



## Exhibitor FAQs

For further clarification, please refer to our [full 2025 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 2025 exhibit dates and important exhibitor deadlines?**

The Exhibit & Poster Hall will be open Wednesday October 15 through Friday October 17, from 9:30 am – 4:30 pm each day. Please visit our [Exhibitor Dates & Deadlines page](#) for important exhibitor-specific deadlines.

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

The Exhibit & Poster Hall is located in Halls A-B on the Exhibit level of the Boston Convention & Exhibition Center. The hall will be open Wednesday October 15 through Friday October 17, from 9:30 am – 4:30 pm each day, with poster sessions from 2:30-4pm daily for strong hall traffic all day long.

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

Please review our [2025 exhibitor rules and regulations here](#). You may also download the [ASHG Booth Space and Build Overview](#) to know what to expect and how to prepare your reserved exhibit space.

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

No. Admittance to the Boston Convention & Exhibition 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 register those guests using your complimentary badges, and extra exhibitor badges may be purchased through the exhibitor registration portal once your allotment is used. Extra scientific badges may be purchased at the current applicable rates through the regular attendee registration portal. 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.

## **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. Per our [2025 exhibitor rules and regulations](#), 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 Rainprotection that include the following additional insureds:

- The American Society of Human Genetics (ASHG): 6120 Executive Boulevard Suite 500 Rockville, MD 20852
- Boston Convention & Exhibition Center: 415 Summer St, Boston, MA 02210
- Freeman: 1600 Viceroy, Suite 100, Dallas, TX 75235

You can review [Rainprotection's brochure and sample COI](#) for compliance requirements. Please submit all exhibitor COIs / proof of insurance to [sales@rainprotection.net](mailto:sales@rainprotection.net).

Rainprotection also offers great rates on show insurance if you need coverage or don't want to use your existing insurance! You can purchase Rainprotection coverage later this spring.

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

### **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.

### **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 ESM](#) and quick facts will be available this summer.

### **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. You can make a secure credit card payment in your Exhibitor Resource Center portal if needed; however, we strongly prefer receiving ACH payments to keep payment processing costs down. 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!

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

All cancellation and downsizing notices must be submitted in writing to ASHG Exhibits at [exhibits@ashg.org](mailto:exhibits@ashg.org).

- The 10% deposit for all booth spaces paid at the time of application is nonrefundable.
- If notice is received by **Thursday May 1, 2025**, the company will be eligible for a **50% refund of eligible fees / 50% cancellation fee**, less the 10% nonrefundable deposit paid when reserving space for booths, ads, or sponsorships.
- If notice is received between **Friday May 2, 2025**, and **Tuesday July 1, 2025**, the company will be eligible for a **25% refund of eligible fees / 75% cancellation fee**, less the 10% nonrefundable deposit paid when reserving space for booths, ads, or sponsorships.
- No credits, rebates, or refunds for exhibit space, advertising, or sponsorship item reserved will be made after Tuesday July 1, 2025, with or without formal cancellation notice.

ASHG is open to reallocating eligible retained fees towards new purchases for the current meeting year only and we do not offer holding of funds toward future events, i.e. rollovers. Cancelling your booth will also void all exhibitor benefits including badges, special pricing, etc.

Any remaining fees paid will be applied towards other existing orders or refunded as necessary. Any unpaid portions of your invoice will be recalculated and due in full immediately to ASHG. Please reach out to [exhibits@ashg.org](mailto:exhibits@ashg.org) as soon as possible.

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

More information on the 2026 Annual Meeting, to be held October 20-24 in Montreal, Canada, will be available in late 2026. Booth reservations will follow our standard priority point structure as outlined in our [2025 exhibitor rules and regulations](#). 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

### 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 2025, depending on the 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!

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- Early Rate: by March 1
- Standard Rate: March 2 to August 18
- Late Rate: August 19 to September 8
- *Last day to reserve space: September 8*

[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 [2025 Exhibitor Rules and Regulations](#) 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!

Ready to exhibit? [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.

Ready to exhibit? [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 [2025 Exhibitor Rules and Regulations here](#) 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.

Ready to exhibit? [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 cutoff for adding new exhibitors is Monday September 8. [Reserve your space today!](#)

### **My budget may not be approved in time... can I apply late?**

Generally, booth sales close 5 weeks before the Annual Meeting so that the ASHG Exhibits team and our related vendors can focus on delivering a high-quality meeting for our registered exhibitors and attendees.

However, we understand that occasionally an exhibitor may need to wait longer to secure budget approvals in order to attend. ASHG will only consider exhibit applications submitted after September 8 when payment in full is submitted for all purchased spaces, ads, and sponsorships along with the application.

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

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

More information will be available this spring/early summer.

