



**ASHG**  
ANNUAL MEETING  
**MONTREAL**  
OCTOBER 20-24, 2026

## Exhibitor FAQs

For further clarification, please refer to our full [2026 Exhibitor Rules and Regulations](#) or reach out to the ASHG Exhibits team at [exhibits@ashg.org](mailto:exhibits@ashg.org).

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### General Show Information

#### **What are the official 2026 exhibit dates and important exhibitor deadlines?**

The Exhibit & Poster Hall will be open Wednesday October 21 through Friday October 23 with poster sessions ending each exhibit hall day for strong hall traffic all week long.

ASHG is thrilled to hold a reception this year for all attendees and exhibitors on Thursday October 22 from 4:30-6:30 pm. There will be food, fun, and poster sessions! More info to follow.

Please review the [ASHG26 Exhibit Hours and Key Deadlines \(PDF\)](#) for important exhibitor-specific deadlines.

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## Where is the Exhibit & Poster Hall, and how long is the hall open?

The Exhibit & Poster Hall is located in Hall 220, on level 2 of the convention center, just outside of registration. The hall hours are as follows:

Wednesday October 21 9:30 am – 4:30 pm

Thursday October 22 9:30 am – 6:30 pm

**NEW** - Thursday Exhibit Hall Reception and Poster Session 4:30 – 6:30 pm

Friday October 23 9:30 am – 4:30 pm

## Where can I find this year's exhibitor rules and regulations with booth pricing, refund policies, booth building guidelines, etc.?

[Please review our ASHG26 Exhibitor Rules and Regulations \(PDF\).](#)

You may also download the [ASHG Booth Space and Build Overview](#) to know what to expect and how to prepare your reserved exhibit space. ASHG does not use shell or box booth structures.

## What are the main ASHG portals I need to bookmark for this year?

Below are the relevant portals you will need to manage your presence at this year's Annual Meeting:

- [ASHG26 Exhibitor Resource Center \(ERC\)](#) from Map Your Show, this is where you purchased your booth and lead retrieval service. Emails from this portal will come from [service@mapyourshow.com](mailto:service@mapyourshow.com).
  - Inside the ERC will also be your link to the Maritz housing portal for hotel reservations. There is NOT an external login for the Maritz site page; you must login through the ERC.
- <https://account.ashg.org/s/login/> – from ASHG, each person registering for a full scientific registration (not exhibitor registration) will need to create their own unique profile and login here before they register. Emails from this portal will also come from [no-reply@ashg.org](mailto:no-reply@ashg.org).

Any other service providers outside of ASHG (i.e., Freeman) will require separate logins.

## Can anyone visit my booth or attend my industry session if they are not registered for the meeting?

**No.** Admittance to the convention center during the Annual Meeting is restricted to those who register to attend. This means all exhibit organizers, all booth staff, and all industry guests and speakers must be registered to attend the Annual Meeting, including people only attending specific industry sessions or visiting the exhibit hall.

You may purchase extra exhibitor badges through the exhibitor registration portal once your allotment is used; pricing is still being determined. Exhibitor badges do not permit entry into scientific sessions or allow the badge holder to present a poster in the hall. All attendees, exhibitors, and guests must be registered with their own badge, and badges may not be shared, altered, or exchanged.

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## **Are exhibitors required to have exhibitor / show insurance? Who needs to be included in the certificate of insurance as additional insureds?**

Yes, all exhibitors are required to carry show/event insurance regardless of booth size or type. Per our [ASHG26 Exhibitor Rules and Regulations \(PDF\)](#), it is the sole responsibility of the exhibitor for any damages, claims, losses, liabilities, or expenses arising from any injury to any person or property that arises out of or is in any manner connected with the exhibitor's participation in the ASHG Annual Meeting, including its indemnity obligations herein. Exhibitors are required to maintain general public liability insurance in an amount sufficient to cover such obligations. Exhibitors are strongly encouraged to add show cancellation insurance as an additional coverage option to their required exhibitor insurance policy.

Current and valid certificates of insurance (COIs) must be provided to our designated insurance partner that include the following additional insureds:

- The American Society of Human Genetics (ASHG): 6120 Executive Boulevard Suite 500 Rockville, MD 20852
- Palais des Congrès de Montréal: 1001, place Jean-Paul-Riopelle, Montréal (Québec) H2Z 1H2, CANADA
- Freeman: 1600 Viceroy, Suite 100, Dallas, TX 75235

We have not selected an insurance provider for this year, but you may reserve insurance through the group of your choosing as long as the inclusions on the certificate of insurance (COI) meet the requirements in the rules and regulations.

## **Does furniture or electrical come with my booth?**

Unless your booth is in one of the specialty pavilions, your booth comes empty (other than pipe and drape to separate neighboring booths). All services such as electrical, lead retrieval, etc., must be ordered separately for all booths and are not part of any package, regardless of type or pavilion.

Review the [ASHG Booth Space and Build Overview](#) for a detailed walkthrough of the inclusions and do's and don'ts of using your exhibit space. Make sure to review the sections for specialty pavilions and the separate rules for island booths, if applicable. ASHG does not use shell or box booth structures.

## **Do you offer packages that combine booths with sponsorship items, like talks or ads?**

ASHG sells booth space independently from any advertising, speaking, or sponsorship offerings; all ads and sponsorships are sold a la carte. [Reserve your space today](#) and contact [exhibits@ashg.org](mailto:exhibits@ashg.org) to discuss bulk pricing/packaging for buying multiple ads or sponsorship items!

## **Which company is your official services contractor (OSC), aka decorator, and where can I find the exhibitor services manual (ESM), aka show kit, and show quick facts?**

We are proud to continue our in-person event partnership with **Freeman** for this year's Annual Meeting.

