



Frequently Asked Questions

The information contained in this document is accurate as of May 1, 2026. All information is subject to change. As new information becomes available, this document will be updated. Please check back for updates.

Q: Where is the conference located?

A:

Baltimore Convention Center

1 W Pratt St

Baltimore, Maryland

September 27-30, 2026

Exhibit Hall: September 28-29

Q: What is the move-in dates and times?

A:

Saturday, September 26 1:00 PM – 5:00 PM

Sunday, September 27 8:00 AM – 1:00 PM

Q: What are the show dates and times for the exhibition hall?

A:

Sunday, September 27 5:45 PM – 7:00 PM *Welcome Reception*

Monday, September 28 10:20 AM – 11:20 AM Networking Refreshment Break
12:15 PM – 1:30 PM Networking Refreshment Break
2:15 PM – 3:15 PM Networking Refreshment Break

Tuesday, September 29 9:20 AM – 10:20 AM Networking Refreshment Break

11:10 PM – 12:15 PM Networking Refreshment Break

Exhibitors may access the exhibit floor two and a half hours before exhibit floor opens on Monday, September 28, and one hour before exhibit floor opens on Tuesday, September 29. Move-out is only permitted after **12:15 PM Tuesday, September 29. Early move-out may result in loss of priority points.*

**Exhibiting companies may work later than published times, there could be limited staffing from service providers onsite after these times.*

All booths must be set up by **3:00 PM on Sunday, September 27. Booths will be forced if not set by this time.*

Q: What is the move-out dates and times?

A:

Tuesday, September 29

12:15 PM – 4:00 PM

- Packing of equipment or dismantling of exhibits is **NOT permitted** until the exhibit hall closes at 12:15 PM on Tuesday, September 29.
- All carriers must check- in by: Tuesday, September 29, 2026, at 2:00 PM
- Early move-out will result in loss of exhibitor points. This will impact space assignments at future SHSMD Conferences.
- For detailed move-out information please reference The Expo Group Quick Facts.

Q: What are the registration hours and locations?

A: Exhibitor Registration Hours

Baltimore Convention Center

Level 2

Sunday, September 27	7:30 AM - 6:00 PM
Monday, September 28	7:30 AM - 6:00 PM
Tuesday, September 29	8:00 AM - 10:00 AM

Bulk Badge Pick Up:

Bulk badge pickup will be available for SHSMD26 Connections. The key contact listed in the registration system will be the only person allowed to pick up badges onsite for others. Otherwise, each attendee must pick up their own badge. Bulk badge pickup will be available Sunday, September 27.

Q: What is the booth payment schedule?

A:

- Exhibitors must remit 100% percent of their total fees within 30 days of receipt of their invoice from SHSMD Event Management.
- Full payment must be received on or before June 26, 2026, regardless of Applications & Contract submission date.

Q: How do I submit payment?

A: Credit card payments can be made online using American Express, MasterCard or Visa.

Make all checks payable to SHSMD and remit to the following address via the U.S. Postal Service:

SHSMD
75 Remittance Drive
Suite 1272
Chicago, IL 60675 USA

- Exhibitor may remit via overnight courier (e.g., FedEx) to the following address:
AHA-SHSMD - 91272
5503 North Cumberland Avenue
Chicago, IL 60656 USA
- ACH/Wire Instructions: Email pbrayley@smithbucklin.com for remittance instructions
- SHSMD accepts purchase orders and requires payment in full prior to the start of the event.

Q: Is Certificate of Insurance (COI) required?

A: Exhibitors are required to maintain and to provide a certificate of insurance to SHSMD Event Management on or before **June 26, 2026**. Exhibitors will **not be permitted** to set up their booth without submitting the proper certificates. Insurance requirements are outlined in the [Contract Conditions](#), Section 21.

Q: Is Exhibitor-Appointed Contractor (EAC) form and COI required?

A: If you plan on hiring a service contractor(s) other than the official contractor selected by (*Event Management), you must submit this authorization form with all the required documentation for each contractor individually to The Expo Group. EAC forms and COI must be submitted to The Expo Group by **August 26, 2026**.

Q: What are my benefits of exhibiting in a 10 x 10 booth?

A: Each 10'X10' booth comes with the following items:

- Booth drape: 8' high in the back, 3' high on the side

- A 7"x 44" identification sign with your company name and booth number
- Two (2) badges per 100 square feet
- Dedicated exhibitor hall hours
- Recognition in the mobile app
- Booths do not come furnished; **exhibitors are responsible for furniture and flooring within their booth.**
- Carpet/flooring is REQUIRED for all booths.
- *Other items that are needed to operate your exhibit may be ordered directly from the official service contractors. Order forms can be found in the online [Event Service Manual](#).*

Q: What are my benefits of exhibiting in an island booth?

