

## AHRA 2025: Upcoming Deadlines & Exhibitor Information



Hello AHRA Exhibitor,

AHRA would like to thank you for exhibiting and/or sponsoring at the AHRA Annual Meeting taking place August 3-6, 2025 at Paris Las Vegas. Below, you will find important information and deadlines.

### Important Upcoming Dates

- **Monday, June 2**  
Deadline to submit booth payment
- **Friday, June 13**  
Deadline to submit a sub-block housing request
- **Wednesday, July 2**  
Freeman Advance Warehouse opens and will begin to accept shipments  
*Please note: the Freeman warehouse will be closed on Friday, July 4 in observance of Independence Day.*
- **Thursday, July 3**  
Deadline to Book the Discounted Hotel Rate
- **Monday, July 7**  
Freeman Discount Deadline to order booth materials
- **Thursday, July 11**  
Discount Deadline to submit Early Bird Lead Retrieval Order Form
- **Thursday, July 25**  
Last day for Advance Shipments to arrive at Warehouse without surcharges
- **Friday, August 1**  
Last day to order lead retrieval  
Shipments to show site will be accepted beginning this date. Shipments arriving before this date may be refused by the facility.

### **ACTION REQUIRED! Booth Space Payment**

Full booth payment must be received on or before this Monday, June 2, 2025, regardless of Application & Contract submission date. Amber McKnight, AHRA's Accounts Receivable Coordinator, will send reminders to all those with outstanding balances. If you would like to

request your outstanding balance and invoice, you can contact Amber at [AR@ahra.org](mailto:AR@ahra.org). As a reminder, you must be paid in full to access your booth space at the Annual Meeting. No exhibitor will be allowed to move in without paying in full.

### Exhibitor Resource Page

We encourage you to bookmark and frequently visit AHRA's [Exhibitor and Sponsor Resource Page](#) for all the latest exhibitor updates, including the exhibitor services kit, registration and housing information, as well as upcoming important dates and deadlines.

### Exhibitor Registration

Exhibitor Registration is now live! Exhibitors received an email from [exhibits@ahra.org](mailto:exhibits@ahra.org) with their unique registration code and registration instructions. If you have any questions or need assistance, please contact [registration@ahra.org](mailto:registration@ahra.org).

As a reminder, exhibitors receive four (4) badges per 10x10 sq ft of exhibit space. If additional badges are needed beyond your complimentary allotment, please refer to the registration email for details on purchasing.

### Exhibitor Service Kit

AHRA's [Exhibitor Service Kit](#) is live! AHRA is working with Freeman as the General Services Contractor for the AHRA 2025 Annual Meeting. Make sure to order any additional services you may need in your booth through the online service manual by the dates listed above to guarantee the best rate. As a reminder, each 10x10 booth receives:

- 8' high black and white back drapes
- 3' high black side drape
- 7"x44" Identification sign (*for booths that are 300 sq. ft. or less*)
- Facility ballroom carpet

Material handling and shipping information, such as labels and shipping addresses, can be found in the [Exhibitor Service Kit](#).

If you have any questions about shipping or ordering booth materials, please [click here](#) to reach out to Freeman directly for assistance.

### Housing

The official hotel of the AHRA Annual Meeting is the Paris Hotel and Casino. The discounted room rate will be available until Thursday, July 3 (or until rooms sell out, whichever occurs first).

Please [click here](#) for more information and to book your reservation online.

Need to secure a housing sub-block? Exhibitors looking to book 10 rooms or more on peak may apply for a sub-block by **Friday, June 13**. Please email [housing@ahra.org](mailto:housing@ahra.org) for more information.

***\*\*Please be aware of companies that call and/or email you to assist with hotel reservations. They are claiming they can get better rates, that rooms are limited, or are using other sales pitch methods. These companies are NOT affiliated with AHRA in any way, nor are they a partner of AHRA. If you receive a call or email from a company trying to make your housing reservation, please be aware that this is NOT SANCTIONED and DO NOT MAKE THE RESERVATION. If you do make a reservation, the hotel has no obligation to provide you with the accommodations you were expecting and AHRA cannot be held responsible.\*\****

### **Looking to Maximize Your Presence on the Show Floor?**

The **AHRA Exhibitor & Sponsor Prospectus** is live! Access it today and connect with our sales team to collaborate on a sponsorship strategy that will **reinforce your booth investment and marketing message** leading up to, during, and after the conference.

Sales Contact: Nicole Boland, [NBoland@ahra.org](mailto:NBoland@ahra.org)

### **Questions**

- Payment Questions: [AR@ahra.org](mailto:AR@ahra.org)
- Shipping and/or Booth Ordering Questions: [Contact Freeman](#)
- Registration Questions: [registration@ahra.org](mailto:registration@ahra.org)
- Housing/Sub-Block Questions: [housing@ahra.org](mailto:housing@ahra.org)
- Exhibitor & Sponsor Logistics: [exhibits@ahra.org](mailto:exhibits@ahra.org)

We look forward to seeing you in August in Las Vegas.

Thank you,

**AHRA Show Management**  
[exhibits@ahra.org](mailto:exhibits@ahra.org)