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The official Freeman exhibitor services manual (ESM) and quick facts will be available here later this summer: <http://freemanco.com/store/show/landing?showID=540296>

## **How do I make a payment for my booth/ad/sponsorship fees? Can I send payment via Bill.com?**

Log into your [Exhibitor Resource Center](#) portal to see your current balance and download your invoice. ACH is our preferred payment method to help keep costly credit card fees down, but a credit card payment link is available in the [Exhibitor Resource Center](#) if necessary. Please reach out to [exhibits@ashg.org](mailto:exhibits@ashg.org) if you need our W9 and/or bank letter.

We are also happy to connect with you via Bill.com. Please send your invitations to connect to [finance@ashg.org](mailto:finance@ashg.org).

If you would prefer to send a check, please make your check payable to:

**American Society of Human Genetics**

ATTN: Exhibits

6120 Executive Blvd., Suite 500

Rockville, MD 20852

*Please note your company name and booth number or order invoice number in the payment memo to avoid delays in applying your payment to your invoice.*

Thank you for helping us keep costs down to provide the best member and attendee experience possible!

## **We need to downsize or cancel our booth, ad, or sponsorship. How do I process that request? Can we get a refund?**

The last day to request a partial refund is July 1, 2026. Please review our [ASHG26 Exhibitor Rules and Regulations \(PDF\)](#) for our full cancellation policy including deadlines, calculations of eligible refundable fees, and more.

## **How can I reserve a booth for future Annual Meetings?**

More information on the 2027 Annual Meeting, to be held October 27-29 in Nashville, TN (US), will be available in late 2026. Booth reservations will follow our standard priority point structure as outlined in our [ASHG26 Exhibitor Rules and Regulations \(PDF\)](#). You may also see our full list of [Annual Meeting locations and dates for future years](#), subject to change.

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# **Booth Pricing & Specialty Pavilion Packages**

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## How much are booths at this year's meeting? Where do I register to exhibit?

ASHG is pleased to offer interested and eligible companies tiered rates for each 10' x 10' exhibit space at ASHG 2026, depending on the booth type and date of application / contract submission. We can combine most available 10' x 10' booths, but no endcaps/peninsulas at the end of a row. [Contact us](#) and we can help you build the perfect booth – and book early for the best locations!

- Early Rate: by March 31
- Standard Rate: April 1 to August 31
- Late Rate: September 1 and later
- *Last day to reserve space: October 16*

[Request the exhibit prospectus here](#) to see pricing.

Ready to exhibit? [Reserve your space today!](#)

## Do you offer special booth packages?

Eligible companies may reserve one (1) 10' x 10' booth space located in the New Exhibitor Pavilion, the NIH Pavilion, or the Nonprofit & Advocacy Pavilion at specially discounted rates. Each pavilion booth includes a basic furniture and carpet package. Review the [ASHG Booth Space and Build Overview](#) for full inclusions, and review our [ASHG26 Exhibitor Rules and Regulations \(PDF\)](#) for details on eligibility. Late rates apply after August 18. [Request the exhibit prospectus here](#) to see pricing.

These rates and packages are only good for their specific pavilion. Once the pavilion is full, they're gone! [Reserve your space today!](#)

## What comes with a specialty pavilion booth?

A booth in either the NIH or Nonprofit & Advocacy Pavilion includes the following furniture:

- Standard booth carpet in show colors (padding sold separately);
- One (1) 6' draped table (drape is in show colors);
- Two (2) chairs; and
- One (1) waste basket.

A booth in our New Exhibitor Pavilion includes the following furniture:

- Standard booth carpet in show colors (padding sold separately);
- One (1) locking counter / cabinet with your company logo (logo only; cabinet dimensions are 1M L x .5M W x 41" H);
- Two (2) bar stools; and
- One (1) waste basket.

Any additional services and furnishings, or furnishings other than the pre-selected items, must be ordered/procured by the exhibitor. Each eligible company is limited to one (1) 10' x 10' booth space at this special rate and will be assigned a position in the appropriate pavilion. Companies contracting for more than one booth space or requesting space outside of these pavilions must pay the applicable commercial rate for all spaces reserved.

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Please review the [ASHG Booth Space and Build Overview](#) to know what to expect and how to prepare your reserved exhibit space.

These rates and packages are only good for their specific pavilion. Once the pavilion is full, they're gone! [Reserve your space today!](#)

### **Can I pay the nonprofit, advocacy, or new exhibitor rate for a booth outside of those specialty pavilions? Can I reserve more than one pavilion booth?**

Each eligible company is limited to one (1) 10' x 10' booth space at the special rate and will be assigned a position in the appropriate pavilion. Review our [ASHG26 Exhibitor Rules and Regulations \(PDF\)](#) for details on eligibility.

Booths outside of the pavilions are not eligible for the special rates. Once a pavilion is full, the corresponding rate and package are no longer available.

Companies contracting for more than one booth space or booking space outside of these pavilions must pay the applicable commercial rate for all spaces reserved. [Request the exhibit prospectus here](#) to see pricing. [Reserve your space today!](#)

### **Do you offer packages that combine booths with sponsorship items, like talks or ads?**

ASHG sells booth space independently from any advertising, speaking, or sponsorship offerings; all ads and sponsorships are sold a la carte. [Reserve your space today](#), and contact [exhibits@ashg.org](mailto:exhibits@ashg.org) to discuss bulk pricing for buying multiple ads or sponsorship items!

### **What is the deadline to apply for exhibit space?**

The last day to apply for booth space is Friday, October 16 at 11:59 pm ET. For applications submitted after September 1, ASHG will only accept applications when payment in full is submitted for all requested spaces along with the application.

