



# 2024 ANNUAL MEETING & EXHIBITS

APRIL 16-18 | LOEWS VENTANA CANYON RESORT | TUCSON, ARIZONA

## 2024 Exhibitor Planning Guide

### PRE-SHOW EXHIBITOR CHECKLIST

Use this checklist to help you prepare for the 2024 ASTA Annual Meeting & Exhibits:

- Submit Tabletop Exhibit Contract and payment
- Register all exhibitors for the ASTA Annual Meeting & Exhibits (this is *in addition* to your exhibit contract)
- Consider sponsorship opportunities (available only to ASTA members)
- Submit your company description and logo to be used for the mobile app by **March 15, 2024**
- Make hotel reservations: The ASTA rate is available until **March 21, 2024**, *based on availability*
- Review Exhibitor FAQs to assist in exhibit preparation
- Book airline tickets and/or arrange transportation to Tuscon
- Review the logistics email (sent closer to the event) and place orders for electricity, etc.
- Download the event mobile app before the event (you will receive an email when it's available)

Use these spaces to add your own to-do items and make notes:

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# 2024 Exhibitor Planning Guide

## FREQUENTLY ASKED QUESTIONS

### **What are the dates for the 2024 ASTA Annual Meeting & Exhibits?**

April 16 – 18, 2024

### **Where is the 2024 ASTA Annual Meeting & Exhibits being held?**

The 2024 ASTA Annual Meeting & Exhibits will be held at the Loews Ventana Canyon Resort. All event activities will take place at the hotel, with the exception of the optional Committee Mexican Fiesta function and the Sunset Hike.

### **When is the setup and breakdown?**

Setup Hours: Tuesday, April 16 12:00 pm – 4:00 pm

Breakdown Hours: Thursday, April 18 4:00 pm – 5:00 pm

All exhibit setups must be complete by 4:00 pm on Tuesday April 16.

Exhibitors are not permitted to be in the exhibit hall outside of the designated setup and breakdown hours and when the trade show is open. This will be strictly enforced for security purposes.

### **What are the exhibit hours?**

Exhibits are open during meal functions and breaks during the event. Exhibits should be open and staffed during all scheduled exhibit hours\* as follows:

Tuesday, April 16 12:00 pm – 4:00 pm (Setup only)  
5:30 pm – 7:00 pm

Wednesday, April 17 8:00 am – 9:00 am  
10:00 am – 10:45 am  
3:30 pm – 4:00 pm  
5:00 pm – 6:00 pm

Thursday, April 18 8:00 am – 9:00 am  
9:45 am – 10:30 am  
3:15 pm – 3:45 pm

\*Exhibit hours are subject to change based on final event schedule.

### **What is included with my tabletop exhibit?**

Each tabletop exhibit includes one 6' x 30" skirted table and two chairs.

### **Are there any requirements for exhibit displays?**

All signage, products and literature must fit on the exhibit table. Any displays must be placed on or behind the exhibitor's table (width of 6 feet) and cannot be placed next to the table or in the aisle. The height of the display should not exceed five feet from the top of the table.

### **Are badges included with my tabletop exhibit fee?**

Badges are **not** included in the tabletop exhibit fee. Everyone, including personnel at the tabletop exhibits, **must register** for the 2024 ASTA Annual Meeting & Exhibits and wear their event badge while in attendance. Registration fees are **in addition** to the exhibit fee that is paid.



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## FREQUENTLY ASKED QUESTIONS CONT.

### ***When are my logo and company description due, and where do I send them?***

Your company logo and description will be included in the mobile app and must be submitted by **March 15, 2024**. The logo format should be an eps or other high resolution format and the company description should be 45 words or less. Please submit to [ebrumley@vertosolutions.net](mailto:ebrumley@vertosolutions.net). If you exhibited in 2023 and would like to use the same logo and company description, notify us at the email address above.

### ***Where do I find information about shipping, electricity, and other items for my exhibit?***

Exhibitors will receive an email with instructions on shipping and ancillary services.

### ***What sponsorship opportunities are available?***

Sponsorship opportunities are available exclusively to ASTA Members. Visit [www.astaspice.org](http://www.astaspice.org) to learn more about current opportunities.

### ***How do I obtain an attendee list?***

The attendee list featuring companies and representatives names will be available on the ASTA website once registration opens and is updated weekly. The attendee list with contact information will be available in the mobile app before the event.

### ***How much do hotel rooms cost, and how do I make my room reservation?***

The ASTA room rate is \$249.00 plus tax per night for single/double occupancy. Room reservations should only be made by/for registered attendees. **ASTA reserves the right to cancel reservations made for anyone not registered to attend the meeting.** The ASTA room rate is available through March 21, 2024, based on availability.

Reservations may be made beginning in early January 2024. Reservation information is available at [www.astaspice.org](http://www.astaspice.org).

### ***Whom should I contact with additional exhibit questions?***

Elle Brumley, Director of Meetings, 202-331-2335 or [ebrumley@vertosolutions.net](mailto:ebrumley@vertosolutions.net).

