



American Society of Hematology

Helping hematologists conquer blood diseases worldwide

Exhibitor Registration and Housing

Monday – August 11, 2025
2:00 p.m. – 3:30 p.m. Eastern

Slides and recording will be sent following today's presentation

Agenda

- Welcome
- Login to Exhibitor Resource Center
- Registration
 - Important Registration Deadlines
 - Navigating the Registration Website
 - Exhibitor FAQs
- Housing
 - Important Housing Deadlines
 - Website Navigation
 - Payment Information
- Q&A



Slides and recording will be sent following today's presentation



ASH Exhibitor Resource Center

- Link to ASH Exhibitor Resource Center:
 - <https://ash2025.myexpoonline.com/home>
 - [Log in Instructions](#)
 - Enter your password to access:
 - Exhibitor Directory – EDIT EXHIBITOR DIRECTORY INFORMATION
 - Exhibitor Registration
 - Freeman Online Ordering
 - Required Forms– EXHIBITOR FORMS



Navigating to the Exhibitor Registration Website

How to access the exhibitor registration website via Hub:

- After create your Hub account select “Registration” from the menu options

ASH Annual Meeting & Exposition
December 7 to Decem
San Diego Conve
San Diego

DASHBOARD EXHIBITORS FLOOR PLAN COMPANY PROFILE **REGISTRATION**

66th ASH[®] Annual Meeting and Exposition
December 7-10, 2024 • San Diego, CA

Welcome to the 2024 ASH Annual Meeting Exhibitor Resource Center

We are looking forward to you joining us as an exhibitor for the 2024 ASH Annual Meeting being held December 7-10, 2024 (Exhibits December 7-9, 2024) in San Diego, California.

This Exhibitor Resource Center is your one stop for information pertaining to your participation.

Exhibitor Directory Listing

EXHIBITOR DIRECTORY LISTING INSTRUCTIONS

COMPLETE YOUR EXHIBITOR DIRECTORY LISTING

UPGRADE TO A FEATURED EXHIBITOR DIRECTORY LISTING

Exhibitor Resources

REGISTRATION

CONTACT INFORMATION

EXHIBIT HALL SCHEDULE

Meeting Registration

Goal: Receive a name badge with the correct access for each registrant

Available registration options:



Exhibitor Booth Personnel

- Access to the exhibit hall including pre and post hours and does not allow entry into the annual meeting sessions.
- Register through Exhibitor Registration Portal



Exhibitor Full Meeting

- Access to the exhibit hall including pre and post hours and allows access to annual meeting sessions. Exhibitor full meeting registrants receive complimentary attendee access to the virtual platform through January 1, 2026, with option to upgrade.
- Register through Exhibitor Registration Portal

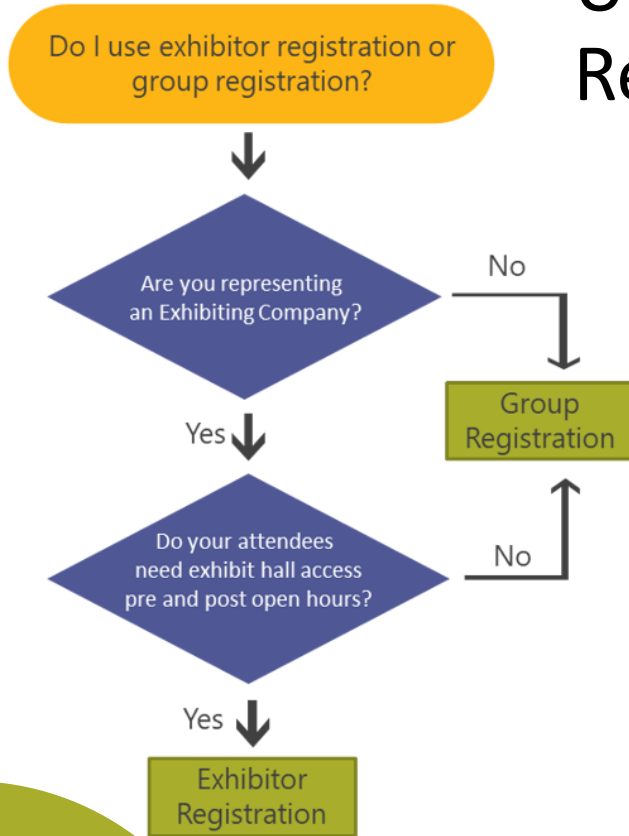


Group Attendee

- Access to the exhibit hall during open hours only and allows access to annual meeting sessions. Registrants receive complimentary attendee access to the virtual platform through January 1, 2026, with option to upgrade.
- Register through Group Registration Portal



Understanding Registration Types



Should you register your registrants under your booth or create a group to manage?

This question is easily answered by asking one simple question before you register anyone. Will they need access to the exhibit hall pre and post show open hours?

- If **Yes**, register them as one of the two options below
 - Exhibitor Booth Personnel
 - Will only have access to the exhibit hall (pre and post hours, and during open hours to work the booth)
 - Does not have access to annual meeting content
 - Exhibitor Full Meeting
 - Has access to the exhibit hall (pre and post hours, and during open hours)
 - Has full access to annual meeting content
 - Receives complimentary access to the virtual platform from December 3, 2025, through January 1, 2026.
- If **No**, you can create a group and register them as group attendees
 - Group attendees do not have access to the exhibit hall pre and post open hours
 - Must reserve housing through ASH Housing Center or pay a \$300 per registrant around the block fee

Important note: once registered as either group attendee or exhibitor and paid for, the badge cannot be switched. The funds must stay with either the Group Leader or Exhibitor Leader. The process will be to cancel the existing badge, re-register and re-pay entirely for the new badge at the current existing rate.