Don't wait to book your space, [reserve your space today for the best rates and locations!](#)

### **My budget may not be approved in time... can I apply now and pay after the meeting?**

No; all invoices must be paid in full before the start of move in for this year's Annual Meeting. For applications submitted after September 1, ASHG will only accept applications when payment in full is submitted for all requested spaces along with the application.

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## **Badges, Registration, & Housing**

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## **Where do I register my exhibit staff and my complimentary scientific badges? Can I get visa letters / invitation letters?**

Each person receiving a complimentary scientific registration must register through our standard attendee registration page, going live in the spring of 2026.

Please contact [meetings@ashg.org](mailto:meetings@ashg.org) to request a visa letter.

## **How do I register my exhibit staff and my complimentary scientific badges?**

Exhibitors will receive a comp code to use for registering their two complimentary scientific badges, which must be registered through the main attendee registration form. Exhibitor staff and exhibitor guest badges must be registered through a separate exhibitor registration portal which will be accessible through the [ASHG26 Exhibitor Resource Center \(ERC\)](#).

Registration for standard attendee scientific badges will open in March, and we anticipate registration for exhibits badges will open by early April. Please keep an eye on the [ASHG 2026 Annual Meeting website](#) for more information.

## **What is the deadline for registering?**

There is no firm deadline to register, as long as it's before the last close of the Exhibit & Poster Hall. While exhibit badges are flexible to transfer until the badge is printed onsite, your complimentary scientific badges may not be transferred if they can no longer attend.

## **How many badges come with my booth reservation, and what kinds?**

Below are the quantities and guidelines on included badges:

**Standard Booth Badges:** Each exhibiting company receives 6 exhibitor badges for each 10' x 10' space reserved, as well as 6 single-day guest exhibitor badges for each 10' x 10' space reserved. These badges only permit access to industry sessions and the Exhibit & Poster Hall, no scientific sessions.

For example, a 10' x 10' space receives 6 exhibitor badges and 6 single-day exhibitor guest badges, while a 10' x 20' space receives 12 exhibitor badges and 12 single-day exhibitor guest badges, etc.

The guest exhibit badges are perfect for single-day industry event speakers, industry event guests, and customers you would like to meet in your booth.

**Scientific Badges:** Each exhibiting company (10' x 10' booth or larger) receives a total of 2 complimentary full science registrations with full meeting access, regardless of booth size. Add-on purchases such as reception tickets and CMEs are not included.

There are no exhibitor discounts on additional science badges.

**Non-Exhibiting Companies with Industry Events:** Companies with no commercial booth (10' x 10' or larger) that reserve only an industry event onsite at the convention center (CoLab sessions or Industry Education sessions) receive 1 scientific badge and 2 exhibitor badges per reserved session.

**One Badge Per Person:** All attendees, exhibitors, speakers, and guests must be registered with their own badge, and badges may not be shared, altered, or exchanged. Each person may only be registered for one badge type. If you have science staff attending sessions and also helping set up your exhibit display, please register them for scientific badges, then have them check in at the exhibitor registration

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desk after they've picked up their badge for a special decal (sticker) to add to their badge. Reprints for badges lost onsite may be requested at the registration help desk for a fee.

**Everyone Must Register:** Admittance to the convention center during the Annual Meeting is restricted to those who are registered to attend or participate. This means all exhibit organizers, all booth staff, and all industry guests and speakers must be registered to attend the Annual Meeting, *including people only attending specific industry sessions or visiting the exhibit hall*. You may register those guests using your complimentary badges, and you may purchase extra exhibitor badges through the exhibitor registration portal once your allotment is used; pricing is still being determined. Extra scientific badges may be purchased at the current applicable rates through the main attendee registration page.

### **Can I buy more exhibit staff badges?**

Extra exhibitor badges may be purchased through the exhibitor registration portal, once your allotment of exhibit staff badges and single-day guest exhibit badges are used; pricing is still being determined. The exhibitor guest badges are perfect for single-day industry event speakers, industry event guests, and customers you would like to visit with you in your booth.

These extra exhibitor staff badges may only be purchased by currently registered exhibitors. Industry event sponsors with no booth at this year's meeting may not purchase additional exhibits only badges.

Extra scientific badges for full meeting access may be purchased at the current applicable rates through the standard attendee registration page. There are no exhibitor discounts on additional science badges.

Reprints for badges lost onsite may be requested at the registration help desk for a fee.

### **Do people need to be registered for multiple badges if they will attend or present scientific sessions but also help with our booth? How can science badges gain access to the exhibit hall to help with setup or tear down?**

No, everyone is assigned only one badge per person.

If someone needs to attend sessions and will also be assisting with your exhibit installation or staffing, please have them register for a scientific badge through the standard attendee registration page. Once they've picked up their badge onsite, have them visit the exhibitor registration desk and we will add a special decal (sticker) to their badge to allow them early access to the exhibit hall.

### **Are there exhibitor discounts on additional scientific registrations? Is there a bulk or group discount for buying multiple registrations?**

While ASHG members receive significant discounts on Annual Meeting registrations, there are no additional discounts on scientific registrations for exhibitors. Please review the standard attendee registration page for the different price tiers and deadlines.

### **I bought a scientific registration through the attendee portal, but I still have a comp badge with my booth. Can I get a refund on the badge I purchased**

Scientific registrations / regular attendee badges may be refunded for a non-refundable administrative fee until August 20 (subject to change). We strongly encourage you assign your complimentary badges

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before purchasing any additional badges, as the administrative fee and cancellation deadlines will still apply. Please review the full [Annual Meeting Policies](#) for more information.

### **I've already registered someone for an exhibitor badge or a complimentary full scientific badge. Can I change their registration to use one of the other comp registration types?**

Changes to scientific registrations / regular attendee badges may be requested until August 20 (subject to change) for a non-refundable administrative fee; we encourage you to wait to assign your complimentary badges until your guest list / staff list is confirmed.

