



# EXHIBITOR INFORMATION AT-A-GLANCE

## ► World Congress Venue:

Denver Sheraton Downtown  
1550 Court Place  
Denver, CO 80202 USA

## ► Hotel Reservations:

Limited ISHRS group block reservations are available at our meeting hotel, the Sheraton Denver Downtown. The ISHRS run-of-house group rate is USD \$239 single/double plus 15.75% occupancy tax. The group rate includes guest room WiFi. Please make your reservations early as the group guest rooms are limited. The group rates are available through October 4, 2024, or while room availability lasts. For more information, and to make your reservation, visit the hotel information on our meeting website at <https://32ndannual.org/hotel>.

## ► THE SUPPLIERS – WHO PROVIDES WHAT?

*The information and ordering processes for all the official suppliers is included in the Alliance Exhibitor Service Portal.*

## #1: Alliance Nationwide Exposition – Expo Services & Freight Handling:

Alliance Nationwide Exposition is the official exposition service contractor for this meeting. Alliance Nationwide Exposition is the **EXCLUSIVE, SOLE PROVIDER** of the following services:

- trade show rental equipment & furnishings
- carpet rental (note the exhibit area is carpeted)
- exhibit labor for installation & dismantling
- in-booth cleaning
- freight handling/drayage

On a **NON-EXCLUSIVE basis**, Alliance Nationwide Exposition also offers:

- signs & graphics
- custom booth options
- shipping services

If you are interested in receiving a shipping quote from Alliance Transportation & Logistics, a representative can assist you at 1-888-528-2011 or by email at [logistics@alliance-exposition.com](mailto:logistics@alliance-exposition.com).

**IMPORTANT: Regarding the shipping & handling of your exhibit freight:** It is highly recommended to ship all exhibit materials to Alliance's advance warehouse. Any shipments sent directly to the meeting venue (allowed ONLY on exhibits installation day), the Sheraton Denver Downtown, will be required to be handled by Alliance. Alliance's prevailing warehouse material handling rate plus a 20% minimum surcharge will be added to all shipments sent directly to the Sheraton Denver Downtown.

### KEY ORDER & FREIGHT DEADLINES

KEY ORDER & FREIGHT DEADLINES	
September 16, 2024	<b>ADVANCE SHIPMENT RECEIVING</b> First day warehouse will begin receiving advance shipments without surcharges
September 18, 2024	<b>ADVANCE ORDER DISCOUNT DEADLINE</b> All orders must be received with payment in full by this date to receive discounted pricing.
September 25, 2024	<b>ADVANCE ORDER DEADLINE – CUSTOM GRAPHICS &amp; CUSTOM TABLE THROWS</b> All orders must be received with payment in full by this date to guarantee production of the order for the show. These items will not be available to order after the deadline date.
October 9, 2024	<b>ADVANCE SHIPMENT DEADLINE</b> Last day for advance shipments to arrive at warehouse without surcharges.

View the full details and place your order for expo services & materials handling on Alliance's exhibitor service portal. All confirmed exhibitors will receive their login credentials directly from Alliance Nationwide Exposition. <https://alliance-exposition.boomerecommerce.com/>

If you have **questions**, you may contact Alliance at:

**Phone:** 1-888-528-2011

**E-mail:** [ExhibitorAssistance@alliance-exposition.com](mailto:ExhibitorAssistance@alliance-exposition.com)

**Online Ordering:** <https://alliance-exposition.boomerecommerce.com/>

## **#2: Encore for Audio-Visual Equipment, Electrical & Internet:**

These services will be provided by Encore, the in-house provider at the Sheraton Denver Downtown. Their ordering portal can be found within the Alliance portal, or you may enter Encore's portal directly at:

[Encore EventNow | Audio Visual Solutions | Order Online \(encoreglobal.com\)](#)

**Complimentary wireless internet is provided for all attendees and exhibitors in our meeting space.** However, if you require a dedicated line for assured connection, you will want to order a dedicated line through Encore at your own cost.

If you have **questions**, you may contact Encore at:

**Phone:** 1-800-966-4498

**E-mail:** [eventnowsupport@encoreglobalmail.com](mailto:eventnowsupport@encoreglobalmail.com)

**Encore Ordering Portal:** [Encore EventNow | Audio Visual Solutions | Order Online \(encoreglobal.com\)](#)

## **#3: SmartSource for Lead Retrieval Services:**

SmartSource has been selected as the official lead retrieval partner for this year's World Congress. They offer both mobile apps for use on your own phone or tablet devices.

