



Welcome AHIMA24 Exhibitors!

Thank you for planning to exhibit at the AHIMA24 Conference. We are looking forward to welcoming you to Salt Lake City and appreciate your support of the AHIMA exhibition and mission!

The Exhibitor Service Manual is designed to help you have a successful and hassle-free experience at the exhibition. Please read this Exhibitor Service Manual thoroughly, as it contains all the information you will need to plan your exhibition participation, as well as multiple opportunities to expand your outreach and visibility to AHIMA24 attendees. Please pay close attention to deadlines and use the order forms for each service included.

If you have any questions that have not been covered in this Exhibitor Service Manual, please feel free to contact us at any time. You may also contact the official show contractor concerning their services, as outlined on the following pages.

Once again, thank you for your support - we look forward to seeing you there!

Sincerely,

Michelle Wescott  
AHIMA Exhibits & Sponsorship Manager  
[ahimasales@discoversb.com](mailto:ahimasales@discoversb.com)  
301-200-4616 ext. 113

Robin Estey  
AHIMA Exhibits Operations Manager  
[ahimaops@discoversb.com](mailto:ahimaops@discoversb.com)  
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## YOUR BOOTH INCLUDES

- 2 Full Conference Badges\*
- Complimentary Exhibitor Listing in the mobile app
- Virtual Booth Listing on the Conference website
- Pre and Post Attendee Registration List (attendees who opt-in to share information)
  - Name, Company, Email and Address
- Company ID Sign
- Back Drape (8') and Side Rail Drape (3'), blue and white

\*Booths larger than 100 sqft will receive 2 Full Conference Badges for the first 10' x 10' space and one (1) Full Conference Badge for each additional 10' x 10' space.

*Please Note: Exhibiting companies are responsible for carpet, furnishings, cleaning, electricity, and all other services for their booth space. **AHIMA requires that ALL exhibit booths have flooring.** Forms for these services are included in the Exhibitor Service Manual.*

## 2024 EXHIBIT SCHEDULE

Move-In		
Friday*	October 25, 2024	2:00 PM – 6:00 PM
Saturday	October 26, 2024	7:00 AM – 6:00 PM
Sunday	October 27, 2024	7:00 AM – 1:00 PM
Exhibit Hours		
Sunday	October 27, 2024	6:00 PM – 8:00 PM
Monday	October 28, 2024	7:30 AM – 3:45 PM
Tuesday	October 29, 2024	7:30 AM – 4:00 PM
Move-Out		
Tuesday	October 29, 2024	4:00 PM – 8:00 PM
Wednesday	October 30, 2024	8:00 AM – 1:00 PM

**NOTE: updated hours for opening day!**

\*Exhibitor Setup (20x20 booth size and larger **only**)



## EXHIBITOR REGISTRATION

Each exhibitor receives two (2) Full Conference Badges. Exhibitors with booths larger than 100 sq. ft. will receive two (2) Full Conference Badges for the first 10' x 10' space plus one (1) Full Conference Badge for each additional 10' x 10' space.

Booth Size	Sq. Ft.	Full Conference Badges
10' x '10	100	2
10' x '20	200	3
10' x '30	300	4
20' x '20	400	5
20' x '30	600	7
30' x '30	900	10

**Diamond and Gold Level Supporter sponsors receive additional badge allocations:**

- Diamond Level Supporter - 4 additional full conference badges
- Gold Level Supporter - 2 additional full conference badges

Exhibitor Registration is scheduled to open in **mid-May**. At this time, you will be notified via email with instructions for registering your booth staff. You will need to log in to your [EXHIBITOR PORTAL](#) to register your booth staff in the "**Registration: Register Your Booth Staff**" task.

You may purchase additional Full Conference registrations (at the conference rate) or Exhibit Hall-only registrations (\$175).

NOTE: Additional conference registrations above your allocation must be purchased via the conference website at the prevailing member and non-member rates. Additional Exhibit Hall-only badges for booth staff can be purchased using the Registration Task in your exhibitor portal.

If you have any questions, please contact [registration@ahima.org](mailto:registration@ahima.org).



## AHIMA24 EXHIBITOR PORTAL

Log into the [AHIMA24 Exhibitor Portal](#) to:

- Upload your company logo, description, and resources for company listing on the website and event app.
- Register staff for badges
- Make booth payments/ view receipts
- Upload Certificate of Insurance
- View/ Purchase Sponsorship Opportunities

## HOUSING INFORMATION

ConferenceDirect is the official housing bureau for AHIMA24. Access the Hotel Reservation Information by logging into your Exhibitor Portal or by clicking on the [AHIMA24 Hotel Reservation Portal](#).