Changes to exhibit staff and guest badges are permitted within the exhibitor registration portal. Once a badge is printed onsite, it may not be transferred or reassigned.

### **Can exhibitor badges gain access to scientific sessions?**

No. Exhibitor badges and exhibitor single-day guest badges permit access to the Exhibit & Poster Hall and industry sessions only. Guests must be registered with a full scientific badge for access to any scientific sessions and to present sessions and posters. Each person presenting a session or poster at the Annual Meeting is required to register for a full science registration, as acknowledged in the abstract submission agreement, or their presentation slot will be forfeited.

Each person may only be registered for one badge type. If you have exhibit staff who wish to attend scientific sessions or will be presenting and they will also be helping out with your booth, they should register for the meeting with the scientific badge, check in through the standard attendee check-in lines, and then stop by the exhibitor registration desk for a special decal (sticker) to add to their badge onsite.

### **Can someone use an exhibitor badge to be a session or poster presenter?**

No. Each person presenting a session or poster at the Annual Meeting is required to register for a full scientific registration, as acknowledged when signing their abstract submission agreement, or their presentation slot will be forfeited.

You are welcome to assign one of your company's complimentary scientific badges to a presenter.

### **Can exhibitors purchase tickets to attend any ticketed ASHG events?**

Only attendees with full scientific registrations are permitted to purchase CE/CME credits and purchase tickets to attend ticketed ASHG events (such workshops and receptions). The complimentary scientific registrations that come with your booth rental are permitted to purchase these additional event tickets; these add-on purchases are not included with the complimentary badge and must be purchased separately.

Exhibitor staff and exhibitor guest badges are not permitted to attend these events or purchase CE/CME credits, since these badges are not permitted to attend scientific sessions, unless your company has purchased an event sponsorship that permits the sponsor to attend.

If you have a staff member or guest who wishes to attend a ticketed event, they will need to purchase a science attendee registration at the current applicable rate and purchase the additional ticket through the registration form.

## **Our exhibit staff will have science badges so they can attend the sessions, but they will also be helping with our booth. Can science badges gain access to the exhibit hall for setup or tear down?**

Yes! Please register them for the meeting with the science badge and have them check in onsite through the standard registration lines. Once they have their badge, they will need to stop by the registration desk for a special decal (sticker) we will add to their badge.

## **Can anyone share or trade badges? What if we lose a badge onsite?**

**No.** All attendees, exhibitors, and guests must be registered with their own badge, and badges may not be shared, altered, or exchanged.

Reprints for badges lost onsite may be requested at the registration help desk for a fee.

## **How should exhibitors book hotel rooms / housing?**

We are excited to be working with Maritz Global Housing this year as our exclusive housing provider for hotel rooms and room blocks for attendees and exhibitors at ASHG 2026. Room block requests of 10 or more rooms require separate contracts and can take between 24-48 hours to confirm, depending on the quantity and hotel(s) requested.

This year's Maritz housing portal for exhibitors is only accessible through the [ASHG26 Exhibitor Resource Center \(ERC\)](#). There is NOT an external login for the Maritz site.

For exhibitor housing support, contact 864-208-2101 or [ahgexh@maritz.com](mailto:ahgexh@maritz.com).

**Be alert!** ASHG exhibitors are being approached by companies or visiting websites that falsely claim to offer the official housing blocks or the best rates for ASHG, including by phone calls or emails, without any actual rooms to sell. **Do not attempt to reserve these fake hotel rooms and malicious booking policies.** All exhibitors and attendees must book their rooms and room blocks directly through Maritz Global Housing, ASHG's official housing vendor, through the link provided on our Book Your Hotel page. No one from Maritz or ASHG will call you to solicit hotel bookings from you, and no other companies or offers are endorsed or protected against by Maritz or ASHG. We strongly discourage anyone conducting business with any other company, as there have been numerous fraudulent reports. Please contact [meetings@ashg.org](mailto:meetings@ashg.org) to report suspicious contacts.

We also encourage you to [report websites or organizations impersonating ASHG and our vendor partners to the FTC](#).

## **What are the deadlines for booking hotel rooms / housing? What is this year's hotel attrition policy for exhibitors?**

These dates and information are available on the Maritz exhibitor housing portal, accessible through the [ASHG26 Exhibitor Resource Center \(ERC\)](#).

For exhibitor housing support, contact 864-208-2101 or [ahgexh@maritz.com](mailto:ahgexh@maritz.com).

**Be alert!** ASHG exhibitors are being approached by companies or visiting websites that falsely claim to offer the official housing blocks or the best rates for ASHG, including by phone calls or emails. **Do not attempt to reserve these fake hotel rooms and malicious booking policies.** Only Maritz Global Housing will provide housing and reservation management for ASHG, and no one from Maritz or ASHG will call you to solicit hotel bookings from you. No other companies or offers are endorsed or protected against by Maritz or ASHG. Please contact [meetings@ashg.org](mailto:meetings@ashg.org) to report suspicious contacts.

We also encourage you to [report websites or organizations impersonating ASHG and our vendor partners to the FTC](#)

### **I'm having trouble finding rooms on the housing portal. Can you help?**

While ASHG does our best to estimate the number of hotel rooms we will need each year, demand is always high. If you do not see enough (or any) rooms at the hotel you want, the hotel is likely sold out of rooms in our block at our special event prices. Please contact Maritz exhibitor housing support at 864-208-2101 or [ahgexh@maritz.com](mailto:ahgexh@maritz.com).