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## What is the deadline for registering?

The complimentary scientific registrations that come with your booth rental must be finalized through the exhibitor registration portal by Monday September 22. You may still register people for these badges in the portal after September 22, but any changes or transfers will incur transfer fees after this date.

For the exhibits only badges (exhibit staff and exhibit one-day guests), you will be able to make changes until October 7; however, we ask that everyone be registered by September 22 so your staff will receive the master QR code email that everyone needs to pick up their badge onsite.

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

More information will be available this spring/early summer.

## 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 you 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. 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 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 Boston Convention & Exhibition 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

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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 extra exhibitor badges may be purchased for \$75 USD each through the exhibitor registration portal once your allotment is used. Extra scientific badges may be purchased at the current applicable rates through the regular attendee registration portal.

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

Yes! Extra exhibitor badges may be purchased through the exhibitor registration portal, once your allotment is used of your exhibit staff and single-day guest exhibit badges. 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.

Extra scientific badges for full meeting access may be purchased at the current applicable rates through the standard attendee registration portal. 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 scientific sessions but they will also be helping 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 with a scientific badge (attending sessions) will also be assisting with your exhibit installation or staffing, please have them visit the exhibitor registration desk after they've picked up their badge and we will add a sticker to the 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. Please review the main 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**

Badges may be refunded for a non-refundable administrative fee until Monday September 22 (subject to change). We strongly encourage you assign your complimentary badges before purchasing any additional badges. Refund requests must be submitted in writing to [meetings@ashg.org](mailto:meetings@ashg.org). Please review the full [Annual Meeting Policies](#) for more information, available this spring.



## **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?**

Yes! As long as you still have complimentary badges to assign and it's before Monday September 22, you may change staff to the different badge types as needed before arriving onsite. Inside the exhibitor registration portal, you will need to delete the previous registration and add them as a new registrant in the preferred category, then click the link next to their name to send them a new confirmation email.

The complimentary scientific registrations that come with your booth rental must be finalized by September 22. Any changes or transfers made after this date will incur a transfer fee for each badge.

For the exhibits only badges (exhibit staff and exhibit one-day guests), you will be able to make changes until October 7; however, we ask that everyone be registered by September 22 so your staff will receive the master QR code email that everyone needs to pick up their badge onsite and to limit potential wait times onsite.

More information will be available this spring/early summer.

## **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 science registration, as acknowledged in the abstract submission agreement, or their presentation slot will be forfeited.

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

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

Only attendees with science registrations are permitted to purchase and attend ticketed ASHG events, such as ticketed workshops, the trainee reception, and the DEI reception. The complimentary scientific registrations that come with your booth rental are permitted to purchase these additional event tickets through the registration portal. Exhibitor staff and exhibitor guest

badges are not permitted to attend these events, 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 2025. 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 housing portal will be available later this spring and will be open to island exhibitors for the first week or two of open housing, then to all exhibitors once housing is fully open. 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 will be available on the exhibitor housing portal, opening this spring.

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

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**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 are not seeing 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).

## **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 services 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 employ 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.](#)

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## **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.

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 [ASHG 2025 Island Exhibitor 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 [2025 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](#).

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 [2025 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 [ASHG 2025 Island Exhibitor 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 [2025 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 ESM](#) and quick facts will be available this summer.

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

The Boston Convention and Exhibition Center (BCEC) offers basic complimentary wifi throughout the facility, including the Exhibit Hall. For any internet needs beyond basic email and web browsing, the BCEC is the exclusive vendor for all hardwired internet and telecommunication services. More information will be available this summer.

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

The following services are provided exclusively by the vendors noted below for the 2025 Annual Meeting at the Boston Convention and Exhibition Center (BCEC). No other outside contractor may provide these services for ASHG 2025, and violations are subject to fines and/or removal of the offending materials, services, or staff.

- **Official Services Contractor: Freeman**
  - Freeman exclusive services this year include material handling and mechanical lifts.
  - The [official Freeman ESM](#) will be available this summer.
- AV – Freeman (exclusive provider for industry and ancillary events, but not exclusive for AV orders in the Exhibit Hall)
  - Contact [exhibits@ashg.org](mailto:exhibits@ashg.org) for assistance with industry and ancillary event AV quotes
- Catering / Food & Beverage: [Levy Restaurants](#)

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- Digital Signage and Podcast Studio – BCEC
- Electrical and Utilities (compressed air, water/drainage, etc.): [BCEC Exhibitor Services](#)
- Exhibitor Insurance Verification: Rainprotection ([order new coverage here](#) or submit existing proof of insurance to [sales@rainprotection.net](mailto:sales@rainprotection.net))
- Hotels: Maritz Global Housing
- Lead Retrieval and Registration: TBD
- Plumbing/Gas – BCEC
- Rigging – JCALPRO
- Security: BCEC
- Wifi and Telecom: BCEC

Services can be ordered in advance via the [Freeman ESM online](#) or with the respective vendors. Services provided by vendors other than Freeman will be listed at the bottom of the Products & Services page in the section “Non-Freeman Services”. The Freeman ESM and links for all services above will be available this summer.