What you should have ready to begin registration:

1. Contact information for each registrant
 - Full contact information including the unique email for each registrant
 - Are they a physician? Yes/No
2. What the registrant is registering for:
 1. Exhibitor Booth Personnel (access to hall only)
 2. Exhibitor Full Meeting (dual access as exhibitor an attendee)
 - In-Person Meeting in Orlando
 - OR
 - Virtual Access
 - Access through Jan 1? Feb 1? Or March 1?
 - AND
 - Do they require CME credit?
 - If yes, additional \$50 CME fee to add



Exhibitor Registration – Set Booth Admin

1. Set up Booth Administrator Record:

- Once you begin the registration process, you will first be required to enter information to set up the booth admin:
 - Provide Company Address Information
 - This address is what populates your registration invoice
 - Provide Booth Administrator Contact Information
 - The person managing the registration process for the booth
 - Provide Estimated Number of Registrants In Group
 - If you have a group of 50 or more this will trigger the viewing of the import spreadsheet to submit
 - Agree to Policy

Note: If the Booth Administrator is planning to attend the Annual Meeting, they must register themselves as either Exhibitor Booth Personnel or Exhibitor Full-Meeting. By filling out the booth contact information that does not register the individual for the Annual Meeting.

Exhibitor Registration – Set Badge Pick-Up

2. Select Badge Pick-Up Option

- **Bulk Pick-Up:** Hold **ALL** badges for administrator or assigned on-site contact*
 - All badges will be held for pick up by the administrator or assigned on-site contact.
- **Partial Pick-Up:** Hold **SELECT** badges for administrator or assigned on-site contact
 - Select badges will be held for pick up by the administrator or assigned on-site contact.
- **Individual Pick-Up:** Print badges for individuals on-site
 - Badges to be picked up by each individual delegate. All individuals are to report to the "Print Your Badge" counters located at attendee registration.

* The **administrator or on-site contact is responsible for distributing all badges and lanyards** to his/her members. For badges not distributed to the individuals there will be a **\$5 reprint fee assessed** to the individual upon pickup. Meeting materials will be the individual registrant's responsibility to pick up at the appropriate meeting materials counters. The administrator must create an appointment to pick up their badges by selecting the appropriate option from the registration main menu. **If no appointment is created no badges can be picked up.**

Exhibitor Main Menu

	# Allocated	# Booked	# Available	# Paid	Total
Complimentary In-Person Exhibitor Booth Personnel	2	1	1	0	1
Complimentary In-Person Exhibitor Full Meeting	1	0	1	0	0

Exhibitor Administrator Information

Administrator: Michael O'Sullivan
Group Name: ALLUCENT
Address: 111 Test Lane
Boston, MA 20202
Phone: 888-555-6767
Email: tim@vt.edu

[Modify Administrator Information](#)

Badge Pick-Up Appointment

Your current Badge Pickup appointment is scheduled for Friday, December 5 at 9:00AM.

[Add/Modify Appointment](#)

[Cancel Appointment](#)

Appointment Number of Badges: 0
Appointment Contact Name: John
Appointment Contact Phone: 5558889696
Appointment Contact Email: tucker@test.com
Appointment Contact Hotel Name: Rosen Plaza

New Exhibitor Registrations

[Add Registration](#)

You have met the minimum number of delegates, you may submit your registrations using the import spreadsheet:

[Download Import Spreadsheet](#)

[Upload Spreadsheet](#)

Existing Exhibitor Registrations

[Review/Modify/Send Confirmations](#)

[View Exhibitor Personnel List](#)

[Convert Attendees to Exhibitor Full-Meeting](#)

If an attendee is registered as part of a group, you cannot convert to an exhibitor full-meeting.

Initial deadline to convert individual attendees to your booth prior to their badges being printed and mailed is Wednesday, October 29, 2025.

Exhibitor Registration Fees

[View Exhibitor Summary/Pay Fees](#)

[Print Receipt/Invoice](#)

Total Fees: \$1,600.00 (USD)
Total Amount Paid: \$0.00 (USD)
Total Fees Due: \$1,600.00 (USD)

Exhibitor Housing Options

[Reserve Hotel Room Block](#)

[Manage Hotel Room Block Reservations](#)

[Book an Individual Hotel Reservation](#)

[Orlando Hotel Map](#)

Exhibitor Registration Portal Main Menu

Exhibitor Other Options

[View Exhibitor Registration FAQs](#)

[Send Exhibitor Summary Confirmation](#)

[Order Lead Retrieval](#)

[Log out](#)

Key Milestone Dates

Day/Date/Time	Registration Milestone
Wednesday, October 22 *	Advance Registration Pricing Ends First Spreadsheet Due for Import
Thursday, October 23	Late Registration Pricing Begins
Wednesday, October 29 *	Deadline to convert attendees prior to mailing
Wednesday, November 5 *	Cancellation Deadline
Friday, November 14 *	Final Spreadsheet Due for Import
Friday, November 21 *	Badge Appointment Deadline
Tuesday, December 2 *	Substitution Deadline All Registrations Completed
Wednesday, December 3 *	Deadline to convert attendees prior to onsite

* Deadline ends at 11:59 P.M. PST

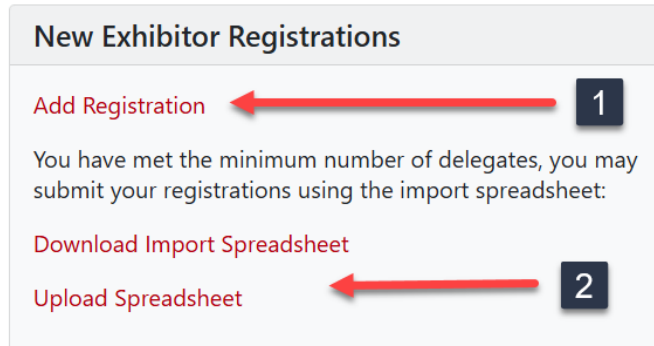
How to Add Registrations

Now that you have created your account – you have three options to add registrations under your booth:

Option 1: Select “Add Registration” to begin the registration process individually for each registrant

Option 2: if you have 50 or more individuals to register, you may use the import spreadsheet to submit registrations

- Download Import Spreadsheet and follow instructions on how to fill out template and deadlines to submit
- Use “Upload Spreadsheet” option to upload your finished spreadsheet back to us by the instructed deadlines.
 - Please note this upload only sends us the file to submit for import, it does not automatically upload the records into the group.



