Exhibitor Resource Guide
Baltimore Convention Center
Baltimore, MD

PLEASE REVIEW THIS DOCUMENT CAREFULLY
This guide has been developed for companies participating as an exhibitor at ASHE Annual 2019 and will help to answer frequently asked questions and refer exhibitors to sources of additional information. For easy reference, all topics are listed in alphabetical order. Updates and additions will be noted as such in future editions.
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2019 Exhibitor Resource Page
You can access the Annual 2019 Exhibitor Resource page at http://www.ashe.org/annual/ex-resources.shtml

Attendance/Attendee Mailing
Projected attendance for this show is 4,000 attendees and exhibitors. A complimentary pre-show attendee list including company, name, title, and address will be available on Monday, June 3 for the purposes of a one-time mailing. While ASHE understands how email addresses would be helpful to exhibiting companies, it is against data protection and privacy policies to release this information for all attendees. If you elect to rent a lead retrieval machine and attendees give you permission to scan their badge, you will receive their full contact information (including email and phone).

Americans with Disabilities Act Conformance
Each exhibitor shall be responsible for compliance with all applicable provisions of the Americans with Disabilities Act within its booth and assigned exhibit space, including, but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless and defend ASHE, its officers, directors, agents, members and employees from and against any claims, liabilities, losses, damages and expenses (including attorney's fees and expenses) resulting from or arising out of the exhibitor's failure or allegations of exhibitor's failure to comply with the provisions of the ADA. For more information on the Americans with Disabilities Act and how to make your exhibit accessible to persons with disabilities, please contact:

ADA
Civil Rights Division
U.S. Department of Justice
950 Pennsylvania Avenue, NW
Civil Rights Division
Disability Rights Section - NYAV
Washington, D.C. 20530
Phone: 800-514-0301
Fax: 202-307-1198
http://www.ada.gov/new.htm

ASHE Annual Outing
Network with friends and colleagues and enjoy time with your family at the Dinner Cruise Outing, on Tuesday, July 16 from 6:00 p.m. – 9:00 p.m.! Separate registration fees apply and can be purchased through the conference registration site.

ASHE Show Management
The ASHE Show Management (SmithBucklin) Office will be located onsite near the exhibit hall. Prior to the show, contact ASHE’s Exhibitor Coordinator, Caitlin Foli, at ASHEexhibits@smithbucklin.com if you have questions.

Attire
The suggested dress code for the conference, including the Welcome Reception on Sunday evening is business casual. To help plan, expect an average daytime high temperature of 85°F with an evening low of 70°F. The average rainfall in is 3.96 inches. The Baltimore Convention Center utilizes air conditioning to maintain minimal comfort levels during move-in and move-out but we recommend that you plan to wear attire that keeps you cool during these times.

Booth Giveaways
Exhibitors may conduct giveaways in their booth, as long as all promotion and the drawing itself take place within the contracted exhibit space. ASHE will not announce winners of exhibitor booth giveaways over the microphone.
**Booth Package**
Exhibit booth back walls will be a combination of blue and white drape (8’ high) with blue (3’ high) side drape. A company identification sign (7” x 44”) will also be provided. Any additional furnishings and services can be ordered by using the forms in the Exhibitor Services Manual. **Please note that the hall is not carpeted and all exhibitors are required to carpet their booth(s).** Exhibitors may bring their own carpet or may rent carpet from The Expo Group. The aisle carpet will be pepper.

**Branding**
ASHE has created an Exhibitor Marketing Kit to help exhibitors promote their presence at this conference. The Exhibitor Marketing Kit can be found in the Marketing section of the Exhibitor Services Manual and includes exhibitor/sponsor logos, sample email copy, social media information and more. Exhibitors should not use the ASHE corporate logo without prior approval from Show Management.

**Business Services**
The Baltimore Convention Center “Business Center” offers a variety of services for clients. The FedEx Office is your full-service business center, offering FedEx shipping, high-speed duplication, binding, posters, signs, banners, Internet access and free pick-up and delivery. E-mail your documentation preparation requests right from your PC. For more information about services or to place an order, please contact (410) 649-7194.

**Cancellation/Reduction of Exhibit Space**
**Reduction of space:** If notice is received on or prior to **Friday, February 8**, the Exhibitor is responsible for 25 percent of booth space. **If notice is received after Friday, February 8**, no refunds are issued on reduced space.