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# Show Services & Onsite Information: Display Guidelines, Vendors, & Booth Promotions

**Caution:** We know it can be overwhelming to know how and where to start ordering services for ASHG, and exhibitors may be contacted by groups offering deeply discounted rates for hotel rooms, services, and other offers they can't fulfill. Any groups offering these services other than those listed in the exclusive providers section are **scammers** and should be reported to us at [exhibits@ashg.org](mailto:exhibits@ashg.org). We also encourage you to [report websites or organizations impersonating ASHG and our vendor partners to the FTC](#).

**And remember, ASHG does not sell or rent our member or attendee lists!**

## Where can I find ASHG's booth build and setup guidelines? How should I prepare for my space and build my booth display materials?

Review the [ASHG Booth Space and Build Overview](#) for a detailed walkthrough of what to expect and how to prepare your reserved exhibit space. Make sure to review the sections for specialty pavilions and the separate rules for island booths, if applicable. ASHG does not use shell or box booth structures.

**Please note the height restrictions and line of sight requirements before you order any graphics or other freestanding materials!** These are the most common items we have to correct and we do enforce these restrictions onsite, including removal of the item if necessary.

ASHG's booth build guidelines closely follow the International Association of Exhibitions and Events (IAEE) official display guidelines for North America, which employ different standards than non-U.S. shows regarding mandatory open booth sides / lines of sight to surrounding booths. [You may view the full IAEE display guidelines here](#).

## Can I carry in my display materials by hand? Can I carry in my materials through the front doors of the convention center?

Exhibits, displays, equipment, stock, or supplies will not be allowed to enter or leave by way of the front entrances of the convention center. The loading/unloading of equipment and/or freight from the main guest exterior entrance areas in front of the building is strictly prohibited.

Exhibitors may hand-carry limited materials into the Exhibit Hall through the front doors, provided that the materials can be carried safely by one person in only one trip, and it must fit through the doors without modification or damage to the building. The use of dollies, hand trucks, wagons, pump trucks, and other mechanical moving equipment is not permitted. Freeman will control access to the loading docks to provide for a safe and orderly move-in/move-out.

## Does ASHG need to review and approve my booth drawings?

**Only for island booths.** Booths in standard aisle spaces (corner and/or inline) do not have to submit booth drawings for approval, but must adhere to the guidelines in [ASHG Booth Space and Build Overview](#). We encourage all exhibitors to review these guidelines to know what to expect and how to prepare your reserved exhibit space.

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Exhibitors with island booths and/or two-story “double-decker” booths must submit a detailed diagram or drawing of the booth to Exhibits Management for approval prior to installing their display onsite. Exhibitors with island or two-story booths will not be permitted to install their display onsite without receiving diagram approval from Exhibits Management.

Drawings may be submitted through the [ASHG26 Island Booth Drawings Submission Form](#).

Booth diagrams must include heights and dimensions on all structures (including hanging signs and their hang heights), and clear labels identifying all structures in the booth. Dimensions must be shown in feet/inches. Please review the island booth guidelines in our [2026 Exhibitor Rules and Regulations](#) as well as the [ASHG Booth Space and Build Overview](#), and contact [exhibits@ashg.org](mailto:exhibits@ashg.org) with questions.

ASHG’s booth build guidelines closely follow the International Association of Exhibitions and Events (IAEE) official display guidelines for North America, which employ different standards than non-U.S. shows regarding mandatory open booth sides / lines of sight to surrounding booths. [Please view the full IAEE display guidelines here](#). ASHG does not use shell or box booth structures.

**Please note the height restrictions and line of sight requirements before you order any graphics or other freestanding materials!** These are the most common items we have to correct and we do enforce these restrictions onsite, including removal of the item if necessary.

## **Can I build a two-story booth at ASHG?**

Yes! Two-story exhibit structures intended to support attendees standing above the exhibit floor (also called “double-decker” booths) are permitted in island booths only and must adhere to all island booth build guidelines in the [ASHG Booth Space and Build Overview](#) and our [2026 Exhibitor Rules and Regulations](#).

Requests to build two-story exhibit structures must be submitted to Exhibits Management along with detailed booth diagrams or drawings. Requests and drawings may be submitted through the [ASHG26 Island Booth Drawings Submission Form](#).

Booth diagrams must include heights and dimensions on all structures (including hanging signs and their hang heights), and clear labels identifying all structures in the booth. Dimensions must be shown in feet/inches. Requests are subject to ASHG and convention center approval, as well as additional building, fire escape, and safety regulations and guidelines from the convention center, Freeman, and/or city ordinances as applicable.

Please review the island booth guidelines in our [2026 Exhibitor Rules and Regulations](#) as well as the [ASHG Booth Space and Build Overview](#), and contact [exhibits@ashg.org](mailto:exhibits@ashg.org) with questions.

## **Which company is your official services contractor (OSC), aka decorator, and where can I find the exhibitor services manual (ESM), aka show kit, and show quick facts?**

We are proud to continue our in-person event partnership with **Freeman** for this year’s Annual Meeting. The official Freeman exhibitor services manual (ESM) and quick facts will be available here later this summer: <http://freemanco.com/store/show/landing?showID=540296>

## Do I need to order internet for my booth? Will there be free wifi in the exhibit hall?

There will be complimentary basic wifi in the main halls and session rooms of the convention center, but there is no wifi in the exhibit hall. You can order wifi for your booth through the convention center here: [PCM Exhibitor Order Portal](#)

## What are this year's exclusive services and providers?

Certain services at ASHG must be ordered through designated exclusive providers as part of our contract with the convention center, meaning they cannot be provided by any other vendor onsite. This year's exclusive services and vendors are below, and all order forms are included in the "Products & Services" sections of the Freeman exhibitor services manual (ESM).

