

AHRA 2026: 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 July 12 – 15 in Orlando, FL. Below you will find some important reminders. Please read this newsletter carefully and pass it on to any members of your team who would benefit from this information.

Important Upcoming Dates

- **Monday, June 15, 2026**
Freeman Discount Deadline
- **Monday, July 6, 2026**
Advanced Freight Deadline
- **Friday, July 10, 2026**
Last day to order lead retrieval

ACTION REQUIRED! Booth Space Payment

Full booth payment was due on **Monday, May 11**, 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. 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 live! Exhibitors received an email from exhibits@ahra.org with their unique registration code and registration instructions. If you have any questions or need assistance, please contact 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 now live! AHRA is working with Freeman as the General Services Contractor for the AHRA 2026 Annual Meeting. Make sure to order any additional services you may need in your booth through the online service manual. 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](#).*

**Anyone logging into the new Freeman eCommerce ordering site will need to create a new account prior to accessing the main event site link. The new Freeman eCommerce site will require a new user to register, regardless of if you have an existing FreemanOnline account.*

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

Exhibitor Schedule

Please note the following schedule carefully as show hours may have changed.

Move-In:

Friday, July 10: 12:00 PM - 05:00 PM*

Saturday, July 11: 08:00 AM - 05:00 PM

Sunday, July 12: 07:00 AM - 01:00 PM**

**Pre-approval from AHRA Show Management is required for early move-in on Friday.*

***All exhibit booths must be set up and fully operational by 1:00 PM on Sunday.*

Show Hours:

Sunday, July 12: 4:30 PM – 7:00 PM

Monday, July 13: 11:00 AM – 2:00 PM

Tuesday, July 14: 11:00 AM – 2:00 PM

Move-Out:

Tuesday, July 14: 2:00 PM – 8:00 PM

Wednesday, July 15: 7:00 AM – 9:00 AM

**No part of an exhibit shall be removed during the Show Hours without special permission from AHRA. Should an Exhibitor begin dismantling its booth before the close of the Gathering Place, Exhibitor may lose part or all its priority points and may entirely lose the privilege of exhibiting at future AHRA events.*

Looking to Maximize Your Presence on the Show Floor?

New for 2027! Drink Ticket Bundle \$500

New for this year, attendees will be given (2) drink tickets for the President's Welcome Reception at registration. Looking to increase engagement at your booth throughout the reception? Distribute drink tickets from your booth on Sunday during the President's Welcome Reception taking place right in the Gathering Place. A simple, high-impact way to attract visitors, create a steady flow of

traffic, while positioning your company as a generous and memorable presence on the show floor. Turn casual passersby into quality connections—one drink ticket at a time. Each package includes 20 tickets.

The [AHRA Exhibitor & Sponsor Prospectus](#) has additional opportunities available! 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

Questions?

- Housing Questions: housing@ahra.org
- Exhibitor & Sponsor Logistics: exhibits@ahra.org

We look forward to seeing you in Orlando next month!

AHRA Show Management
exhibits@ahra.org