**Cancellation of space:** If notice is received prior to **Friday, February 8**, all monies will be refunded less 25 percent of the total booth costs. **If notice is received after Friday, February 8**, no refunds are issued on canceled space.

Cancellation and reduction of exhibit space must be directed in writing via a delivery service which provides confirmation of delivery (i.e. FedEx, UPS, etc.) to the address below.

ASHE  
ATTN: Stuart Lawry  
330 N. Wabash Avenue, Suite 2000  
Chicago, IL 60611 USA

Cancellations and reductions may also be directed via e-mail, addressed to sgornik@smithbucklin.com, provided that the Exhibitor obtains confirmation of ASHE’s receipt of the email on or before the cancellation deadline.

No-shows by will be treated as cancellations starting at 9:00 a.m. on **Monday, July 15**. Any exhibit space not installed by 9:00 a.m. may be set-up at the discretion of ASHE, and all expenses will be charged to the exhibiting company. In the best interest of the exhibits, ASHE reserves the right to, at their discretion; reassign any no-show or un-set exhibit space after 9:00 a.m. There will be absolutely no refunds whatsoever and all space contracted for must be paid in full.

**Catering / Food / Beverage Dispensing**
Any exhibitor wishing to provide food or non-alcoholic beverages in their booth during exhibit hours must receive permission from ASHE Show Management. Serving alcoholic beverages in exhibit booths is strictly prohibited. For information on how to submit item(s) for approval, email ASHEexhibits@smithbucklin.com. Please note that outside food and beverages are prohibited and any items provided should be ordered through Centerplate, the Baltimore Convention Center’s official food service provider.
City of Baltimore
With everything from unrivaled natural beauty and world-class attractions to major sports teams, a thriving arts and culture scene, and beyond, there’s always something to do in Baltimore. To help you plan for your trip, visit this site.

Contract Conditions/Rules & Regulations
Exhibitors must comply with all of the policies, rules, terms and regulations contained in this manual. A copy of ASHE’s Contract Conditions/Rules & Regulations is included in this Exhibitor Services Manual under the Rules and Regulations section. Exhibitors are responsible for compliance with all facility regulations and codes concerning fire, safety and health, which may be applicable in the exhibit hall during the event.

Convention Center
Baltimore Convention Center
1 West Pratt Street
Baltimore, MD 21201

The Exhibit Hall is located on Level One of the Convention Center. For more information on travel and hotel arrangements, please refer to the Housing and Registration section of the Exhibitor Services Manual.

Directory of Contractors/ASHE Staff List
In the past, unofficial vendors have reached out to exhibitors to solicit business, giving the impression they are an official ASHE vendor. A full list of ASHE staff and the Directory of Contractors can be found in the General Information Section of the Exhibitor Services Manual. If unsure of a vendor, please ask a Show Management representative or refer to the Directory of Contractors.

Dismantling of Exhibits
All exhibits must remain intact until the closing of the show. Exhibits shall not be dismantled or removed, in whole or in part, before 1:45 p.m. on Tuesday, July 16. All exhibits must be packed and labeled for shipment by 12:00 noon on Wednesday, July 17. If exhibits are not removed by this time, ASHE has reserved the right to remove exhibits and charge the expense to the exhibitor. All carriers other than the official show carriers must check in at the freight desk by 9:00 a.m. on Wednesday, July 17, otherwise the exhibitor shipment will be subject to rerouting at the exhibitor’s expense.

Exhibit Hall Admission Hours
Exhibitors will be allowed on the exhibit floor at the following times:

- **Saturday, July 13**: 8:00 a.m. to 5:00 p.m.
- **Sunday, July 14**: 8:00 a.m. to 5:00 p.m.
- **Monday, July 15**: 7:00 a.m. to 6:30 p.m.
- **Tuesday, July 16**: 8:00 a.m. to 8:00 p.m.
- **Wednesday, July 17**: 8:00 a.m. to 12:00 noon

Exhibitors can gain access to the exhibit hall Saturday, July 13 starting at 8:00 a.m. by obtaining a wrist band at the exhibit hall entrance from the security guard. Starting on Sunday, July 14 an ASHE Exhibitor badge is required for admittance to the exhibit hall. If an exhibitor needs additional time in their booth, please contact an ASHE Show Management representative onsite to receive an Early/Late Pass. ASHE Show Management’s onsite office will be located next to the Exhibitor Service Center in the back of the Exhibit Hall.