Deadline: **October 11, 2024.**

If you would like to book a housing sub-block of 10+ rooms, you can submit your request online now:

[AHIMA24 Group Housing Form \(10+ rooms\)](#)

Deadlines: - All sub-block requests must be completed by **Friday September 6, 2024.**

- All reservations must be booked by **Friday September 13, 2024.**

After this date, any rooms not assigned to a valid name will be released from your sub-block.

AHIMA24 Official Hotels are:

AC Hotel by Marriott Salt Lake City Downtown  
 Courtyard Salt Lake City Downtown  
 Element Salt Lake City Downtown  
 Fairfield Inn Salt Lake City Downtown  
 Hilton Salt Lake City Center  
 Holiday Inn Express Salt Lake City Downtown  
 Hyatt House Salt Lake City Downtown  
 Hyatt Place Salt Lake City Downtown/The Gateway  
 Hyatt Regency Salt Lake City (HQ Hotel)

Kimpton Hotel Monaco Salt Lake City  
 LeMeridien Salt Lake City Downtown  
 Radisson Hotel Salt Lake City Downtown  
 Salt Lake City Marriott City Center  
 Salt Lake Marriott Downtown City Creek  
 Salt Lake Plaza Hotel SureStay Collection by Best Western  
 TownePlace Suites by Marriott Salt Lake City Downtown

**Beware of Unauthorized Hotel Solicitations – ConferenceDirect is the only official AHIMA24 housing bureau!**



## IMPORTANT DEADLINES

DATE	TASK / DEADLINE	EVENT PARTNER
Mid-May 2024	Registration opens	<a href="#">AHIMA24 Exhibitor Portal</a>
Mid-May 2024	Housing opens	<a href="#">ConferenceDirect Housing Portal</a>
Friday, August 16, 2024	Upload Exhibitor Certificate of Insurance	<a href="#">AHIMA24 Exhibitor Portal</a>
Friday, September 6, 2024	Group Housing Sub-block Request Deadline	<a href="#">ConferenceDirect</a>
Friday, September 13, 2024	Group Housing Reservation Booking Deadline	<a href="#">ConferenceDirect</a>
Friday, September 20, 2024	Advanced Warehouse Begins Accepting Exhibitor Shipments	<a href="#">T3 Expo</a>
Friday, September 20, 2024	Turnkey Exhibit Package Order Deadline	<a href="#">T3 Expo</a>
Friday, September 27, 2024	<ul style="list-style-type: none"> <li>• Turnkey Booth Package Graphics Deadline</li> <li>• Exhibitor Appointed Contractor (EAC) Form Due</li> </ul>	<a href="#">T3 Expo</a>
September 23, 2024	Lead Retrieval Early Pricing Deadline	<a href="#">AHIMA24 Exhibitor Portal</a>
Thursday, September 30, 2024	Audio Visual Order Advance Discount Deadline	<a href="#">Projection</a>
Friday, October 4, 2024	<p><b>T3 Expo Advanced Discount Deadline for:</b></p> <ul style="list-style-type: none"> <li>• Turnkey Booth Artwork Approval</li> <li>• T3 Service Orders</li> <li>• Furnishings</li> <li>• Flooring</li> </ul> <p>The following services are the same rate if ordered pre-show and onsite, but are still recommended to order in advance:</p> <ul style="list-style-type: none"> <li>• Accessible Storage</li> <li>• Cleaning</li> <li>• Display Labor &amp; Forklift</li> <li>• Hanging Sign (rigging)</li> <li>• Material Handling</li> </ul>	<a href="#">T3 Expo</a>
Sunday, October 6, 2024	Electrical Order Deadline	<a href="#">Edlen Electrical Exhibition Services</a>
Friday, October 11, 2024	Housing Deadline	<a href="#">ConferenceDirect Housing Portal</a>
Friday, October 11, 2024	Catering Order Deadline	<a href="#">Sodexo Live!</a>
Sunday, October 14, 2024	Internet Order Deadline	<a href="#">Salt Palace Convention Center</a>
Friday, October 18, 2024	Last Day for Advanced Warehouse Shipments to Arrive without Surcharges	<a href="#">T3 Expo</a>
Friday, October 25, 2024	Exhibitor Badge Registration (save time, complete before move-in)	<a href="#">AHIMA24 Exhibitor Portal</a>
Friday, October 25, 2024	Direct Show Site Shipments can begin to arrive at the Salt Palace Convention Center	<a href="#">T3 Expo</a>



# OFFICIAL VENDORS

Please use this quick reference guide to identify the proper contact to answer all of your questions regarding your participation in AHIMA24.