- Official Services Contractor: [Freeman](#) (link will be ready by the summer)
  - Freeman's exclusive services this year include electrical and utilities services, material handling, mechanical lifts (forklifts, cherry pickers, etc.), rigging for items under 50 lbs., and booth cleaning.
- Catering / Food & Beverage: Maestro Culinaire (you may [review the daytime menu here \(PDF\)](#) and contact them at 514-871-3111 or [info-mtl@maestroculinaire.ca](mailto:info-mtl@maestroculinaire.ca) to get started)
- Hotels: Maritz Global Housing [accessible through the [Exhibitor Resource Center \(ERC\)](#)]
- Lead Retrieval and Registration: Pending new vendor confirmation, please check back this spring
  - *Remember: ASHG does not sell lead lists! Any and all offers you see are scams! Please report them to [exhibits@ashq.org](mailto:exhibits@ashq.org), and [report websites or organizations impersonating ASHG and our vendor partners to the FTC.](#)*
- Rigging: Convention Center, [PCM Exhibitor Order Portal](#)
- Wifi and Telecom: Convention Center, [PCM Exhibitor Order Portal](#)

Many other services are provided by Freeman and the convention center (such as furniture, AV, shipping, customs brokerage, labor, etc.), but our exhibitors are permitted to hire separate vendors for those services if desired or ship their own materials to the show.

Please note also, if you're hiring a third-party provider for installation/dismantle build service or any other extended personnel service for your booth (such as a photographer), each company will need to submit an [Exhibitor Appointed Contractor \(EAC\) form here](#), plus submit the required certificate of insurance (COI). You do not need to submit an EAC form for services provided by Freeman, Maestro Culinaire, or convention center providers.

Please [report websites or organizations impersonating ASHG and our vendor partners to the FTC.](#)

## Can I hire an EAC (exhibitor appointed contractor) for install and dismantle? Is there a form I / they need to complete?

Yes, exhibitors may hire the labor provider of their choice, plus additional vendors to support them onsite such as photographers, etc. The convention center requires a list of EACs working in the facility along with current and valid certificates of insurance (COIs) for each EAC, or they will not be allowed

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into the facility. Please complete the [ASHG26 Exhibitor Appointed Contractor \(EAC\) Form](#) for each EAC you will have supporting you onsite by October 16.

## **What are the shipping addresses and deadlines for the meeting?**

More information on shipping guidelines and customs requirements will be available later this summer.

ASHG advises shipping to the advance warehouse for the Annual Meeting whenever possible, especially for palletized or crated shipments, as the material handling charges are typically cheaper and the logistics are much simpler.

For shipping labels, deadlines, and marshalling yard information, please see the shipping section in the [ASHG 2026 Freeman exhibitor services manual \(ESM\)](#), available later this summer.

## **When is the latest my company can set up my booth?**

All exhibitors must be checked in by 3:00 pm on Tuesday October 20 or all badges will be put on hold/suspended until the exhibitor checks in with show management, including scientific badges.

All booths must have your booth floor fully covered by 3:00 pm or carpet will be installed for you and billed to your company at show site rates.

## **How early can we pack up and leave the exhibit hall?**

The official 2026 Exhibit & Poster Hall days and times are Wednesday October 21 through Friday October 23, 2026 from 9:30 am – 4:30 pm each day, plus the Thursday reception in the exhibit hall running through 6:15 pm (all times subject to change).

ASHG strives to maximize time for attendees to be in the Exhibit Hall throughout these open times, and we expect our exhibitors to plan their onsite and travel schedules accordingly.

Any exhibitor found packing, dismantling, or otherwise vacating or abandoning their booth before the official closing time on Friday October 23 will be charged a \$750 early dismantle fine per 10' x 10' space reserved. Exhibitors must contact ASHG Exhibits Management if an emergency arises **BEFORE** vacating their space.

## **Can I host small talks or demos in my booth?**

Yes, in-booth talks and demos are permitted, provided they follow these guidelines:

- The presentation and audience must be held inside your booth space and cannot block aisle traffic.
- Any audio from the presentation may not bleed past your immediate area (no large speakers).
- All supporting presentation materials such as posters, pop-up banners, TVs/monitors, etc. must meet the height guidelines in the [ASHG Booth Space and Build Overview](#).

Looking to draw attendees to your booth and see your talks and demos? [Review the list of available items on our Map Your Show portal here](#) for items available for the Annual Meeting!

### **Can I give away tchotchkes and prizes?**

Yes, we encourage this as a fun way to engage with attendees and promote your brand! We ask all exhibitors to complete the [ASHG26 Exhibit Promotions and F&B Request Form](#) by October 16 to inform us of your activities and items and how many you will be giving away. Some items are automatically approved; please review our [2026 Exhibitor Rules and Regulations](#) for promotional guidelines.

Giveaways may only be handed out at your booth, during your approved time slot in a CoLab Theater, or inside a room reserved as an exhibitor suite or for your company's Industry Education session, as applicable. Flinging or distributing other promotional items outside of approved locations is not permitted.

### **Can I order catering?**

Yes, we encourage this as a fun way to engage with attendees! Catering may be provided in your booth in the Exhibit & Poster Hall, during your approved time slot in your assigned Industry Education session room, and in your reserved exhibitor suite. However, catering is not allowed in the CoLab Theaters unless you've purchased a CoLab slot during the Thursday reception in the exhibit hall.

We ask all exhibitors to complete the [ASHG26 Exhibit Promotions and F&B Request Form](#) for all exhibit hall catering by October 16 to inform us of what they're ordering and how much they will be providing so we can account for catering demand in the exhibit hall. (This is not required for catering in exhibitor suites or in Industry Education sessions.)

All catering / F&B must be ordered through Maestro Culinaire; no outside food and beverage is permitted at the convention center. You may [review the daytime menu here \(PDF\)](#) and contact them at 514-871-3111 or [info-mtl@maestroculinaire.ca](mailto:info-mtl@maestroculinaire.ca) to get started.