Exhibit Space Selection
Space selection for Annual 2020 will take place onsite at Annual 2019. ASHE utilizes a priority point system outlined below to assign exhibit space. All contracts received prior to Friday, July 5, will choose space on July
15 and 16. After these deadline dates, all space will be assigned on a first-come, first-served basis. All current exhibitors will receive more information regarding onsite space selection in June of 2019.

Points:


Additional points shall be awarded to companies that sponsored activities/functions at PDC and/or Annual. Points shall be awarded based on the dollar amounts outlined below. Total points will be a cumulative score of these criteria.

- $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

ASHE 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.

**Exhibitor Appointed Contractors (EACs)**

All Exhibitor Appointed Contractors (EACs) must obtain a temporary set-up/tear-down wristband from the security guards for access to the exhibit hall during move-in and move-out. All EACs must be registered EAC Notification Form located in The Expo Group section of the Exhibitor Services Manual by **Monday, June 10**.

**Exhibitor Events**

Exhibitor activities that conflict with the conference program are not permitted. If an exhibitor wants to host event, they should fill out the Function Request Form located in the General Information section of the Exhibitor Services Manual and return to Kevin Brown at kbrown@aha.org by **Friday, June 14**.

**Exhibitor Lounge**

ASHE will provide an Exhibitor Lounge for exhibitors’ enjoyment on the show floor. Plan to stop by for complimentary coffee and snacks throughout the day.

**Exhibitor Service Center**

The Expo Group will staff an Exhibitor Service Center throughout the show to help exhibitors with all of their orders. The Service Center will be located in the back of the Exhibit Hall. Exhibitors may follow up on advance orders as well as place any onsite orders at the Exhibitor Service Center. Place orders with pre-payment by **Monday, June 10** in order to save 10%.

**Exhibitor Services Manual**

The Exhibitor Services Manual can be viewed online at [http://sc.theexpogroup.com/ASHE2019Annual](http://sc.theexpogroup.com/ASHE2019Annual) Click “Order Services” on the top left hand corner. Enter the show ID which is 201712008 and your company password which you will receive via email from The Expo Group. Please allow up to seven (7) business days to receive your password from The Expo Group after submitting your contract to exhibit. If you have questions on the Exhibitor Services Manual, contact Melissa Cass at mcass@theexpogroup.com or 972-751-9144.
Hotel Reservations
The official headquarters hotel of Annual 2019 is the Hilton Baltimore Inner Harbor.

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<thead>
<tr>
<th>Headquarters Hotel</th>
<th>Overflow Hotels</th>
<th></th>
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<tbody>
<tr>
<td>Hilton Baltimore Inner Harbor</td>
<td>Hyatt Regency Baltimore Inner Harbor</td>
<td>Marriott Inner Harbor</td>
</tr>
<tr>
<td>401 West Pratt Street</td>
<td>300 Light Street</td>
<td>110 S. Eutaw Street</td>
</tr>
<tr>
<td>Baltimore, MD 21201</td>
<td>Baltimore, MD 21201</td>
<td>Baltimore, MD 21201</td>
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<tr>
<td>443-573-8700</td>
<td>410-528-1234</td>
<td>410-962-0202</td>
</tr>
</tbody>
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Unofficial housing vendors may reach out to exhibitors to solicit business, giving the impression they are the official ASHE housing vendor. The Hilton Baltimore Inner Harbor will not call exhibitors to make housing arrangements. Exhibitors will receive the link to book housing in their registration confirmation email, as you must be registered before booking your housing. The housing cut-off date for all hotels is **Friday, June 14 (given there is still availability)**, but exhibitors are encouraged to make hotel reservations as soon as possible as we anticipate that the room block will fill up quickly.

*Guest Room Deposit and Cancellation Policy: A deposit equal to one night's stay is required. The deposit is only refundable if cancellation notice is received 72 hours prior to arrival.

Lead Retrieval
eShow is the official lead retrieval vendor of Annual 2018. The lead retrieval order form can be found in the Exhibitor Services Manual. Exhibitors should plan to pick-up and return their device on-site at the Lead Retrieval Counter.

Mobile App
The Annual 2019 Mobile App will be available in the iTunes and Google Play stores in **July 2019**. There will also be a mobile web version for anyone using a device other than an iOS or Android platform. Any questions can be sent directly to appsupport@aha.org

Each exhibitor is entitled to a complimentary listing in the Mobile App including a 35-word company description. Exhibitors can provide this via SurveyMonkey link by clicking [here](#).