SERVICE	PROVIDER	CONTACT INFORMATION
<b>General Services Contractor</b> Cleaning, Floor covering, Furniture, Hanging Sign (Rigging), Labor, Material Handling, Signage, Storage, Turnkey Booths	T3 Expo	<a href="#">T3 Expo Exhibitor Service Kit</a> orders@T3expo.com 1-888-698-3397
<b>AHIMA Exhibits &amp; Sponsorship Department</b>	SB Expos & Events	ahimaops@discoversb.com
<b>Audio Visual</b>	Projection	exhibits@projection.com 301-459-9011
<b>Catering</b>	Sodexo Live!	Casey.Miller@sodexo.com 801-702-7558
<b>Electrical</b>	Edlen Electrical Exhibition Services	<a href="#">Electrical Online Ordering</a> lasvegas@edlen.com 702-385-6911
<b>Internet</b>	Salt Palace	<a href="#">Salt Palace Online Ordering</a> eventtechnology@saltpalace.com 385-468-2229
<b>Floral</b>	Hillside Floral	<a href="#">Hillside Floral Order Form</a> hillsidefloral@gmail.com 801-943-8427
<b>Housing</b>	ConferenceDirect	<a href="#">ConferenceDirect Housing Portal</a> <a href="#">Group Reservations for 10+ Rooms</a> AHIMA@conferencedirect.com 704-769-1034
<b>Internet</b>	Salt Palace Convention Center Event Technology Services Department	<a href="#">Salt Palace Exhibitor Services</a> itsupport@saltpalace.com 385-468-2229
<b>Meeting Room Rental</b>	SB Expos & Events	<a href="#">AHIMA24 Exhibitor Portal</a> ahimasales@discoversb.com
<b>Lead Retrieval</b>	TBA	Coming soon!
<b>Photography</b>	Caught in the Moment Photography	<a href="#">Photography Order Form</a> sales@caughtinthemoment.com 562-397-5674
<b>Registration</b>	AHIMA Registration Team	<a href="#">AHIMA24 Exhibitor Portal</a> registration@ahima.org
<b>Shipping/Exhibit Transportation</b>	TForce Freight	<a href="#">www.tforcefreight.com</a> 1-800-988-9889



## ADDITIONAL MARKETING OPPORTUNITIES

Accelerate your impact on AHIMA24 attendees in Salt Lake! [CLICK HERE](#) to explore branding, communication, signage, educational content, meeting rooms, networking or online marketing opportunities available to boost your presence. To order sponsorship opportunities, log in to your [Exhibitor/Sponsor Portal](#) or contact us with any questions about exhibiting or sponsoring at AHIMA24.

Michelle Wescott  
AHIMA Exhibits & Sponsorship Manager  
[ahimasales@discoversb.com](mailto:ahimasales@discoversb.com)  
301-200-4616 ext. 113

## SECURITY

AHIMA will provide security around the perimeters of the exhibit hall. Please review the Exhibitor Rules and Regulations included in this exhibitor service manual. Information about individual booth security will be available upon request. Please note any additional security service will be at your own expense.

## INSURANCE

Each Party shall maintain adequate insurance covering the risks to persons and property associated with their assigned duties in the Agreement. Evidence of insurance policies acquired and maintained under this Agreement will be provided to each Party upon request. Any acquired policy will name the other Parties as an additional insured, as applicable. All property of the Sponsor/Exhibitor is understood to remain under its custody and control in transit to and from or within the confines of the Facility. AHIMA and the Facility do not maintain insurance covering Sponsor/Exhibitor's property. Sponsor/Exhibitor shall carry Comprehensive General Liability coverage, including liquor liability, premises and operations coverage of at least **\$1,000,000 USD for Personal Injury Liability and \$1,000.000 USD for Property Damage Liability and Statutory Workers' Compensation** insurance in full compliance with all federal and state laws. Sponsor/Exhibitor must have a Certificate of Insurance for general liability and property damage in their possession at the Event and name AHIMA and the Facility as additional insureds.