Visit their Ordering Portal for more information and to place your order: <https://mysmartsource.com/>

**Access Code:** ISHR1024

**SmartSource's discount deadline is September 27, 2024 and all orders must be placed by October 4, 2024.**

If you have **questions**, you may contact SmartSource at:

**Phone:** 1-877-876-4111

**E-mail:** [exhibitorsales@thesmartsource.com](mailto:exhibitorsales@thesmartsource.com)

## **► Location of the Exhibition/Floor Plan:**

Click here to view the [Exhibit Floor Plan](#). Exhibit booths are located at the Sheraton Denver Downtown in the Plaza Ballroom Foyer on the Concourse Level. This exhibit area is directly outside of the General Session in the Plaza Ballroom.

## **► Exhibit Booth Dimensions & Details:**

Each exhibit booth measures 8 feet deep x 10 feet wide. To maintain uniformity and to prevent obstruction of view of [adjoining](#) exhibit booths, solid or draped objects cannot be higher than eight feet in the back and cannot be higher than four feet along the sides.

### **The fee for each Exhibit Booth includes:**

- One 8 feet deep x 10 feet wide exhibit booth (pipe and drape structure)
- A basic ID sign displaying company name and exhibit booth number
- Janitorial service for [aisles](#) only of the exhibit area (not inside of booth cleaning)
- A one-year listing in the Online Buyers Guide which is located in the Members Only section of the ISHRS website.
- Listing in the Final Program Guide
- Listing on the 32ndannual.org congress website
- Listing in the ISHRS conference app

Note that **NO** furnishings, lighting or electrical are included in the booth package. If you require these items, you will need to order them at your own expense through the official expo service contractor.

### **Also note:**

- There is **no storage space** for exhibitors in the exhibit area. The ISHRS does not provide storage space for exhibitors. If you require storage, you must create storage space within your booth (not in the aisles) or discuss storage possibilities with Alliance Nationwide Exposition.

For anything additional, you will need to order it through the official suppliers.

## ► **Exhibit Personnel Registration:**

All personnel staffing your exhibit booth must register as exhibit personnel and pay the USD \$450 Booth Personnel Badge Fee, with a maximum of four (4) exhibit personnel per 8x10 foot exhibit booth. If you wish, you may add exhibit personnel up to the maximum of four (4) per exhibit booth using the [Exhibitor Information Form](#), up until September 11, 2024. Although there is a limit of four (4) exhibit personnel per exhibit booth, if you will have more representatives on-site who will swap-in and swap-out badges, then the ISHRS can process additional badges for them, but only four (4) representatives per booth will be allowed in the exhibit hall at a time. All exhibit representatives must be approved in advance. Badges are to be picked up at the ISHRS registration desk.

Food & beverage for exhibit personnel, consisting of coffee breaks and lunches on Thursday, Friday and Saturday, and refreshments during the Thursday evening Welcome Reception.

## ► **Show Schedule:**

### **EXHIBITORS SET-UP:**

Wednesday/October 16, 2024 **1:00PM-7:00PM**

### **SHOW HOURS:**

Thursday/October 17, 2024 **8:00AM-7:30PM**

*Welcome Reception in Exhibit Area:* **6:00PM-7:30PM**

Friday/October 18, 2024 **10:00AM-6:00PM**

Saturday/October 19, 2024 **8:00AM-2:00PM**

### **DISMANTLE:**

Saturday/October 19, 2024 **2:00PM-4:00PM**

**Exhibits must NOT be disturbed, dismantled or removed before 2:00PM, Saturday, October 19, 2024.** All exhibit materials must be removed from the exhibit area by **4:00PM on Saturday, October 19, 2024.**

## ► **Exhibit Prospectus is the Exhibitor Contract:**

Please carefully review the [Exhibit Prospectus](#), as it is your exhibitor contract. It is important that all your exhibit representatives are familiar with the rules and terms in this document.

## ► **Additional Exposure Opportunities:**

This year we will be offering the following Additional Exposure Opportunities that you may purchase:

- Tabletop Exhibit at Live Surgery Workshop
- Final Program Guide Ad
- Hotel Room Drop
- Satellite Symposia
- Educational Grant
- Online Buyers Guide

See the [Additional Exposure Opportunities](#) brochure for full details and prices.

## ► **Ancillary Function Request Process:**

ISHRS approval, which may be granted or denied by the ISHRS at its sole discretion, is required for all exhibitor-sponsored ancillary functions. Requests for such activities must be submitted in writing via the [Ancillary Function Request Form](#) by September 11, 2024.

## **QUESTIONS:**

If you have questions regarding exhibiting, please contact:

Jule Uddfolk, CMP

ISHRS Meetings & Exhibits Manager

Direct Phone: 1-773-883-1236

[juddfolk@ishrs.org](mailto:juddfolk@ishrs.org)