Convert Attendees to Exhibitor Full Meeting


Option 3: If you know the person has already registered and needs access to the hall pre and post open hours or wish to manage their registration, select “Convert Attendees to Exhibitor Full-Meeting”

- This will pull anyone who registered on their own under the booth and will convert them to an Exhibitor Full Meeting, giving them dual access as an attendee and exhibitor
 - Must have attendees email address to convert, SPARGO will not provide email addresses

Existing Exhibitor Registrations

[Review/Modify/Send Confirmations](#)

[View Exhibitor Personnel List](#)

[Convert Attendees to Exhibitor Full-Meeting](#)  3

If an attendee is registered as part of a group, you cannot convert to an exhibitor full-meeting.

Initial deadline to convert individual attendees to your booth prior to their badges being printed and mailed is Wednesday, October 29, 2025.



Deadlines and Rules to Convert Attendees

1. Once the badge mailing begins you will not be able to convert badges during that period, and the link will be deactivated. **The deadline to convert attendee badges prior to the mailing is October 29, 2025.** After the badges have been printed for the mailing, you will be able to make conversions again starting **November 12, 2025**, through **December 3, 2025**. The link will be removed starting **December 4, 2025**, and no further conversions can be made.
2. If the registrant is a **problem record, cancelled record, group record, printed record, or requires verification** you will **NOT be able to convert** to an exhibitor-attendee record.
3. Any registrant that requires access pre- and post-open hours to the exhibit hall **MUST** be registered and tied to an exhibiting booth. Registrants that come onsite not tied to a booth will **NOT** be given access.

Day/Date/Time	Conversation Deadlines
Wednesday, October 29 at 11:59 p.m. Pacific	Deadline to convert all attendees prior to mailing
Thursday, October 30 – Tuesday, November 11	Badge Mailing
Wednesday, December 3 at 11:59 p.m. Pacific	Final deadline to convert attendees prior to onsite



Option 1: Adding Registrations – Contact Information

- All new registrations begin with a member search. If you are registering an exhibitor full-meeting and would like to pay the ASH member rate, please make sure to use the email address or Member ID associated with ASH membership.
 - Lookup will help speed up registration process as ASH database has members and non-members. If found select name to continue and registrant information will pre-populate into the system for you
 - If registrant is not found select “Not Listed”

Begin Exhibitor Registration

Use the search box below to begin Exhibitor Registration. If your search does not return any results or you don't know the ASH Membership Email Address or Member ID, you may select NOT LISTED to skip ASH Membership.

<input type="text" value="Email Address OR Member ID"/>	SEARCH
NOT LISTED	

- Provide all required fields for your registrant
 - Initially address information is pulled from the company contact information provided
 - Address information can be updated for Exhibitor Full Meeting registrants but not Exhibitor Booth Personnel
 - Please use their UNIQUE and VALID email address that they have access to receive. Without correct email address they will not be able to receive email confirmations, ASH communications regarding the virtual platform or access the virtual platform.
 - Registration confirmations are managed by the leader and control when those emails go out.



Exhibitor Information

Each registrant must have access to the email account submitted with their registration. You must provide a valid, unique, and accessible email address for each registration; if you provide an incorrect or fake email with a registration, your registrant will be unable to access any ASH virtual product, the Meeting Evaluation, Certificates of Attendance, Continuing Medical Education (CME) credits for physicians, and Maintenance of Certification (MOC) points.

- Click "Continue" to proceed
- Click [here](#) to cancel registration and return to the main menu

* = Required Field

ARE YOU A PHYSICIAN? *

— select one

FIRST NAME: *

LAST NAME: *

DEGREE:

(CTRL + CLICK TO SELECT MULTIPLE) *

None
MD
PhD
BS
BA

EMAIL: *

ASH IS COMMITTED TO CREATING AN INCLUSIVE MEETING ENVIRONMENT WHERE ALL INDIVIDUALS FEEL COMFORTABLE, SAFE, AND WELCOME REGARDLESS OF BACKGROUND, IDENTITY, OR ABILITY. PLEASE INDICATE ANY/ALL ACCOMMODATIONS YOU MAY REQUIRE TO FULLY AND COMFORTABLY PARTICIPATE IN THIS YEAR'S MEETING. IF YOU HAVE SPECIFIC NEEDS RELATED TO HOUSING, PLEASE NOTE THESE IN THE HOUSING RESERVATION PROCESS. AN ASH STAFF MEMBER WILL CONTACT YOU WITH ADDITIONAL INFORMATION REGARDLESS OF WHICH OPTION(S) YOU SELECT *

☐ I do not require special accommodation

☐ I require alternative accommodations to those listed below

Hearing

☐ Accessible Session Seating

☐ Closed Captioning

☐ Interpreter Services

Mobility

☐ Accessible Session Seating

☐ ASH Shuttle Assistance

☐ Wheelchair or Scooter

Neurodivergence

☐ Accessible Session Seating

☐ Designated Quiet Areas

Vision

☐ Accessible Session Seating

☐ Directional Companion

☐ CHECK TO ADD YOUR PRONOUNS TO YOUR NAME BADGE ?

☐ CHECK TO PROVIDE YOUR SOCIAL MEDIA HANDLE(S) TO ASH. YOU CAN CHOOSE ONE TO ADD TO YOUR NAME BADGE.