Please upload your Certificate of Insurance (COI) via the Exhibitor/Sponsor Portal by completing the Certificate of Insurance Task. For questions, please contact [ahimaops@discoversb.com](mailto:ahimaops@discoversb.com).

**AHIMA, T3 and Salt Palace Convention assume no responsibility for products left unattended at the end of AHIMA24.**



## EXHIBITOR APPOINTED AND/OR INDEPENDENT CONTRACTORS

Independent contractors must conform to the International Association of Exhibitions and Events (IAEE), Exhibit Designers and Producers Association (ED&PA), and Exposition Service Contractors Association (ESCA) display guidelines and must be signatory to a current local collective bargaining agreement. Exhibitors using Exhibitor Appointed and/or Independent Contractors must complete the EAC form in the T3 Expo Service Manual and provide an insurance certificate naming AHIMA as additional insured. **Complete the EAC form in the T3 Expo Service Manual.** For questions contact [orders@T3expo.com](mailto:orders@T3expo.com) or call 1-888-698-3397.

## UNION JURISDICTION

### For Exhibits, Exhibitions, Displays and Trade Shows, Public & Private

Full-time exhibitor personnel may install and dismantle all exhibit properties in Salt Lake City without the assistance of Union Labor. Any labor services that may be required beyond what your regular, full-time employees can provide must be rendered by local Union personnel. You may hire labor through the General Contractor. Exhibitors may hand-carry their own materials into the exhibit facility. The use or rental of dollies, flat trucks and other mechanical equipment, however, is not permitted. The General Contractor controls access to the loading docks.

### Hours

In Salt Lake City, straight time rates are from Monday through Friday, 8:00 am to 4:30 pm. Overtime rates are incurred outside of those hours on Monday through Friday as well as all day on Saturdays, Sundays and holidays. Lunch is from 12:00 pm to 12:30 pm. Utah imposes a 6.6% sales tax on installation and dismantle labor, as well as on consumables.

### Safety

Standing on chairs, tables, or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. T3 Expo cannot be responsible for injuries or falls caused by the improper use of this furniture. If assistance is required in assembling your booth, labor can be ordered through T3 Expo by returning the Display Labor order form in this Exhibitor Service Manual in advance, or returning it on show site to T3 Expo's Service Desk.

### Tipping

T3 Expo requests that exhibitors do not tip our employees. They are paid at an excellent wage scale denoting a professional status and we feel that tipping is not necessary; this applies to all employees. Any request for tipping should be brought to the attention of a T3 Expo representative at the Service Desk.





## DISPLAY RULES & REGULATIONS

### HEIGHT RESTRICTIONS

*Island Booths:* Island booths are booths exposed to aisles on all four sides, with a minimum size of 20x20 feet. The maximum height of an island booth is 20 feet when ceiling height and rigging permit (20 feet from the floor to the top of any booth components and signs). No signage, lighting fixtures, or light/sign trusses are allowed outside the boundaries of the exhibit space.

*Linear Booths:* Linear booths may not exceed eight feet (8') in height. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8 feet is only allowed in the rear half of the booth space, with a four-foot (4') height restriction imposed on all materials in the remaining space forward to the aisle.

*End-Cap Booths:* End-Cap booths are in-line (linear) booths placed in the position of a peninsula. Same as with all linear booths, they may not exceed eight feet (8') in height. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8 feet is only allowed in the rear half of the booth space, with a four-foot (4') height restriction imposed on all materials in the remaining space forward to the aisle.

### EXHIBIT CONSTRUCTION GUIDELINES

The Display Rules and Regulations for Linear, End Cap and Island booths are outlined in the following pages with diagrams.

## EXHIBIT CONSTRUCTION GUIDELINES – LINEAR BOOTH

### LINE-OF-SIGHT STYLE

Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one is addressed below with specific insight on how to implement Line-of-Sight regulations.

