



2020 Exhibitor Planning Guide

PRE-SHOW EXHIBITOR CHECKLIST

- _____ 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 – **due by March 2, 2020**
- _____ Make hotel reservations – The ASTA rate is available until **March 26, 2020**, based on availability
- _____ Review Exhibitor FAQs to assist in exhibit preparation
- _____ Book airline tickets and/or arrange transportation to San Diego
- _____ Review the logistics email (sent closer to 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:

Notes: _____

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FREQUENTLY ASKED QUESTIONS

What are the dates for the 2020 ASTA Annual Meeting & Exhibits?

April 19-21, 2020.

Where is the 2020 ASTA Annual Meeting & Exhibits being held?

The 2020 ASTA Annual Meeting & Exhibits will be held at the Hilton San Diego Bayfront. All event activities will take place at the hotel.

When is setup and breakdown?

Setup Hours:	Sunday, April 19	12:00pm – 5:00pm
Breakdown Hours:	Tuesday, April 21	11:00am – 1:00pm

All exhibit setup must be complete by 5:00 pm on Sunday, April 19.

Exhibitors are not permitted to be in the exhibit hall outside of the setup and breakdown hours, other than 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:

Sunday, April 19, 2020 6:30pm - 8:00pm

Monday, April 20, 2020 8:00am - 9:00am
10:15am - 11:00am
6:00pm - 7:00pm

Tuesday, April 21, 2020 8:00am - 9:00am
10:15am - 11:00am

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

What is included with my tabletop exhibit?

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

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 ASTA Annual Meeting & Exhibits and wear their event badge while in attendance. Registration fees are **in addition** to the exhibit fee that is paid.

When are my logo and company description due and where do I send it?

Your company logo and description will be included in the mobile app and must be submitted no later than March 2, 2020. The logo format should be a .jpg (240 x 240 pxl) and the company description should be 45 words or less. Please submit to lindsay.wilson@vertosolutions.net. If you exhibited in 2019 and would like to use the same logo and company description, notify us at the email address above.

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FREQUENTLY ASKED QUESTIONS (cont.)

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

Exhibitors will receive an email in early 2020 with instructions on shipping and ancillary services.

What sponsorship opportunities are available?

Only ASTA members are allowed to take advantage of the exclusive sponsorship opportunities for the ASTA Annual Meeting & Exhibits. Visit the sponsor page at www.astaspice.org for current opportunities.

When will my advertisement run?

You will be given the opportunity to choose when to begin your advertisement and which newsletter is your preference for the ad placement. Space is first-come, first-serve to each placement, based on availability of space for the specific newsletter selection. You may change your advertisement once during the six-month subscription period. So, if you would like your advertisement to feature exhibit specific information before the 2020 meeting, staff will work with you to repost your advertisement after the event.

How do I obtain an attendee list?

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

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

The ASTA room rate is \$299.00 plus tax per night for single/double occupancy. **ASTA requests that room reservations be made only by registered attendees and reserves the right to cancel reservations made by anyone who is not registered to attend the meeting.** The ASTA room rate is available through **March 26, 2020**, based on availability. ASTA will maintain a waitlist if our room block fills up before the hotel reservation deadline.

Reservations may be made online or by calling the hotel directly. The reservations phone number and the link to make hotel reservations online are available at www.astaspice.org.

Who should I contact with additional exhibit questions?

Lindsay Wilson, Director of Meetings, 202-331-2335 or lindsay.wilson@vertosolutions.net.