Networking Events
The Annual 2019 Welcome Reception will take place at the Hilton Baltimore Inner Harbor on **Sunday, July 14** from 6:00 – 8:00 p.m. Complimentary beer, wine, soft drinks and appetizers will be served and all exhibitors are invited to attend.

All exhibitors are also invited to partake in the Exhibit Hall Reception on **Monday, July 15** from 4:30 – 6:30 p.m. Each exhibiting company receives drink tickets for complimentary beer, wine and soft drinks. Appetizers will also be served in the Exhibit Hall.

Parking
The Baltimore Convention Center
The Baltimore Convention Center is conveniently located in downtown Baltimore at 1 West Pratt Street. The main entrance is off of Pratt Street. There are a number of [affordable garages](#) located all throughout downtown Baltimore.

Save money and time by reserving a parking space at a Baltimore area parking garage. By booking with Parking Panda, you can avoid the hassle of parking in downtown Baltimore. [Here](#) are parking garages near the Baltimore Convention Center. *Rates do vary by garage and charged hourly.*
**Hilton Baltimore Inner Harbor Hotel**

Offsite self-parking passes are available to purchase at the Hilton Baltimore Hotel. The self-parking rate is $32 per night or $35 with IN/OUT access. The valet parking rate is $43 with IN/OUT access.

**Payment**

Exhibit space and sponsorship payment is due on or before **Friday, February 8**. Payment is due immediately from exhibitors and sponsors who sign up after this date. No exhibiting company will be allowed access to the Exhibit Hall for move-in without being paid in full.

**Checks** should be payable to the American Society of Healthcare Engineering (Annual) and remit to:

American Society for Healthcare Engineering (Annual)

75 Remittance Drive, Suite 1272

Chicago, IL 60675

**Wire Transfers** will require the following information:

Bank: Northern Trust

Bank Location: Chicago, IL

ABA: 071000152

SWIFT: CNORUS44 (for foreign transfers)

Account Name: American Hospital Association

Account #: 78697

**Credit card** payments can be made online at the following link: [http://ashe.scoop.smithbucklin.com/invoice](http://ashe.scoop.smithbucklin.com/invoice).

ASHE’s tax ID number is 36-0726140 and their W-9 form is available by request. Exhibitors can email Pat Brayley at pbrayley@smithbucklin.com with payment questions or to request the W-9 form.

**Press List**

There will be some magazine publications in attendance at Annual 2018, however there is not an official press list. For a list of publications in attendance, exhibitors can email Deanna Martin at dmartin@aha.org.

**Registration**

Exhibitor registration is available online here:


The log-in is the exhibiting company’s primary contact’s email and the password is the exhibiting company’s exhibitor ID, which can be found on your booth space invoice. ASHE’s registration manager, Son Cao, will e-mail each primary logistics contact instructions on how to register. If you have any questions about registering your attendees, please contact Son at scao@aha.org or 312-422-3803.

**Registration Deadline**

The deadline to register online is **Thursday, July 11**. After this date, all registrations will be done onsite.

**Cancellation Policy**

The last day to cancel with a full refund minus a $100 cancellation fee is **Friday, June 28**. After this date, no refunds will be made. Attendee substitutions are not allowed.

**Exhibitor Badges**

As an exhibiting company, you are entitled to receive seven (7) complimentary badges with your booth space. Once you are registering, you will be able to designate whether you want to use these as guest badges or exhibitor badges. Exhibitor badges are for booth staff that need to access the hall outside of show floor hours. Guest badges are for your customers who you want to invite to your
booth who are not already attending the conference. Guest badges only have access to the hall during show hours. You will also receive one (1) complimentary Exhibitor Full Conference Badge. Exhibitors who purchase more than 100 sq. ft. are entitled to seven (7) additional badges for every 100 sq. ft. purchased. Additional Exhibitor Badges and Guest Badges above the complimentary allotment are $75.00 per badge. Exhibitor badges are for the exhibit hall only and do not allow access to concurrent sessions. All Exhibitors are invited to attend the Welcome Reception on Sunday evening at the Hilton Baltimore Inner Harbor.

Exhibiting company employees and guests can pick-up their badges at registration desk in the Baltimore Convention Center beginning at 6:30 a.m. on **Sunday, July 14.**

**Exhibitor Lunch**
An exhibitor lunch can be added to your registration for an additional fee $25 for each day (Monday & Tuesday). If you decline the Exhibitor Lunch Package, please uncheck the lunch added option.