### LINEAR BOOTH

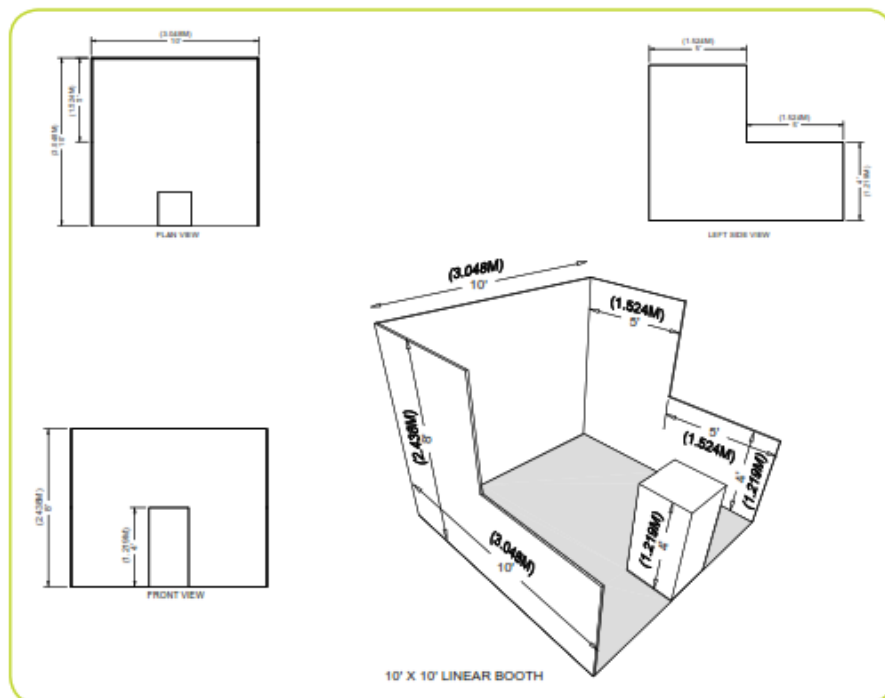
The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a Linear Booth Line-of-Sight setback rule. Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

#### Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified to prevent display materials from imposing on neighboring exhibits behind the back wall.

#### Use of Space

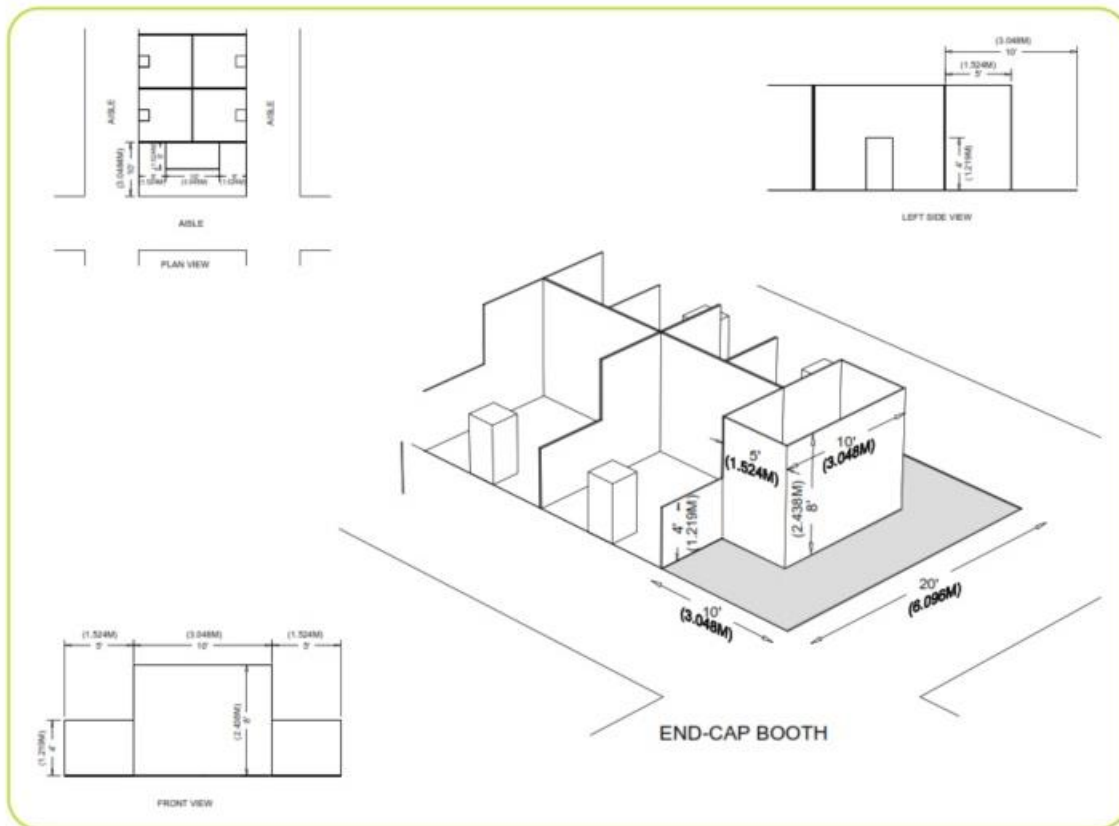
Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc., display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.