A: This space is a raw space; your company will need to provide flooring and all structure for your booth. If your booth is larger than 400 square feet all designs must be approved by event management in advance of the show. Please do not go into production on your booth until you have submitted a booth rendering and received approval from show management. All Exhibitors with Island booths must submit a detailed drawing of the design with a completed booth review form to Show Management by **June 26, 2026**.

Send booth renderings to SHSMD@smithbucklin.com for review.

Q: Is lunch included with my exhibitor badge?

A: Yes. Lunch will take place in the Exhibit Hall on Monday and Tuesday.

Q: SHSMD Connections Sponsorship/Marketing opportunities to maximize exposure?

A:

For all sponsorship and marketing opportunities, please contact:

Jill Eiding jeiding@smithbucklin.com (companies 1-L)

Maribell Abeja-DeVitto mabejadevitto@smithbucklin.com (companies M-Z)

Q: What is the expected attendance for 2026 SHSMD Connections?

A: SHSMD is anticipating 1,000 registered attendees.

Q: When does exhibitor badge registration open?

A: Exhibitor badge registration will open May 2026.

Q: When will I be able to reserve housing?

A: Exhibitor Housing will open in May 2026. The discounted group rates apply until the reservation deadline of **September 4, 2026**, or until all rooms in the group block have been reserved, whichever occurs first. After the cut-off date, the discounted group rates may not be available. We encourage you to confirm your reservations early.

Q: Why must I receive my housing link in the Registration Confirmation email?

A: Exhibitors will receive the link to book housing in their badge registration confirmation

email, as you must be registered before booking housing. SHSMD is the official housing/travel provider for the SHSMD Connections. For budgeting purposes, the hotel discounted price is \$254/night plus taxes and fees.

**Be aware that you may be solicited by other companies to book your hotel room or make travel arrangements. Such companies are not affiliated with and are not sponsored or approved by SHSMD/AHA to provide travel arrangements for the SHSMD Connections. SHSMD/AHA will not be responsible for any actions or omissions of such companies. By using the official travel provider, you can ensure that you are being booked in the housing block reserved by SHSMD/AHA and take advantage of the group discounted rates.*

Q: Will exhibitors receive an Attendee List?

A: Yes. Exhibitors will receive a Pre- Show and Post- Show Attendee Mailing List. Such lists shall only be used for a (1) time mailing of promotional material relating to Exhibitor's booth at the Event and shall not be reproduced, transferred or used in any other manner.

Q: If I ship my booth, materials, product, etc. to The Expo Group warehouse in advance will it be in my booth when I arrive at the convention center?

A: Yes, all advance freight that is sent to The Expo Group's warehouse will be in your booth beginning Sunday, September 27. TEG will accept crated, boxed, or skidded materials beginning August 26 –September 16, 2026. Material arriving **after September 16** will be received at the warehouse with an additional after deadline charge.

Q: How can I see where my booth is located on the exhibit floor?

A: The exhibit [floorplan](#) is located online and is updated in real time.

Q: How can I find information on venues or attractions in Baltimore, MD?

A: Find information about what Baltimore has to offer at [Visit Baltimore](#).

Q: How does the point system work and what are the points used for?

A: Priority points are a scoring system that assigns value to an exhibitor's history and involvement with an event or organization. These points are used to determine priority order for booth selection for the following year.

Q: What is the dress code for this conference?

A: The attire is business casual.

Q: What are the future show dates for SHSMD Connections?

A:
September 26– 28, 2027, Phoenix, AZ

Contact Information

Corporate Membership Services please contact:

SHSMD Education

shsmd@aha.org

Exhibitor Services and Production inquiries, please contact:

The Expo Group

exhibitorservice@theexpogroup.com

Housing, please contact:

SHSMD Education

shsmd@aha.org

Individual Member Services please contact:

SHSMD Education

shsmd@aha.org

Payment or account information, please contact:

Patricia Brayley

PBrayley@smithbucklin.com

SHSMD Connections Exhibit Sales, Logistics, Marketing and Sponsorships, please contact:

SHSMD Event Management

SHSMD@Smithbucklin.com

Press or Media, please contact:

Kelsey Brandon

kbrandon@aha.org

Registration, please contact:

SHSMD Education

shsmd@aha.org