



63rd ASH® Annual Meeting and Exposition

In Person & Virtual • Atlanta, Georgia • December 11-14, 2021

GENERAL INFORMATION

IMPORTANT REMINDERS FOR ALL EXHIBITORS

All booths by must be set by 5:00 p.m. on Friday, December 10.

All exhibitor floor space must be carpeted or covered with an approved material; bare floors are not allowed. The main aisles will be carpeted in **red pepper**.

Please refer to the **Exhibitor Deadline Checklist** to ensure you are placing an order for all required services before the deadline dates to receive any advance order discounts.

General Appearance

Any portion of the exhibit bordering another exhibitor's booth must have the exposed back and side finished and may not carry signs or other copy that would detract from the adjoining exhibit. All exposed surfaces of the exhibit must be finished or may be masked at the discretion of ASH Exposition Management at the exhibitor's expense.

Flooring

Raised floors must be non-hazardous and wheelchair accessible. Edges of raised floors must be ramped or guarded sufficiently to prevent people from tripping or falling at transitions.

Height and Blocking Rules

Regardless of the number of inline booths utilized, display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8 ft (2.44m) is allowed only on the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more inline booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth. Hanging signs are not permitted over inline booths.

Island Booths

An island booth is typically a 400-square-foot (20'x20') or larger exhibit space exposed to the aisles on all four sides.

Island booths must be constructed to allow access from all sides. Island booths should have open sight lines around and through the design (including hanging signs/structures), so that the surrounding area can be viewed through the booth and neighboring booths are not inappropriately obstructed. The top of the booth's sign must not extend more than 20 feet from the exhibit hall floor and cannot block visibility of ASH signs. Variances will not be granted. Please note: Multi-level exhibits are not permitted.

Exhibitors who wish to construct an island booth that will be 400 square feet or larger are required to submit a digital drawing, rendering, or architectural plans to ASH Exposition Management, through the online ASH Exhibitor Resource Center, for approval by Friday, October 22. Any changes that occur after initial submission must be resubmitted to ASH Exposition Management for approval prior to the meeting. Should booth construction at the show deviate from the actual submitted and approved floor plans, ASH Exposition Management reserves the right to ask the exhibitor to make modifications at the exhibitor's expense. Please contact Eileen McGill, ASH Exposition Operations Management, at 703-631-6200 or ashexhibits@spargoinc.com with any questions.

All hanging sign materials must be delivered to Freeman's Advance Warehouse no later than Wednesday, December 1. To ensure that your hanging sign is delivered to the Georgia World Congress Center at the appropriate time for your coordinated labor schedule, please use the included labels. Shipping address labels are available in the **Exhibitor Service Manual** under the "Service Order Forms."

If you have any questions, please contact Eileen McGill at 703-631-6200 or ashexhibits@spargoinc.com.