



Additional Services

[City of Phoenix](#)

With over 502,000 square feet of flexible meeting and event space, The [Phoenix Convention Center](#) is ideal group gatherings of all sizes. To help you find information about what Phoenix has to offer, [Visit Phoenix](#).

[Exhibit Space Selection](#)

ASHRM utilizes a priority point system outlined below to assign exhibit space. For all Applications & Contracts received on or before September 28, 2026, space is assigned via Onsite Space Selection during the ASHRM Annual Conference at the Phoenix Convention Center on October 4-6, 2026. The priority point system outlined below will be used to assign exhibit space during onsite space selection for applications & contracts received on or before September 28, 2026. For all Applications & Contracts received after the onsite space selection is complete, space will be assigned on a first-come, first-served basis.

[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

- 2 points for each 100 NSF of booth space rented
- 2 points for each year of participation (2022-2026)
- 5 points for completing the exhibitor survey
- 3 points for updating your company profile

Additional points will be given to companies that sponsored activities or functions at the

Annual 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:

up to \$5,000 – 1 point

\$5,001 – \$20,000 2 points

\$20,001 – \$30,000 4 points

\$30,001 – \$45,000 6points

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 ASHRM Show Management. ASHRM Show Management reserves the right to assign the next most suitable space when the requested space is not available. ASHRM and ASHRM 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, ASHRM reserves the right to adjust the floor plan and relocate exhibit booths as necessary. The preferences given for booth space locations are guidance and are not guaranteed by ASHRM.

[Sponsorships](#)

Increase your exposure on site by taking advantage of one of our sponsorship opportunities and making the most of your marketing dollars! Contact Kevin McDonnell kmcdonnell@smithbucklin.com for questions and inquires.