Profile

* = Required Field

ARE YOU A PHYSICIAN? *

Yes

ARE YOU A PRESENTER OR MODERATOR? *

— select one

ARE YOU A U.S. FEDERAL GOVERNMENT EMPLOYEE? *

— select one

FIRST NAME: *

james

MIDDLE INITIAL:

LAST NAME: *

smith

NICKNAME:

TITLE/POSITION:

DEGREE: *

(CTRL + CLICK TO SELECT MULTIPLE)

None
MD
PhD
BS
BA

COMPANY/ORGANIZATION: *

ALLUCENT

ADDRESS 1: *

111 Test Lane

ADDRESS 2:

COUNTRY: *

USA

CITY: *

Boston

STATE: *

Massachusetts

POSTAL CODE: *

20202

PHONE NUMBER: *

+1 888-555-6767

MOBILE PHONE NUMBER: *
(FOR EMERGENCY USE ONLY)

+1

EMAIL: *

testaa@test.com

ADDITIONAL EMAIL:
(FOR ADMINISTRATIVE OR PERSONAL USE)

EMERGENCY CONTACT NAME: *

EMERGENCY CONTACT PHONE: *

+1

EMERGENCY CONTACT
RELATIONSHIP: *



American Society of Hematology

Option 1: Adding Registrations – Registration Options

Selecting the Correct Registration Options:

- Select the registration option for your registrant. If you are still within your allotted badges no fee will display, if over the allotment you will see the rate for each registration option.
 - Exhibitor Booth Personnel is \$375 per badge over the allotment. Exhibitor Full Meeting badges over the allotment are based on the ASH member or non-member rates.
- If you have purchased both an in-person booth and virtual booth, you will also see the option for Virtual Exhibitor (within allotment) appear as an option to select under the Virtual Meeting Registration section.
 - Exhibitor Booth Personnel
 - Will only have access to the exhibit hall (pre and post hours, and during open hours to work the booth)
 - Does not have access to annual meeting content
 - Exhibitor Full Meeting
 - Has access to the exhibit hall (pre and post hours, and during open hours)
 - Has full access to annual meeting content
 - Receives complimentary access to the virtual platform from December 3, 2025, through January 1, 2026.
 - Virtual Exhibitor
 - Has access to the virtual exhibit hall as staff
 - Has full access to annual meeting content
 - Receives complimentary access to the virtual platform from December 3, 2025, through January 1, 2026.
 - Virtual Meeting Registrant
 - If you are registering individuals to have access just to the virtual platform and not the in-person meeting, you can select one of the 3 virtual options.



Meeting Registration Options

In-Person Meeting Registration

If you choose to register for the in-person meeting in Orlando, you will also receive **complimentary** access to the virtual platform from Wednesday, December 3, 2025, through January 1, 2026.

- | | |
|--|----------|
| <input type="radio"/> In-Person Exhibitor Booth Personnel (within allotment) | \$0.00 |
| <input type="radio"/> In-Person Exhibitor Full Meeting (within allotment) | \$0.00 |
| <input type="checkbox"/> Upgrade to include Extended Flexibility (access through February 1, 2026) | \$100.00 |
| <input type="checkbox"/> Upgrade to include Best Value (access through March 1, 2026) | \$200.00 |

Virtual Meeting Registration

The ASH annual meeting virtual platform will open on Wednesday, December 3, 2025, to all attendees. Most sessions offered at the in-person meeting will be broadcast simultaneously on the virtual platform. The platform will also include on-demand (recorded) sessions as well as access to networking, exhibits, and more.

- | | |
|---|------------|
| <input type="radio"/> Virtual Access - Real-Time Experience (access through January 1, 2026) | \$1,600.00 |
| <input type="radio"/> Virtual Access - Extended Flexibility (access through February 1, 2026) | \$1,700.00 |
| <input type="radio"/> Virtual Access - Best Value (access through March 1, 2026) | \$1,800.00 |



Existing Registrations Options

Review/Modify/Send Confirmations Menu

- This page provides the ability for the leader to view all registrations made under the booth and send out registration confirmations, update any registration with changes, print receipts, access visa letters or substitute/cancel any registration.

Send Registration Confirmations

- Exhibitor Administrators are responsible** for sending confirmations to registrants, the system **does not** automatically send them. This menu provides the option to send confirmations one by one, to all attached or even to the leader to then forward on to registrant.

Review/Changes for Existing Registrations


- The list below is limited to 10 registrants per page.
- [Click here](#) to refresh this page if a recent change is not reflected below.
- [Click here](#) to return to the main menu.

SEND ALL CONFIRMATIONS TO ATTENDEES

SEND ALL CONFIRMATIONS TO GROUP ADMINISTRATOR

SHOW 10 ENTRIES

SEARCH:

ID	Name	Registration Type	Registration Option
500271	Michael O'Sullivan	Exhibitor Contact	
<div>Email Confirmation to:<ul style="list-style-type: none">ExhibitorAdministrator</div> <div>Other Actions:<ul style="list-style-type: none">Add/Modify EventsPrint Visa LetterPrint ReceiptSubstitute or Cancel</div>			
500401	Sam Smith, MD	In-Person Exhibitor Booth Personnel (within allotment)	<div> Sam Smith, MD</div>

Showing 1 to 2 of 2 entries

Previous 1 Next

Existing Registrations – Substitute/Cancel

- **Substitute:** This allows you to cancel the original registration and process a new one right away.
 - Will transfer original rate of registration to the new registration.
 - It must be done all at one time to take advantage of the rate transfer. Membership does not transfer and difference in rates will have to be paid. The system will prompt if you are sure you want to cancel the original record before moving forward and that is correct, and your response should be yes. If you do not process substitutions correctly ASH/SPARGO will not honor the original rate for any new registrations being processed. Substitution deadline is December 2, 2025.
- **Cancel:** This allows you to cancel the original registration without registering anyone new to take their place. Refunds would be determined per the cancellation policy.
- \$75 per transaction processing fees will be charged for any registrations that are entered, changed or cancelled by the ASH registration center. These fees apply to all emailed, phone or onsite requests.

