



Registration & Badge Information

Exhibitor Registration

Exhibitor registration information for name badges is sent out by the ASHRM Registration team, ashrmed@aha.org with the subject line ***“Welcome to ASHRM Annual Conference 2026 - Login to the Exhibitor Portal”***.

This email includes a link to log in to the Exhibitor Portal where you can register your booth staff. If you did not receive this information, please check your spam folder, or contact ashrmed@aha.org.

Exhibitor Badges

Exhibitors are provided (3) complimentary Exhibit Hall badges and (1) complimentary Full Conference badge per 100 sq. ft. of exhibit space purchased. Exhibitor Full Conference badges allow access to the exhibit hall for set-up, exhibit hours and dismantle, plus all ASHRM educational sessions and the Welcome Reception on Sunday, October 4, 2026. Exhibitor Exhibit Hall Only badges allow access to the exhibit hall for set-up, exhibit hours and dismantle only.

Additional exhibit hall registrations can be purchased separately for \$250. Additional Full Conference registrations can be purchased separately for \$730 through August 24. Rates increase on August 25 to \$350 for additional exhibit hall registrations and \$830 additional Full Conference registration.

Booth Size in Square Feet	Number of Complimentary Exhibit Hall Only Badges	Number of Complimentary Full Conference Badges
100 sq. ft.	3	1
200 sq. ft.	6	2
300 sq. ft.	9	3
400+ sq. ft.	12	4

Exhibitor Hall only badges are for the exhibit hall only and do not allow access to concurrent sessions. Event attendees do not have access to the exhibit hall until Sunday, October 4, at 4:45 PM. Exhibitors who give their badges to an event attendee to provide the attendee access to the exhibit hall prior to this time may, at the sole discretion of ASHRM, lose part or all its priority points, and may entirely lose the privilege of exhibiting in future ASHRM events. ASHRM reserves the right to give an exhibit hall pass to any exhibitor or event attendee to grant them access to the exhibit hall at any time.

Organizations that invest \$10,000* or more in sponsorships will activate additional benefits:

- 1-4 comp badges included
- Opportunity to request hotel sub-block (20-40 rooms)
- Silver/Gold/Platinum sponsor level recognition in onsite signage
- Sponsor level recognition in conference communications
- Sponsor level recognition on badge ribbon
- Enhanced listing in the Mobile App
- Opportunity to provide an insert to be included in the official Conference Bag
- Additional priority points towards 2027 Solution Center space selection (in addition to standard awarded spend)
- Silver/Gold/Platinum level recognition on the Annual Conference Partnership Page
- Opportunity for one (1) pre or post show email to attendees (ASHRM sends on behalf)

[Hotel Reservations](#)

Exhibitors will receive the link to book housing in their badge registration confirmation email, as you must be registered before booking housing. For more information on travel and hotel arrangements, please refer to the [Location & Travel](#) section of the ASHRM26 website. The discounted group rates apply until the reservation deadline of **August 24, 2026**, or until all rooms in the group block have been reserved, whichever occurs first. After the cut-off date, the discounted group rates may not be available. We encourage you to confirm your reservations early.

ASHRM is the official housing/travel provider for the ASHRM26 Annual Conference. Be aware that you may be solicited by other companies to book your hotel room or make travel arrangements. Such companies are not affiliated with and are not sponsored or approved by ASHRM/AHA to provide travel arrangements for ASHRM26. ASHRM/AHA will not be responsible for any actions or omissions of such companies. By using the official

travel provider, you can ensure that you are being booked in the housing block reserved by ASHRM/AHA and take advantage of the group discounted rates.

Lead Retrieval

CVENT is the official Lead Capture vendor of the ASHRM26 Annual Conference. Lead capture licenses can be purchased through the **exhibitor registration portal** with access provided to the primary contact for your company.

Pickup Process

Exhibiting booth personnel can pick up their badges at the ASHRM26 Registration Desk in the Phoenix Convention Center beginning at 8:00 am. on **Friday, October 2.**