

Dear ASBMR Exhibitor,

Thank you for your participation in the ASBMR 2016 Annual Meeting taking place September 16 – 19, 2016 in Atlanta, Georgia at the Georgia World Congress Center. We look forward to a successful meeting with you! Below is some information to assist you as you prepare to exhibit at the ASBMR 2016 Annual Meeting:

#### **Exhibitor Service Kit**

The Exhibitor Service Kit, which will be provided by GES, will be sent to all fully paid exhibitors via email on Friday, July 22.

#### **Important Dates and Deadlines**

**July 29<sup>th</sup>** – 50-word company description due for on-site program

**August 12<sup>th</sup>** – New Product form due (if applicable; see attached)

**August 17<sup>th</sup>** – Deadline to reserve rooms at the ASBMR room rate

**August 18<sup>th</sup>** – Deadline to receive early registration rates

**August 29<sup>th</sup>** – Promotional Item Giveaway Approval form due (if applicable; see attached)

#### **Discovery Hall Schedule**

Below you will find the ASBMR 2016 Discovery Hall schedule:

##### Exhibitor Move-in

Thursday, September 15                      8:00 am – 5:00 pm

Friday, September 16                        8:00 am – 2:00 pm

##### Exhibit Hall Hours

Friday, September 16                        5:30 pm – 7:00 pm

Saturday, September 17                      9:30 am – 4:30 pm

Sunday, September 18                        9:30 am – 4:30 pm

Monday, September 19                        9:30 am – 3:00 pm

##### Exhibitor Tear Down

Monday, September 19                        3:00 pm – 9:00 pm

Tuesday, September 20                       8:00 am – 12:00 pm

#### **Program Description**

Please click [here](#) to submit your 50-word company description for the onsite program by Friday, July 29. After this date, we cannot guarantee your company's information will be published in the on-site program.

#### **Exhibitor Registration**

As an exhibitor, your company receives four complimentary exhibit personnel badges per 100 square feet of booth space and access to discounted full conference badges. You will be sent separate email with a link and password to register for your allotted badges once your booth payment has been processed. If you do not receive the link, please email [exhibits@asbmr.org](mailto:exhibits@asbmr.org).

#### **Hotel Reservations**

ASBMR has contracted with five hotels near the Georgia World Congress Center to provide housing for

participants of the ASBMR 2016 Annual Meeting. Rates range from \$159 - \$220 per night. The deadline to book rooms at this discounted rate is Wednesday, August 17<sup>th</sup>. For more information and to make your room reservation, please click [here](#).

### **Unauthorized Housing Vendors**

As an attendee at the ASBMR Annual Meeting, you may be contacted by phone or email by outside housing companies to secure hotel reservations for the conference. The intent is to convince you that the offer is made on ASBMR's behalf, or that the soliciting company is a viable alternative to going directly to the hotel. These companies are not affiliated or working in partnership with ASBMR, and reservations made through these companies for our meeting cannot be guaranteed.

ASBMR has contracted directly with the hotels listed on the official website. They, along with the [ASBMR International Housing Department](#) are the only official representatives that can guarantee your reservation. Making your reservation in the ASBMR room block also enables us to fulfill our contracts with the hotels and helps ensure that ASBMR Annual Meeting is a success. To learn more, please visit the [Unauthorized Housing Vendors](#) page. Please contact [housing@asbmr.org](mailto:housing@asbmr.org) with any questions.

### **Support Opportunities**

Become a supporter of the ASBMR 2016 Annual Meeting! Put your name in front of key decision-makers and heighten your visibility in the industry. To view the Corporate Supporter Kit, please click [here](#). You may also contact Deb Kroll at [dkroll@asbmr.org](mailto:dkroll@asbmr.org) to learn more about the support opportunities that are still available.

If you have any questions regarding the enclosed materials, please do not hesitate to contact me.

On behalf of ASBMR, I would like to thank you for your support. We look forward to seeing you in Atlanta!

Sincerely,

Brittany Jackson, Exhibits Manager