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?**

### **Advance Warehouse:**

Exhibiting Company Name / Booth # \_\_\_\_\_  
 ASHG 2025 Annual Meeting  
 C/O Freeman  
 25 Doherty Ave.  
 Avon, MA 02322  
 USA

Shipments to the advance warehouse may be delivered between September 16 to October 3.

### **Show Site:**

Exhibiting Company Name / Booth # \_\_\_\_\_  
 ASHG 2025 Annual Meeting  
 Boston Convention and Exhibition Center  
 C/O Freeman  
 415 Summer St.  
 Boston, MA 02210  
 USA

The **Marshalling Yard** at the BCEC is in the South Parking Lot on the south end of the convention center.

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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. Should you need to ship materials to show site, make sure to forward this year's marshalling yard instructions to your carrier; trucks may not pull into the convention center without a marshalling yard ticket.

For shipping labels and deadlines, please see the shipping section in the [Freeman exhibitor services manual \(ESM\)](#), available this summer

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

es, brief 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? Please visit our [Advertising & Sponsorships page](#) to see the great pre-meeting, onsite digital, and onsite print advertising options available!

## **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 [Exhibit Promotions and F&B Request Form](#) by September 29 to inform us of your activities and items and how many you will be giving away. Some items are automatically approved; please review our [2025 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.

## **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. Catering is not allowed in the CoLab Theaters. Additional locations away from the exhibit hall for specialty food activations must be booked separately with ASHG; contact [exhibits@ashg.org](mailto:exhibits@ashg.org) to discuss these specialty sponsorship opportunities!

We ask all exhibitors to complete the [Exhibit Promotions and F&B Request Form](#) by October 21 to inform us of what catering they're ordering for the exhibit floor 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 Levy Restaurants; no outside food and beverage is permitted at the Boston Convention & Exhibition Center. Please note that Levy's standard rates are good through September 23, and there are separate menus for the [session rooms here](#) and for the [exhibit hall here](#) (island exhibitors and events outside of the exhibit hall may use the session rooms/premium menu). You can reach Audrey Webber with the Levy team at 617-954-2296 or [bcece Exhibitororders@levyrestaurants.com](mailto:bcece Exhibitororders@levyrestaurants.com) to get started.

All food and beverage brought into the convention center intended for distribution must be provided by Levy unless expressly approved by Levy 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 Levy.

## 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 Boston Convention & Exhibition Center, included on the official schedule.

Please visit our [Industry Speaking Opportunities](#) page for more details and pricing on industry events, and the request form.

**Ancillary Events:** Non-commercially focused events (e.g., consortia meetings, nonprofit talks, evening receptions) 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.

Please visit our [Host an Event page](#) for more details and qualification guidelines, and the form to apply.

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.

ASHG does not offer sponsored keynote/plenary/general sessions, in accordance with our education accreditation standards. Industry and ancillary events are not permitted to overlap official scientific programming.

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

Ancillary event applications are due by Monday June 16, and spaces will be approved and assigned by early July. There is an additional late application deadline of Friday September 5, pending availability. Please visit our [Host an Event page](#) for more details and qualification guidelines, and the form to apply.

Industry events are first come first served until Friday September 5 or until all spaces are filled, whichever comes first. Please visit our [Industry Speaking Opportunities](#) page for more details and pricing on industry events, and the request form.

## **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 Boston Convention & Exhibition Center during official meeting and exhibit hall hours, including industry and ancillary events, must be registered to attend the ASHG 2025 Annual Meeting, subject to the registration terms and conditions, and meet any health and safety criteria outlined by ASHG and the Boston Convention & Exhibition 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 [2025 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. Visit our [Advertising & Sponsorships](#) page to learn more.

ASHG also offers digital advertising and content hosting options for all companies to reach our members year-round! Download the [ASHG Media Kit](#) 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!

## **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.

## **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 attendee's 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.

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

Please review the [Industry Speaking Opportunities page](#) for a list of helpful links for service pricing and ordering.

# Advertising & Sponsorship Opportunities

## What advertising and sponsorship items are available?

Please visit our [Advertising & Sponsorships page](#) for more details on items available for the Annual Meeting.

ASHG also offers digital advertising and content hosting options to reach our members year-round! Download the [ASHG Media Kit](#) for more details.

## 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 registration partner portal, available 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?

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