All food and beverage brought into the convention center intended for distribution must be provided by Maestro Culinaire unless expressly approved by Maestro Culinaire in advance; companies in violation are subject to financial penalties and potential removal of materials from the convention center. ASHG is not responsible for approving any outside catering requests, for any orders placed by exhibitors/sponsors, or for any penalties assessed by Maestro Culinaire.

# Speaking Opportunities

## What educational sessions are available to sponsor at an ASHG Annual Meeting?

Companies may apply to host the following event types at an ASHG Annual Meeting:

- **CoLab sessions:** 30-minute commercial/promotional education sessions held in open-air theaters on the exhibit hall floor, included on the official schedule.
- **Industry Education sessions:** 60-minute deep-dive commercial/promotional education sessions in separate rooms at the convention center, included on the official schedule.

ASHG does not offer sponsored keynote/plenary/general sessions, in accordance with our education accreditation standards, and may not overlap official scientific programming.

Please [download our exhibitor prospectus](#) for more details and pricing on industry events, and [complete the purchase form here](#) to reserve your spot.

**Ancillary events are also available to host.** These non-commercially focused events (e.g., consortia meetings, nonprofit talks, evening receptions) are held at either the convention center or the host hotel in complimentary rooms, assigned upon application and approval, and included on the official schedule. Host organizations must apply for space and to receive an approved listing on our official schedule. Evening events are generally not hosted in the convention center, subject to space, availability, and event type.

Ancillary event organizers may also host the event at another location of the organizer's choosing. Industry sponsors of ancillary events, such as receptions and after-hours promotional events/parties, must also apply through the ancillary event form and may not host after-hours events that are primarily educational in nature.

Our ancillary event webpage with qualification guidelines and the form to apply will be posted later this spring.

## What are the deadlines to apply to host an industry or ancillary event?

Ancillary event applications are due by June 16, and spaces will be approved and assigned by early July. Late applications will be reviewed and scheduled pending availability. Industry events are first come first served until all spaces are filled.

Our ancillary event webpage with qualification guidelines and the form to apply will be posted later this spring.

Please [download our exhibitor prospectus](#) for more details and pricing on industry events, and [complete the purchase form here](#) to reserve your spot.

## Do these industry events / sponsored talks come with extra badges?

Current exhibitors receive their badge allotment as part of their booth registration. Non-exhibiting industry event sponsors (companies with no booth space) that reserve only an industry event onsite at the convention center receive 1 scientific badge and 2 exhibitor badges per reserved session. (Non-

exhibiting companies may sponsor a maximum of 2 sessions without a booth reservation). There are no badges provided for hosting an ancillary event.

See the [Badges, Registration, & Housing](#) section above for more information.

### **Do my session speakers have to have a badge?**

**Yes.** All attendees, guests, staff, onsite vendors, and speakers for all events held at the convention center during official meeting and exhibit hall hours, including industry and ancillary events, must be registered to attend the ASHG 2026 Annual Meeting, subject to the registration terms and conditions, and meet any health and safety criteria outlined by ASHG and the convention center. *This includes people only attending specific industry sessions or visiting the exhibit hall.*

Current exhibitors receive their badge allotment as part of their booth registration. Non-exhibiting industry event sponsors (companies with no booth space) that reserve only an industry event onsite at the convention center receive 1 scientific badge and 2 exhibitor badges per reserved session. (Non-exhibiting companies may sponsor a maximum of 2 sessions without a booth reservation).

There are no badges provided for hosting an ancillary event.

See the [Badges, Registration, & Housing](#) section above for more information.

### **Does ASHG record industry events? Can I hire someone to record or live stream my session?**

ASHG does not record or live stream industry events. Exhibitors / session sponsors are welcome to bring in a videographer to record or livestream their own session and/or the activities in their booth through the vendor of their choice, as long as it's not disruptive to Freeman or our schedule. No other photography or videography of any kind is permitted in the convention center, of nearby/competing exhibits, other activities in the exhibit hall, etc. Please refer to our [2026 Exhibitor Rules and Regulations](#) for additional information.

### **Can my company host an industry event or purchase ASHG advertising and sponsorships without reserving a booth?**

Yes, under certain conditions. Non-exhibiting companies may sponsor up to two (2) industry speaking opportunities and purchase select email advertising, onsite advertising, and sponsorship opportunities as long as they display content relevant to their ASHG sessions only. Non-exhibiting companies are not eligible to purchase onsite print advertising (other than meeting bag inserts/fliers) and may not rent meeting room space / exhibitor suites during the Annual Meeting.

ASHG also offers digital advertising and content hosting options for all companies to reach our members year-round! Contact [exhibits@ashg.org](mailto:exhibits@ashg.org) to request the sponsorship prospectus for more details.

### **Do you offer packages that combine booths with sponsorship items, like talks or ads?**

ASHG sells booth space independently from any advertising, speaking, or sponsorship offerings; all ads and sponsorships are sold a la carte. [Reserve your space today](#), and contact [exhibits@ashg.org](mailto:exhibits@ashg.org) to discuss bulk pricing for buying multiple ads or sponsorship items!

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## **What services come with my CoLab session, and can I order extra services?**

Each CoLab Theater in the Exhibit & Poster Hall comes equipped with a basic AV package (projector with screen, speakers, podium with mic, and audience mic) and chairs set up theater style for around 75 people, so all your speaker has to do is bring a USB drive with their presentation and present!

No additional service orders are permitted for CoLab sessions (such as catering, wifi, extra AV, etc.) because of the tight scheduling between sessions.