Processing Options	Processed Online		Processed by ASH Registration Center	
	On or before 11/5/2025	After 11/5/2025	On or before 11/5/2025	After 11/5/2025
New Registration	No Fee	No Fee	\$75	\$75
Change Existing Registration	No Fee	No Fee	\$75	\$75
Cancel Registration	No Fee	100% of amount paid	\$75	100% of amount paid

☐ I HAVE READ AND AGREE TO THE 67TH ASH ANNUAL MEETING AND EXPOSITION CANCELLATION POLICY

SUBMIT CANCELLATION ONLY

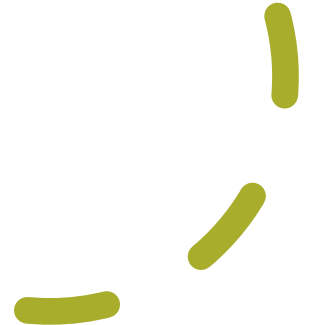
SUBSTITUTE

Meeting Registration Change/Substitution/Cancellation Policy

New registrations, changes and/or cancellations can be made online any time using the registration website. To substitute one delegate for another, the administrator must cancel the original registration and create a new registration using the new delegate's information. **All substitutions must be completed by Tuesday, December 2, 2025. No substitutions will be accepted after this deadline.**

Processing fees will be charged to any registration that is entered, changed or canceled by the ASH Registration Center. These fees apply to fax, mail, email, phone and onsite requests. Please use the registration website to avoid additional fees. **No refunds** will be processed for cancellations made after **Wednesday, November 5, 2025**. Online access will be terminated once the virtual meeting access begins on Wednesday, December 3, 2025.

Substitutions will not be processed onsite.



Making Payments

Payment of registration fees:

- This menu options allows the leader to view exhibitor summary, make payment and view/print invoice.

Exhibitor Registration Fees

View Exhibitor Summary/Pay Fees

Print Receipt/Invoice

Total Fees:

\$0.00 (USD)

Total Amount Paid:

\$0.00 (USD)

Total Fees Due:

\$0.00 (USD)

Pay Exhibitor Registration Fees

- Your total fee for your Exhibitors is **\$1,400.00**
- Please select one of the payment options below
- Enter any necessary payment information below
- Click "PAY NOW" to finalize your payment
- Return to [Main Menu](#)

Please note that bulk group payments can take up to **48 hours or 2 business days** to process and transfer to individual group attendee registrations.

- ☐ CHECK OR MONEY ORDER - \$1,400.00
- ☐ WIRE TRANSFER - \$1,435.00
- ☐ CREDIT CARD

PAY NOW

Exhibitor Group Summary

- Below is a financial summary for your group
- To see a complete list of all your registrants, please click on detailed group summary
- Return to [Main Menu](#)

Please note that bulk group payments can take up to **48 hours or 2 business days** to process and transfer to individual group attendee registrations.

Total Registration Fees: \$1,400.00
Total Amount Paid: \$0.00
Total Fees Due: \$1,400.00

2

MAKE PAYMENT

TOGGLE DETAILED GROUP SUMMARY

ID	Name	Member Type	Fees	Paid
500402	Gerald O'Sullivan, MD	In-Person Exhibitor Full Meeting (within allotment)	\$0.00	\$0.00
500403	John Rogers, MD	In-Person Meeting Registration Fee	\$1,400.00	\$0.00
500401	Sam Smith, MD	In-Person Exhibitor Booth Personnel (within allotment)	\$0.00	\$0.00

Deadline to submit check or wire transfers is Friday, November 14.

Please note that bulk payments can take up to 48 hours or 2 business days to process and transfer to individual group attendee registrations.



Badge Appointment

- If you selected **bulk pick-up** or a **partial pick-up** of the badges it is mandatory to set up an appointment.
 - If no appointment is made, then no pick-up will be allowed. We will not bulk print onsite if appointment is not set in advance.
- Contact information of the person picking up the badges will be required to enter. Badges **will only be released** to the name listed on the badge appointment or the Booth Administrator.
 - Provide accurate contact information on how to contact this individual as this information will be handed out to any registrant looking for their badge.
 - **It is the responsibility of the contact to handout the badges and be reachable for registrants to contact at ALL times if this option has been selected. For badges not distributed to the individuals and registrant refuses to contact Booth Administrator or Appointment Contact to get their badge there will be a \$5 reprint fee assessed to the individual upon pickup.**

Badge Pick Up Appointment Selection

Please keep in mind only the Administrator or the On-Site Contact is authorized to pick up badges and meeting materials.

Enter the contact information for the individual who will be attending the appointment and responsible for picking up the badges. This person must be someone that will be on-site as they will distribute the badges and will need to be available for any group registrant questions. Only the administrator or the on-site contact is authorized to pick up badges.

For badges not distributed to the individuals there will be a \$5 reprint fee assessed to the individual upon pickup. Meeting materials will be the individual registrant's responsibility to pick up at the appropriate meeting materials counters.

NUMBER OF REGISTRATIONS IN GROUP

1

HOTEL NAME OF PERSON ATTENDING APPOINTMENT

APPOINTMENT CONTACT NAME

APPOINTMENT CONTACT EMAIL

APPOINTMENT CONTACT PHONE

Select a Badge Pick Up Appointment time below:

Thursday, December, 4

☐ 12:00 PM

☐ 1:00 PM

☐ 2:00 PM

☐ 3:00 PM

☐ 4:00 PM

☐ 5:00 PM

☐ 6:00 PM

Friday, December, 5

☐ 7:00 AM

☐ 8:00 AM

☐ 9:00 AM

☐ 10:00 AM

☐ 11:00 AM

☐ 12:00 PM

☐ 1:00 PM

☐ 2:00 PM

☐ 3:00 PM

☐ 4:00 PM

☐ 5:00 PM



Partial Badge Pick-Up

- Once registrations have been added to your booth and appointment is made the next step is select which badges you would like to pick up.
 - If you make your appointment prior to adding registrations, you can revisit this menu to select which badges to pick-up at anytime.
- You will see a new menu listing everyone that has been registered to your booth. From here you will select one of the 2 options for each badge that you'd like to manage:
 - Option 1: Individual Pickup – the registrant will pick up the badge on their own (this is the default)
 - Option 2: Contact Pickup – the appointment contact or booth admin will pick this up at the appointment time to hand out.
- You can revisit this menu at any time to make changes. Badge appointment site will close on November 21, 2025.

