



EXHIBITOR BULLETIN #2

Dear [Insert First Name],

Thank you again for your support and participation as an exhibitor at AHE EXCHANGE25, June 8-11 2025, in Columbus, OH. Please take note of the following deadlines and important exhibiting information to assist you with your planning.

UPCOMING IMPORTANT DATES & DEADLINES

Now Live

- Exhibitor Registration & Housing*

**Exhibitors must be registered in order to book hotel rooms*

- Lead retrieval licenses are available for purchase in Exhibitor Registration Portal
- Exhibitor Service Manual distributed to all exhibitors

April 2025

Wednesday, April 30

- Exhibitor profile due for Exchange25 Mobile App

May 2025

Monday, May 5

- The Expo Group advanced discount deadline for most show services
- Exhibitor Appointed Contractor (EAC) notification due to The Expo Group

Thursday, May 8

- Exhibitor Certificate of Insurance (COI) due to [AHE Show Management](#)
- Floor plans with dimensions due to [AHE Show Management](#) for any exhibitor occupying an Island, Split Island, Peninsula, or Modified Peninsula
- Exhibitor Drawings/Raffles due to [AHE Show Management](#) for approval
- Payment Deadline (regardless of contract submission date)

Friday, May 16

- Discounted Hotel Cut-Off (given there is still availability)

[EXHIBITOR RESOURCE PAGE](#)

Bookmark the Exhibitor Resource Page for a full list of important Dates & Deadlines and to stay up to date on the most current exhibitor information, especially the Exhibitor Rules & Regulations:

[Exhibitor Resource Page](#)

[Exhibitor Rules & Regulation](#)

[BOOTH PAYMENT REMINDER](#)

All booth payments are due within 30 days of receipt of your invoice per the AHE Exhibitor [Rules and Regulations](#), Section 4. Please connect with Nick Schuette at nschuette@smithbucklin.com today for additional details on extended payment terms if necessary. The Primary Contact/Billing Contact listed on your contract will be sent an invoice from AHE's invoicing & collection team in the coming weeks with the subject line **"Your AHE invoice is ready."** If you have any questions regarding your invoice, or remittance instructions, please reach out to Pat Brayley at PBrayley@smithbucklin.com.

[EXHIBITOR SERVICE MANUAL](#)

The Exhibitor Services Manual is live! The Expo Group is the general service contractor and the exclusive provider of these services for AHE EXCHANGE25. If you have not already, you (as the primary contact) will receive an email from The Expo Group, with the subject line **"Welcome to EXCHANGE25!"** This email includes a link to access the Online Service Center. If you did not receive this information, please check your spam folder, or **contact** ExhibitorService@theexpogroup.com. The Discount Deadline is **May 5**.

The online Exhibitor Services Manual, including important show information and order forms can be accessed by following these steps:

- Visit the Online Service Center by [clicking here](#).
- To place your order online through cyber services, login to your account using the Show ID and Password provided to you by The Expo Group in your welcome email.
- Select 'Start Shopping' to begin your order
- If you have any questions regarding your booth furnishings or service orders, please **contact** ExhibitorService@theexpogroup.com

[Access the Exhibitor Service Manual](#)

[EXHIBITOR BOOTH PERSONNEL REGISTRATION](#)

Each Exhibitor is provided **(1)** complimentary Exhibitor Full Conference badge. Exhibitor Full Conference badges allow access to the exhibit hall for set-up, exhibit hours and dismantle, plus all AHE educational sessions and the Welcome Reception on Sunday, June 8, 2025. In addition, Exhibitors are provided **(3)** complimentary Exhibitor Exhibit Hall Only badges per 10' x 10' (100 sq. ft.) of exhibit space purchased. Exhibitor Exhibit Hall Only badges allow access to the exhibit hall

for set-up, exhibit hours and dismantling only. Additional Exhibitor Full Conference Badges can be added on for \$350 and additional Exhibitor Exhibit Hall Only for \$150. Please note:

- Both badge types allow your employees to enter the exhibit hall for Exhibitor Move-In, Show Hours and Exhibitor Move-Out.
- These badges are for your company employees only. They may not be given or transferred to other conference attendees.
- Badges must be worn at all times in the exhibit hall and are required for access to the exhibit hall.
- Exhibitor badge types allow access to the AHE Exchange25, beginning June 8 at 8:00 a.m.
- Exhibit Hall badges do NOT allow access to Lunch and Learns that are sponsored by other exhibitors.

Exhibitor registration information for name badges was sent out by the AHE Registration team, ahе@аhа.оrg with the subject line "**Registration confirmed for AHE EXCHANGE25**". This email includes a link to log in to the Exhibitor Portal where you can register your booth staff. If you did not receive this information, please check your spam folder, or **contact** ahе@аhа.оrg.

LOCATION & HEADQUARTER HOTELS

Convention Center	Headquarter Hotel
Greater Columbus Convention Center	Hilton Columbus Downtown

HOTEL RESERVATIONS

A block of hotel rooms is available to all registrants at a discounted rate. The discounted group rates apply until the reservation deadline of **May 16**, or until all rooms in the group block have been reserved, whichever occurs first.

You must first complete exhibitor registration for the conference to reserve housing for the conference. The link to book your accommodation will only be included in your registration confirmation. If you have not received your confirmation, please contact ahе@аhа.оrg.

EXHIBITOR HOURS

MOVE-IN

Sunday, June 8 8:00 a.m. – 4:00 p.m.

Monday, June 9 10:00 a.m. – 2:00 p.m.

**All exhibits must be fully operational by 2:00 p.m. on Monday, June 9.*

EXHIBIT HALL OPEN

Monday, June 9 3:00 p.m. - 6:00 p.m.

Tuesday, June 10 10:45 a.m. - 2:00 p.m.

MOVE-OUT

Tuesday, June 10

2:00 p.m. – 6:00 p.m.

LEAD RETRIEVAL

Lead retrieval is available through the exhibitor registration portal. Once you log in to the registration portal, you will have the opportunity to buy and assign lead retrieval licenses.

SPONSORSHIPS AND ADVERTISING ONSITE

Are you looking to expand your presence and further engage with EXCHANGE25? Optimize your impact and build an onsite presence by securing sponsorships. EXCHANGE 25 Sponsorship options including speaking sessions, increased branding, and year-round advertising opportunities.

Customize your engagement today by submitting a Sponsorship Contract or contacting the **[EXCHANGE25 Sales Team.](#)**

[Sponsorship Page](#)

[Sponsorship Contract](#)

If you have any questions, please do not hesitate to contact us. Thank you for your support of AHE EXCHANGE25!

Best Regards,
AHE Show Management