



Frequently Asked Questions

The information contained in this document is accurate as of May 6, 2026. This information is subject to change. As new information becomes available, this document will be updated. Please check back for updates.

Q: Where is the conference located?

A:

Phoenix Convention Center
100 North Third Street
Phoenix, AZ 85004
October 4 – 6, 2026

Q: What is the move-in dates and times?

A:

Saturday, October 3	8:00 AM – 4:30 PM
Sunday, October 4	8:00 AM – 3:00 PM

**Exhibiting companies may work later than published times, there could be limited staffing from service providers onsite after these times.*

All booths must be set up by **3:00 PM on Sunday, October 4. Booths will be forced if not set by this time.*

Q: What are the show dates and times for the exhibition hall?

A:

Sunday, October 4	4:45 PM – 6:30 PM
Monday, October 5	8:00 AM – 9:00 AM 11:15 AM – 1:00 PM

- Full payment must be received on or before June 26, 2026, regardless of Applications & Contract submission date.

Q: How do I submit payment?

A: Credit card payments can be made online using American Express, MasterCard or Visa.

Make all checks payable to ASHE Annual Conference and remit to the following address via the U.S. Postal Service:

ASHRM
75 Remittance Drive
Suite 1272
Chicago, IL 60675 USA

- Exhibitor may remit via overnight courier (e.g., FedEx) to the following address:
AHA-ASHRM-91272
5503 North Cumberland Avenue
Chicago, IL 60656 USA
- ACH/Wire Instructions: Email pbrayley@smithbucklin.com for remittance instructions
- ASHRM accepts purchase orders and requires payment in full prior to the start of the event.

Q: Is Certificate of Insurance (COI) required?

A: Exhibitors are required to maintain and to provide a certificate of insurance to ASHRM Show Management on or before **June 26, 2026**. Exhibitors will **not be permitted** to set up their booth without submitting the proper certificates. Insurance requirements are outlined in the [Contract Conditions](#), Section 20.

Q: Is Exhibitor-Appointed Contractor (EAC) form and COI required?

A: If you plan on hiring a service contractor(s) other than the official contractor selected by (*Show Management), you must submit this authorization form with all the required documentation for each contractor individually to The Expo Group. EAC forms and COI must be submitted to The Expo Group by **August 31, 2026**.

Q: What are my benefits of exhibiting in a 10 x 10 Turnkey booth?

A: Each 10'X10' TurnKey booth comes with the following items:

- One furniture package that includes: one 6' long x 30" high table draped in black, (2) standard side chairs, one (1) wastebasket, standard 10x10 carpet
- One time vacuuming of booth space prior to show opening
- Booth drape: 8' high in the back, 3' high on the side
- A 7"x 44" identification sign with your company name and booth number

- One (1) Full Conference badge per 100 square feet
- Three (3) complimentary booth staff badges per 100 square feet
- Dedicated exhibitor hall hours
- Recognition in the mobile app
- *Other items that are needed to operate your exhibit may be ordered directly from the official service contractors. Order forms can be found in the online Event Service Manual.*

Q: What are my benefits of exhibiting in a 10 x 10 Standard booth?

A: Each 10'X10' booth comes with the following items:

- Booth drape: 8' high in the back, 3' high on the side
- A 7"x 44" identification sign with your company name and booth number
- One (1) Full Conference badge per 100 square feet
- Three (3) complimentary booth staff badges per 100 square feet
- Dedicated exhibitor hall hours
- Recognition in the mobile app
- Booths do not come furnished; exhibitors are responsible for furniture within their booth
- Carpet/flooring is required for all booths.
- *Other items that are needed to operate your exhibit may be ordered directly from the official service contractors. Order forms can be found in the online Event Service Manual.*

Q: What are my benefits of exhibiting in an island booth?

A: This space is a raw space; your company will need to provide flooring and all structures for your booth. Make sure to follow the island booth rules when constructing your booth. All Island booth designs must be approved by show management in advance of the show. Please do not go into production on your booth until you have submitted a booth rendering and received approval from show management. All Exhibitors with Island booths must submit a detailed drawing of the design with a completed booth review form to Show Management by **June 26, 2026**.

Q: Is lunch included with my exhibitor badge?

A: Lunch will be available in the exhibit hall on Monday and Tuesday.

Q: ASHRM 2026 Sponsorship/Marketing opportunities to maximize my exposure?

A:

For all sponsorship and marketing opportunities, please contact:

Kevin McDonnell kmcdonnell@smithbucklin.com

Q: What is the expected attendance for ASHRM 2026?

A: ASHRM is anticipating 1,500+ attendees.

Q: When does exhibitor badge registration open?

A: Exhibitor badge registration will open Friday, October 2 from 8:00 a.m. - 5:00 p.m.

Q: When will I be able to reserve housing?

A: Exhibitor Housing will open in May 2026. 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.

Q: Why must I reserve my housing link in the Registration Confirmation email?

A: Exhibitors will receive the link to book housing in their badge registration confirmation email, as you must be registered before booking housing. ASHRM is the official housing/travel provider for ASHRM 2026. For budgeting purposes, the hotel price range is \$277 - \$295.

**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.*

Q: Will exhibitors receive an Attendee List?

A: Yes. Exhibitors will receive a Pre- Show and Post- Show Attendee Mailing List. Such lists shall only be used for a (1) time mailing of promotional material relating to Exhibitor's booth at the Event and shall not be reproduced, transferred or used in any other manner.

Q: When may exhibitor host events during ASHRM?

A: Designated event times are available in the [meeting space request form](#).

Q: If I ship my booth, materials, product, etc. to The Expo Group warehouse in advance will it be in my booth when I arrive at the Phoenix Convention Center?

A: Yes, all advance freight that is sent to The Expo Group's warehouse will be in your booth beginning Saturday, October 3. TEG will accept crated, boxed, or skidded materials at the advance warehouse from September 14 – September 30. Material arriving **after September 30** will be received at the warehouse with an additional after deadline charge.

Q: How can I see where my booth is located on the exhibit floor?

A: The exhibit [floorplan](#) is located online and is updated in real time.

Q: What if my company wants to hold an event outside of the convention center?

A: If you wish to hold an event outside of the convention center at a location such as a hotel or other venue, please complete a [meeting space request form](#).

Q: How can I find information on venues or attractions in Phoenix, Arizona?

A: Find information about what Phoenix has to offer at [Discover Phoenix](#).

Q: How does the point system work and what are the points used for?

A: 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 for the following year. The Priority Point breakdown is located in the Additional Services document located in the [Resource Page](#).

Q: What is the dress code for this conference?

A: The attire is business casual.

Q: What are the future show dates for ASHRM Annual Conference?

A: September 12 – 14, 2027

Contact Information

Exhibitor Services and Production inquiries, please contact:

The Expo Group

exhibitorservice@theexpogroup.com

Housing, please contact:

ASHRM

ASHRM@aha.org

Individual Member Services please contact:

ASHRM

ASHRM@aha.org

Payment or account information, please contact:

Patricia Brayley

PBrayley@smithbucklin.com

ASHRM 2026 Exhibit Sales, Logistics, Marketing and Sponsorships, please contact:

ASHRM Show Management

ASHRM@smithbucklin.com

Registration, please contact:

ASHRM

ASHRM@aha.org