Manage Your Badge Selections

Your current Badge Pick Up Appointment is scheduled for: **Friday, December 6 7:00AM**

Please select with individual's badge you would like to pick up during your appointment. Only the administrator or the on-site contact is authorized to pick up these badges and are responsible for distributing the badges and lanyards to the individuals.

For badges not distributed to the individuals there will be a \$5 reprint fee assessed to the individual upon pickup. Meeting materials will be the individual registrant's responsibility to pick up at the appropriate meeting materials counters.

ID	Name	Registration Type	Badge Pickup Option
600424	John Rogers	In-Person Exhibitor Booth Personnel (within allotment)	<input type="radio"/> INDIVIDUAL PICKUP <input checked="" type="radio"/> CONTACT PICKUP 2
600425	John Rogers	In-Person Exhibitor Booth Personnel (within allotment)	<input checked="" type="radio"/> INDIVIDUAL PICKUP <input type="radio"/> CONTACT PICKUP 1



Additional Menu Options

Exhibitor Housing Options

- Create and manage room block
- Create individual hotel registrations as necessary
- View city hotel map

Exhibitor Other Options

- View/Download Exhibitor Registration FAQs
- Send Exhibitor Summary Confirmation
- Order Lead Retrieval

Key Milestone Dates

Key Milestone Dates

Day/Date/Time	Registration Milestone
Wednesday, October 22 *	Advance Registration Pricing Ends First Spreadsheet Due for Import
Thursday, October 23	Late Registration Pricing Begins
Wednesday, October 29 *	Deadline to convert attendees prior to mailing
Wednesday, November 5 *	Cancellation Deadline
Friday, November 14 *	Final Spreadsheet Due for Import
Friday, November 21 *	Badge Appointment Deadline
Tuesday, December 2 *	Substitution Deadline All Registrations Completed
Wednesday, December 3 *	Deadline to convert attendees prior to onsite

* Deadline ends at 11:59 P.M. PST

Exhibitor Housing Options

[Reserve Hotel Room Block](#)

[Manage Hotel Room Block Reservations](#)

[Book an Individual Hotel Reservation](#)

[Orlando Hotel Map](#)

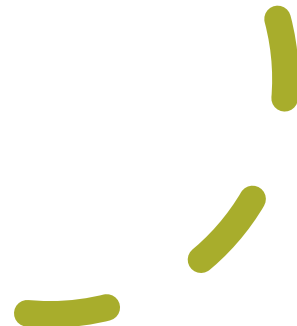
Exhibitor Other Options

[View Exhibitor Registration FAQs](#)

[Send Exhibitor Summary Confirmation](#)

[Order Lead Retrieval](#)

[Log out](#)



Registration – Key Milestone Dates

Day/Date/Time	Registration Milestone
Wednesday, August 13 at 11:00 a.m. Eastern	Exhibitor Registration Opens
Wednesday, October 22 at 11:59 p.m. Pacific	Advance Registration Pricing Ends
	First Spreadsheet Due for Import
Thursday, October 23 at 12:00 a.m. Pacific	Late Registration Pricing Begins
Wednesday, October 29 at 11:59 p.m. Pacific	Deadline to convert all attendees prior to mailing
Wednesday, November 5 at 11:59 p.m. Pacific	Cancellation Deadline
Friday, November 14 at 11:59 p.m. Pacific	Final Spreadsheet Due for Import
Friday, November 21 at 11:59 p.m. Pacific	Badge Appointment Deadline
Tuesday, December 2 at 11:59 p.m. Pacific	Substitution Deadline
	All Registrations Completed & Paid
Wednesday, December 3 at 11:59 p.m. Pacific	Final deadline to convert attendees prior to onsite



Housing Introduction

- SPARGO, Inc. is the only official housing provider for the ASH Annual Meeting and Exposition. Before you book, always look for the Official Contractor logo.
- For exhibitors that have not done so, be sure to take advantage of ASH's discounted room rates and complimentary shuttle to and from hotels and the convention center by [booking through the ASH Housing Center](#).
- Housing Contacts: Tiffany Brooks and Leah Abdin - ashexhibitorhousing@spargoinc.com



Accessing to the Exhibitor Reservation Portal

- *If a block has been reserved....* please locate the email sent from the ASH Housing Center with your login credentials to the portal.
- If cannot locate the email with your login, please email us at ashexhibitorhousing@spargoinc.com.

Dear ASH Exhibitor:

You will be able to access the Reservation Management Portal starting tomorrow at 11:00 a.m. Eastern Time to begin assigning your rooms with guest names and reservation dates. All rooms must be assigned online with complete guest names and check-in/check-out dates by Friday, October 4, 2024, at 5:00 p.m. Eastern Time.

Note: If you do not know the names of all attending delegates by October 4, please enter "TBD" in the guest name field and update the names once they are confirmed. We kindly ask that all names be finalized in the portal by November 12 whenever possible.

