LeadCapture Licenses

Enhance your experience at the SHSMD Connection 2025 Conference with an easy-to-use lead retrieval tool.

- Scan badges to gather lead information in the Solution Center Exhibit Hall (not to be used outside the Exhibit Hall)
- Score leads and takes notes
- Export leads to any database on-demand

Purchase licenses and assign them to booth staff through the Exhibitor Portal. Licenses can only be assigned to a registered attendee.

Pricing:

- Single license (\$269.00) or 3-pack (\$499.00)
- Additional license (\$169.00)

Email SHSMD ([shsmd@aha.org](mailto:shsmd@aha.org)) with any questions.

# Purchase and Assign LeadCapture Licenses (Cont.)

**SHSMD25 CONNECTIONS** | Exhibitor Portal Switch event ?

**SHSMD Connections 2025**  
Oct 12 - 14, 2025

**SHSMD**

- Overview
- Tasks
- Profile
- Content
- Team
- Licenses**
- Sponsored Sessions
- Reports
- Lead Collection

## Licenses <sup>i</sup>

0 unassigned licenses

### Get Licenses

Single license (\$269.00) or 3-pack (\$499.00) and Additional license (\$169.00) [Learn more about licenses](#) [Buy licenses](#)

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

### Get Badge Kit

\$995.00 [Learn more about badge kits](#) [Buy badge kit](#)

Purchase a badge kit to capture leads using a third-party tool. A developer API key will be provided for you to sync your data.

# Customize Lead Qualification Questions

**SHSMD Connections 2025**  
Oct 12 - 14, 2025

**SHSMD**

- Overview
- Tasks
- Profile
- Content
- Team
- Licenses
- Sponsored Sessions
- Reports
- Lead Collection**

## Lead Collection ⓘ

Customize questions to help your booth staff qualify leads at the event. After they scan a lead, they'll answer the questions in the LeadCapture app. You can find the answers to these questions with your collected leads and in your leads export.

Leads Collected **Lead Qualification Questions** LeadCapture Settings

7 qualification questions [Edit questions](#)

### Chapter 1

1. Lead Score

☆ 1 ☆ ☆ ☆ ☆ 5

2. Notes

3. Quick notes

Add to Mailing List

# Key Contacts

## Contacts/Questions:

- For questions regarding exhibitor registration on the portal platform, please contact SHSMD at [shsmd@aha.org](mailto:shsmd@aha.org).
- For questions regarding your exhibit logistics, exhibitor ordering of utilities and services, please contact Expo Group at [exhibitorservice@theexpogroup.com](mailto:exhibitorservice@theexpogroup.com) or call 972-580-9000. You will receive an email from Expo Group with instructions on placing your orders.
- For additional exhibitor resource information, such as important dates & deadlines, please visit and bookmark the [SHSMD Exhibitor Resource Center](#).
- For questions about lead retrieval and licenses, please contact [leadcapture@cvent.com](mailto:leadcapture@cvent.com).
- For specific questions about your exhibit booth space, sponsorships, COI, changing Admins, booth invoice, etc., the SHSMD Show Management team can help. Email [SHSMD@smithbucklin.com](mailto:SHSMD@smithbucklin.com).

We look forward to seeing you in October! Thank you for supporting SHSMD!