**Schedule**
You can view the ASHE Annual 2019 Schedule online here. A detailed Exhibit Hall schedule can be found in the General Information section of the Exhibitor Services Manual and in the Exhibitor Schedule section of this Exhibitor Resource Guide.

**Security**
Independent guards will be engaged to provide protection for the overall exhibition from the beginning of move-in to the end of move-out, but not for any particular exhibit. The Baltimore Convention Center, ASHE, SmithBucklin, The Expo Group and the security vendor are not responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes. ASHE strongly recommends that each exhibiting company secure a rider policy through its insurance agent to cover all booth and display items during transportation to and from this conference, as well as during installation, exhibit days, and dismantling. ASHE insurance policies do not extend to cover liabilities of exhibitors. Exhibitors may arrange for additional security by contacting ASHE’s Exhibitor Coordinator, Caitlin Foli, at ASHEexhibits@smithbucklin.com

**Shipping Information**
The Expo Group will accept crated, boxed or skidded materials between **Monday, June 10** and **Wednesday, July 1** at the advance warehouse. Materials arriving after **Monday, July 1** will be received at the warehouse with an additional after charge. Shipping labels should be addressed as follows and are also be available in the Exhibitor Manual:

**Advance Warehouse:**
ASHE Annual 2019  
Exhibiting Company Name / Booth # _________  
c/o The Expo Group  
YRC Freight  
7600 Preston Drive  
Landover, MD 20785

The Expo Group will receive shipments sent directly to The Baltimore Convention Center beginning **Saturday, July 13.** Shipments arriving before this date may be refused by the facility. Shipping labels should be addressed as follows and are also available in the Exhibitor Manual:

**Show Site:**
ASHE Annual 2019  
Exhibiting Company Name / Booth # _________  
Baltimore Convention Center - Halls A-E  
c/o The Expo Group
All items and materials that are brought into the facility may be subject to Material Handling Charges from The Expo Group and are the responsibility of the exhibitor. This also applies to items not ordered through the official show vendors.

**Social Media Information**
ASHE sites have been established on Facebook, LinkedIn and Twitter as a way to serve members, attendees, exhibitors, employees and press. See details below:

- Facebook: [http://www.facebook.com/asheaha](http://www.facebook.com/asheaha)
- Twitter: [http://www.twitter.com/ASHEAHA](http://www.twitter.com/ASHEAHA)
  - Handle is @ASHEAHA
  - Hashtag: #ASHEANNUAL

**Sponsorships**
Increase your exposure on site by taking advantage of one of our sponsorship opportunities and make the most of your marketing dollar! Contact Kevin Davoren at 773-401-9496 or kdavoren.ASHEannual@gmail.com.

**Storage Behind Booth Back Drapes**
Nothing may be stored behind booths and back wall drapes. ASHE, the Baltimore Fire Department and The Baltimore Convention Center may inspect exhibits to ensure compliance. Accessible storage may be arranged at the Service Center.

**Transportation**

**From Baltimore/Washington Thurgood Marshall Airport to the Hilton Baltimore Inner Harbor by Public Transportation**
Centrally located in downtown, getting to the Hilton Baltimore Inner Harbor Hotel is simple with frequent airport shuttle service, taxi service, car rental companies, or Baltimore’s local transit system. Contact the Hilton Baltimore team at (443) 573-8700 for more information or to assist with making transportation arrangements.

**Light Rail**
Guests can ride MTA Light Rail from downtown to the airport and the cost is $2 each way. The approximate travel time each way from the airport to the hotel is 30 minutes.

**OR**

**Taxi**
Taxi service is readily available at Baltimore/Washington Thurgood Marshall Airport just outside of the baggage claim area on the Lower Level near doors 5 and 13. The approximate cost from the Baltimore/Washington Thurgood Marshall Airport to the Hilton Baltimore Inner Harbor are estimated $30 each way.
Websites to Bookmark

- Exhibitor Registration
- Exhibitor Resource Page
- Baltimore Convention Center
- Annual 2019 Conference Website

Wireless Internet

There will be complimentary wireless internet in lobbies and public areas for general web access. To purchase wired or wireless internet access in the Exhibit Hall, refer to the internet order form located in the Exhibitor Services Manual. Please note, if you need internet to run demos, you should order a hardline rather than using wireless internet.