Reference Guide

A step-by-step [reference guide](#) has been provided to assist you in navigating the Reservation Management Portal. This guide will help you with:

- Booking and modifying reservations
- Accessing general housing information and key deadlines
- Downloading invoices and payment authorization forms
- Sending individual email confirmations
- Downloading or emailing a rooming list
- Accessing hotel wire instructions and V-9 forms

Reservation Management Portal Access

You may access the portal using one of the following methods:

1. [Direct Access](#)
 - This method allows anyone with the link to book/edit reservations and view payment information.
2. [Login Access](#)
 - Log in using an authorized email address and your **Contact/Housing ID** below for controlled access:
 - **Contact/Housing ID:** 52165901217

**67th ASH® Annual Meeting
and Exposition**
DECEMBER 6-9, 2025 | ORLANDO, FLORIDA



Email

Contact ID

LOGIN



ASH HOUSING CENTER

11208 Waples Mill Road, Suite 112
Fairfax, VA 22030
Phone 571-549-4509 | Fax 703-631-2971
ashexhibitorhousing@spargoinc.com

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[Privacy Policy](#)

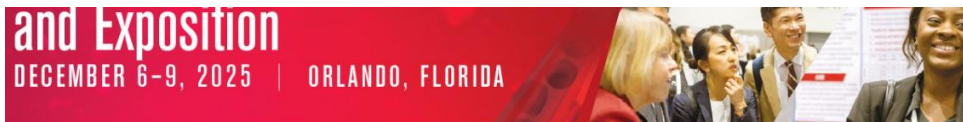


**Official
Contractor**
67th ASH Annual Meeting and Exposition

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Welcome Page

- Payment Policy
- Orlando Hotel List and Map
- Reference Guide



Welcome to the Reservation Management Portal!

Thank you for your participation in the 67th ASH Annual Meeting and Exposition. You may now begin assigning rooms to your booth staff and other delegates.

Please note that all rooms must be assigned and paid in full by **Friday, October 3 at 5:00 p.m. Eastern Time**. Once payment is submitted, it becomes **100% non-refundable**. This includes cancellations, shortened stays, and no-shows.

Shuttle Service

Exhibitors and FSS organizers who book through the ASH Housing Center will have access to complimentary shuttle service to and from all participating hotels that are not within walking distance of the Orange County Convention Center. Please refer to the **hotel list and map** for more details.

Room Block Reference Guide

The Room Block Reference Guide is a great resource and will provide **immediate answers** to questions related to the following subjects:

- navigating through the reservation management portal
- booking and changing reservations
- downloading payment forms and invoices
- reservation/payment deadlines
- payment instructions including how to obtain hotel wire instructions and W9 forms

[Reference Guide](#)

I AGREE TO ALL POLICIES AND PROCEDURES

ASH Housing Center

Leah Abdin
11208 Waples Mill Road
Suite 112
Fairfax, VA 22030
Phone: +1-999-999-9999
Email: ashhousing@spargoinc.com

To view and make changes to your reservations, click the + sign to the left of the hotel name.

HOTEL	ROOMS	RESERVED	REMAIN	
+ Aloft Orlando International Drive	5	5	0	
+ Cambria Hotel Orlando Universal Blvd	5	0	5	Assign Name(s)
+ Crowne Plaza Orlando - Lake Buena Vista	5	0	5	Assign Name(s)
+ Element Orlando International Drive	10	4	6	Assign Name(s)

IMPORTANT: The reservation management portal times out very quickly if left idle. If the information on the screen goes blank at any time, please close the browser and open the site in a new browser.

Payment Policy

All rooms are offered on a 100% prepaid basis. Once payment is received, it is 100% non-refundable. Payment will not be refunded for canceled reservations, shortened stays, and/or no-shows.

Related Links

- [Hotel List and Map](#)
- [Room Block Reference Guide](#)
- [Exhibitor Room Block Policy](#)
- [FSS Room Block Policy](#)
- [Hotel Amenity Chart](#)
- [Request Ancillary Space](#)

Payment Information/Invoice

Hotel Payment Authorization Form(s)

- [Aloft Orlando International Drive](#)
- [Element Orlando International Drive](#)

Upload Payment Authorization Form

- [Email Room Block Summary](#)
- [Download Summary](#)
- [Print Summary](#)
- [Cancellation Policy](#)
- [Email to Increase/Decrease Room Block](#)

Main Menu

- Assign Rooms
- Edit Reservations
- Related Links
- Payment Information/Invoices
- Payment Authorization Forms
- Rooming Lists/Room Block Summary

Assigning Rooms


Key Items to Remember

- Email addresses on reservations default to the housing contact's email. They must be updated in the reservation if you want each person to receive an individual confirmation
- To reserve rooms on the pre or post nights of the meeting, please assign your rooms with the desired arrival/departure dates through the portal.
- Duplicate reservations are not allowed.
- Always name unconfirmed reservations as TBD1, TBD2, TBD3, etc.

[Main Menu](#)

Use the "Add Multiple Names" feature to reserve multiple rooms for individuals with the same hotel, check-in date, check-out date and room type requirements. Reservations noted with an asterisk (*) are required.

[Add Single Name](#) [Add Multiple Names](#)



Aloft Orlando International Drive

12/05/2025 (Friday) ▼ 12/09/2025 (Tuesday)

Standard Single (1 person, 1 bed) - \$189.00

Person Reservation *

Specify a different address and email than the group contact

Additional Guests


<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>
<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>
<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>

Assigning Multiple Rooms

- The system will allow up to 20 names to be uploaded simultaneously.
- Hotel selection, check-in/check-out dates, and room type must be the same.
- Duplicate reservations are not allowed.
 - Always name TBD reservations as TBD1, TBD2, TBD3, etc.

date, check-out date and room type requirements.
Fields noted with an asterisk (*) are required.

[Add Single Name](#) [Add Multiple Names](#)



Aloft Orlando International Drive

12/05/2025 (Friday) 12/10/2025 (Wednesday)

Standard Single (1 person, 1 bed) - \$189.00

Reservation Guarantee
All rooms booked in exhibitor and FSS room blocks must be **prepaid in full by Friday, October 3, 2025**. Once payment is received, it is **100% non-refundable**. No refunds will be issued for canceled rooms or suites, shortened stays, and/or no-shows.

