



2021 Fall ASTA Meeting & Exhibits Exhibitor Planning Guide

PRE-SHOW EXHIBITOR CHECKLIST

Use this checklist to help you prepare for the 2021 Fall ASTA Meeting & Exhibits.

- _____ Submit Tabletop Exhibit Contract and payment
- _____ Register all exhibitors for the Fall ASTA 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 September 10, 2021**
- _____ Make hotel reservations – The ASTA rate is available until **September 17, 5:00pm CT**, based on availability
- _____ Review Exhibitor FAQs to assist in exhibit preparation
- _____ Book airline tickets and/or arrange transportation to Nashville
- _____ 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 2021 Fall ASTA Meeting & Exhibits?

October 11-13, 2021.

Where is the 2021 Fall ASTA Meeting & Exhibits being held?

The 2021 Fall ASTA Meeting & Exhibits will be held at the Renaissance Nashville hotel. All event activities will take place at the hotel.

When is setup and breakdown?

Setup Hours:	Monday, October 11	6:00pm – 8:00pm
Breakdown Hours:	Tuesday, October 12	6:15pm – 7:30pm

All exhibit setup must be complete by 8:00pm on Monday, October 11.

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:

<i>Monday, October 11, 2021</i>	6:00pm – 8:00pm (Setup)
<i>Tuesday, October 12, 2021</i>	8:30am - 9:30am
	10:45am - 11:00am
	4:00pm - 4:30pm
	5:15pm - 6:15pm
	6:15pm - 7:30pm (Teardown)

**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 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 Fall ASTA 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 **September 10, 2021**. 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 lindsay.wilson@vertosolutions.net.

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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 with instructions on shipping and ancillary services.

What sponsorship opportunities are available?

Sponsorship opportunities are available exclusively to ASTA Members. Visit the sponsor page at www.astaspice.org for current opportunities.

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 is updated weekly. The attendee list with 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 \$269.00 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 **September 17, 5:00pm CT**, based on availability.

Reservations may be made online or by calling the hotel directly. Reservations information is 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.