The only exception is if you are sponsoring a CoLab session during the Thursday evening reception hosted in the exhibit hall, where the schedule is more relaxed, then you would be permitted to order catering only. Contact [exhibits@ashg.org](mailto:exhibits@ashg.org) for more information.

## **What services do I need to order for my Industry Education session, and what comes with the room?**

Each Industry Education session room comes with chairs set up either theater or classroom style based on the room's capacity. It is the organizer's responsibility to arrange and purchase any and all other services required or desired for your event, including audiovisual, food and beverage, labor services, etc.

At a minimum, sponsors of Industry Education sessions must order AV services so your speakers have equipment on which to give their presentation. We recommend a basic package of projector, screen, sound mixer, speakers, and three microphones – two mics for the speaker table/podium (either table tops or lavaliers/lavs) and one standing mic for audience questions.

Catering of some kind is also recommended as a great way to attract and retain attendees' attention throughout your session (such as a boxed lunch for a midday break session or snacks and beverages for an afternoon session), as ASHG does not provide attendee meals.

All catering / F&B must be ordered through Maestro Culinaire; no outside food and beverage is permitted at the convention center. You may [review the daytime menu here \(PDF\)](#) and contact them at 514-871-3111 or [info-mtl@maestroculinaire.ca](mailto:info-mtl@maestroculinaire.ca) to get started.

All food and beverage brought into the convention center intended for distribution must be provided by Maestro Culinaire unless expressly approved by Maestro Culinaire in advance; companies in violation are subject to financial penalties and potential removal of materials from the convention center. ASHG is not responsible for approving any outside catering requests, for any orders placed by exhibitors/sponsors, or for any penalties assessed by Maestro Culinaire.

## **Where can I order services for my Industry Education session?**

Please review the [Vendors section in the Key Web Links section](#) at the end of this FAQ for a list of helpful links for service pricing and ordering. More links will be added throughout the year as additional vendors and services become available.

# Advertising, Sponsorships, and Lead Retrieval

## What advertising and sponsorship items are available?

You may [review the list of available items on our Map Your Show portal here](#) for items available for the Annual Meeting, plus advertising and content hosting options to reach our members year-round! Our formal ads and sponsorship prospectus will be ready around late February/early March. Contact [exhibits@ashg.org](mailto:exhibits@ashg.org) for more information and to discuss discounts for multiple purchases!

## Does my company have to be an exhibitor to purchase ads and sponsorships?

ASHG offers most onsite advertising and sponsorship options to current exhibitors only to encourage participation onsite at the Annual Meeting, but select items are available for non-exhibiting companies to purchase. All pricing in the ads and sponsorship prospectus (available in late February/early March) and in the [Map Your Show portal here](#) are displayed at the discounted exhibitor rate.

Item not specified as exhibitor only may be reserved for an additional **20% surcharge for non-exhibiting sponsors**.

## Do you offer packages that combine booths with sponsorship items, like talks or ads?

ASHG sells booth space independently from any advertising, speaking, or sponsorship offerings; all ads and sponsorships are sold a la carte. [Reserve your space today](#) and contact [exhibits@ashg.org](mailto:exhibits@ashg.org) to discuss bulk pricing for buying multiple ads or sponsorship items!

## Can I order an attendee lead list or email blast?

**No.** Per the [ASHG Privacy Policy](#), ASHG does not sell, rent, or share contact/lead lists of members or meeting attendees. ASHG also does not sell direct emails to our members or attendees.

Registered exhibitors and sponsors may order lead collection for the Annual Meeting through our designated onsite registration vendor, available later this spring.

**Be alert!** ASHG exhibitors are being approached by companies or visiting websites that falsely claim to offer the official attendee email list for ASHG. **Do not attempt to order these fake and malicious lists.** None of these companies are legitimate, and any solicitations for ASHG mailing lists are scams and are in no way endorsed, promoted, or protected by ASHG. Please contact [exhibits@ashg.org](mailto:exhibits@ashg.org) to report suspicious contacts.

We also encourage you to [report websites or organizations impersonating ASHG and our vendor partners to the FTC](#).

## Where can I order lead retrieval services?

Registered exhibitors and sponsors may order lead collection for the Annual Meeting through our designated onsite registration vendor, available later this spring.

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## Key Web Links

### 2026 Map Your Show (MYS) Exhibitor Portal Links

- [ASHG26 Booth Application](#)
- [ASHG26 Floor Plan, Booth Availability View](#)
- [ASHG26 Exhibitor List](#)
- [ASHG26 Ads & Sponsorship Application](#)
- [ASHG26 Exhibitor Resource Center \(ERC\)](#) – for registered exhibitors and sponsors only

### 2026 Show Documentation

- [ASHG26 Exhibitor Rules and Regulations \(PDF\)](#)
- [ASHG26 Industry Event Schedule \(PDF\)](#)
- [ASHG26 Exhibit Hours and Key Deadlines \(PDF\)](#)
- [ASHG26 Exhibitor Suite Reservations \(PDF\)](#)

### 2026 Exhibitor Forms

- [ASHG26 Ancillary Event Application](#)
- [ASHG26 Industry Event Purchase Form](#)
- [ASHG26 Industry & Ancillary Event Details Submission Form](#)
- [ASHG26 Island Booth Drawings Submission Form](#)
- [ASHG26 Exhibitor Appointed Contractor \(EAC\) Form](#)
- [ASHG26 Exhibit Promotions and F&B Request Form](#)

### Convention Center Links

- [Palais des Congres de Montreal – Montreal Convention Centre](#)
- [Virtual tour and floor plans - Montréal Convention Centre](#)
- [PCM Floor Plans and Capacities](#)

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- [PCM Virtual Tour](#)

## **Vendor Links**

- [PCM Exhibitor Order Portal](#)
  - [Catering Maestro Menu Daytime.pdf](#)
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