Name on the Reservation:

1	Room 1		Room 1	> more options
2	Room 2		Room 2	> more options
3	Room 3		Room 3	> more options
4	Room 4		Room 4	> more options

[RESERVE THESE ROOMS](#) [RESERVE THESE ROOMS AND ASSIGN MORE NAMES](#)

Editing Reservations

Types of Changes Allowed Through Portal Until November 12

- Arrival/Departure Dates
- Room Type Requests
- Email Addresses
- Loyalty Numbers
- Additional Guest Names
- Switching Hotels (applies to exhibitors with multiple hotels in their room block)

To view and make changes to your reservations, click the + sign to the left of the hotel name

HOTEL	ROOMS	RESERVED	REMAIN
+ Aloft Orlando International Drive	5	5	0
+ Element Orlando International Drive	10	4	6

Assign Name(s)

RESV	NAME	CHECK-IN/OUT	ROOM TYPE	Details	Options
W477N57	Multiple1, Multiple1	Dec 05 - 10	Standard Single (1 person, 1 bed)	Details	Options
Y8ZZQJ4	Multiple2, Multiple2	Dec 05 - 10	Standard Single (1 person, 1 bed)	Details	Options
XY99PQY	Multiple4, Multiple3	Dec 05 - 10	Standard Single (1 person, 1 bed)	Details	Options
ZY88RN7	Multiple5, Multiple5	Dec 05 - 10	Standard Single (1 person, 1 bed)	Details	Options

Email Confirmation to Individual
Change Reservation
Cancel Reservation

Cancellations



Exhibitors may cancel reservations online until **October 3**. After October 3, cancellations **must be emailed** to ashexhibitorhousing@spargoinc.com.



IMPORTANT CANCELLATION NOTICE!

After October 3, rooms released due to canceled reservations or shortened stays **will be immediately released and resold**. Canceled rooms that have been previously paid for will not be held in the room block to be rebooked at a later date.

No refunds will be given for canceled rooms.



Payment Policy



Payment is due for all rooms booked on Friday, October 3, by 5:00 p.m. ET.



All rooms are offered on a 100% prepaid basis. Once payment is received, it is 100% non-refundable.



A Payment Authorization Form must be submitted for all payments.

Credit Cards

- All fields must be completed, and the Payment Authorization Form must be signed to render the block paid.
- For your credit card security, please upload the form through the reservation management site, do not email the forms.

Wire Transfers

- We must receive the wire confirmation and the signed payment authorization to render the block paid.
- Wire transfers for hotel reservations must be paid directly to the specific hotels and not to ASH or SPARGO.

Payment Form/Invoices

ter

ad

999

spargoinc.com

anges to your reservations, click the + sign to th

	ROOMS	RESERVED	REMAIN
ternational Drive	5	5	0
Orlando Universal Blvd	5	0	5
Orlando - Lake Buena Vista	5	0	5
o International Drive	10	4	6

Forms will only appear for hotels that have rooms booked.

Since there are no rooms booked at the Crowne Plaza and Cambria, the forms do not appear.

Assign Name(s)

Assign Name(s)

Assign Name(s)

Related Links

- Hotel List and Map
- Room Block Reference Guide
- Exhibitor Room Block Policy
- FSS Room Block Policy
- Hotel Amenity Chart
- Request Ancillary Space

Payment Information/Invoice

Hotel Payment Authorization Form(s)

Aloft Orlando International Drive

Element Orlando International Drive

Upload Payment Authorization Form

Before downloading invoices and payment forms, all rooms must be booked in the portal.



Housing - Key Milestone Dates

Housing Milestone	Day/Date/Time
Exhibitor Reservation Management Portal and Individual Exhibitor Housing Opens	Wednesday, August 13 at 11:00 a.m. Eastern Time
Exhibitor Room Block and Payment Deadline	Friday, October 3 at 5:00 p.m. Eastern Time
Final Housing Deadline	Wednesday, November 12 at 5:00 p.m. Eastern Time
Reservations Transferred to Hotels - No Changes	Thursday, November 13 – Monday, November 17
Contact Hotels Directly for Changes and Cancellations	Tuesday, November 18



Exhibitor Room Block Reference Guide

The [Room Block Reference Guide](#) is a great resource to assist exhibitors with the following:

- navigating through the reservation management portal
- booking and changing reservations
- downloading payment forms and invoices
- reservation/payment deadlines
- payment instructions including how to obtain hotel wire instructions and W-9 forms





Slides and recording will be sent following today's presentation



Contacts

- [Link to ASH Exhibitor Site](#)
- **Exhibit Operations:**
 - Eileen McGill, SPARGO eileen.mcgill@spargoinc.com
- **Corporate Presentations, Sponsorship Fulfillment, Exhibitor Meeting Rooms:**
 - Stephanie Houck, SPARGO stephanie.houck@spargoinc.com
- **Registration:**
 - Anna Roscigno, SPARGO ashexhibitorreg@spargoinc.com
- **Housing:**
 - Leah Abdin, SPARGO ashexhibitorhousing@spargoinc.com
- **Ancillary Events:**
 - Casey Baden, SPARGO asheventrequests@spargoinc.com



Contacts

- **Sales of Exhibit, Support Opportunity, Virtual Platform, Ad Retargeting:**
 - Kristin Hudson, SPARGO Kristin.Hudson@spargoinc.com
- **Advertising in ASH News TV, ASH News Daily, ASH Program at a Glance:**
 - Joe Schuldner, PMI jschuldner@pminy.com
- **Advertising at Airport:**
 - Nan Blunk, TriStar nblunk@tristarpub.com
- **Fast Sensor – Booth Data Analytics**
 - Sam Fenlason, Fast Sensor samuelf@fastsensor.us
- **Webcast Package Sales:**
 - Louisa Mott, Springer Healthcare louisa.mott@springer.com