## EXHIBIT CONSTRUCTION GUIDELINES – END-CAP BOOTH

### END-CAP BOOTH

An End-cap configuration is essentially an in-line (linear) booth placed in the position of a Peninsula. Due to Line-of-Sight rules, this configuration must follow the dimensions below. Exhibitors with End-cap configurations must ensure they do not violate Linear Booth Line-of-Sight regulations for neighboring exhibits.



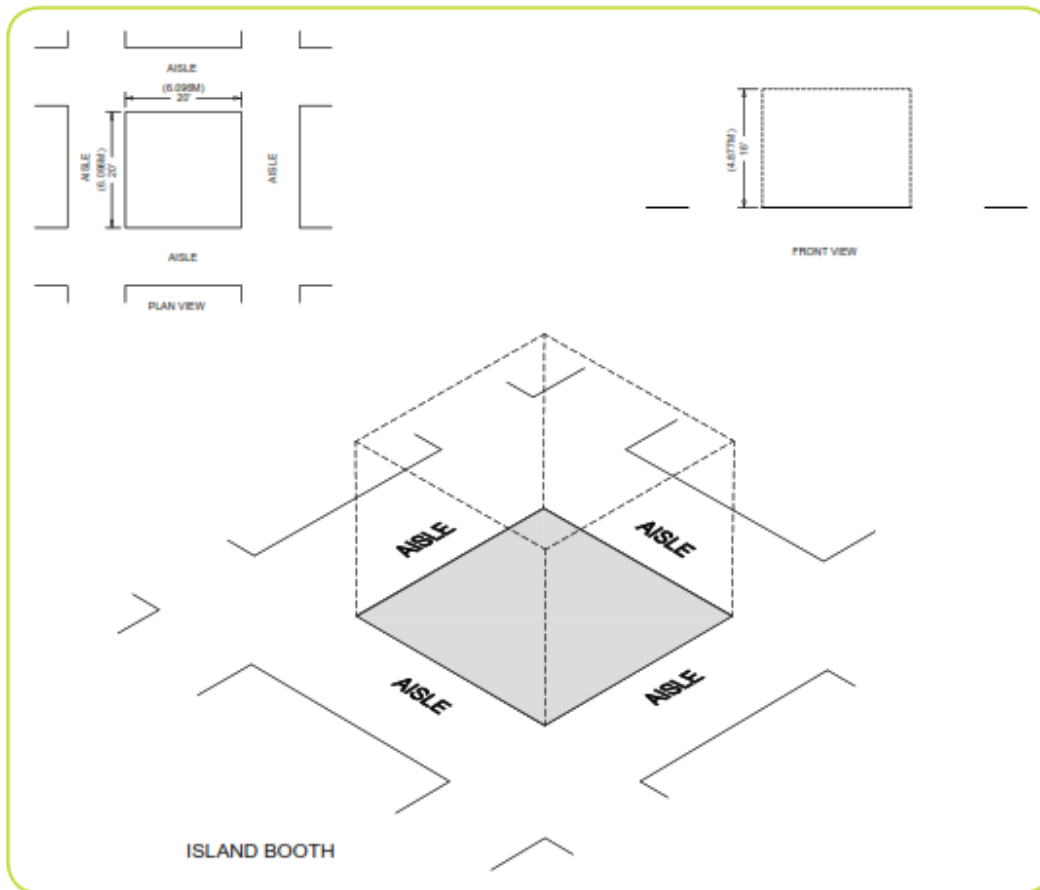
### Dimensions and Use of Space

End-cap Booths are generally 10ft (3.05m) deep by 20ft (6.10m) wide. The maximum back wall height allowed is 8ft (2.44m) and the maximum backwall width allowed is 10ft (3.05m) at the center of the backwall with a maximum 5ft (1.52m) height on the two side aisles. Within 5ft of the two side aisles, the maximum height for any display materials is 4ft.

## EXHIBIT CONSTRUCTION GUIDELINES – ISLAND BOOTH

### ISLAND BOOTH

An Island Booth is any size booth exposed to aisles on all four sides.



### Dimensions and Use of Space

An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently. The entire Cubic Content of the space may be used up to the maximum allowable height, which is usually a range of 16ft to 20ft (4.88m to 6.10m), including signage.