

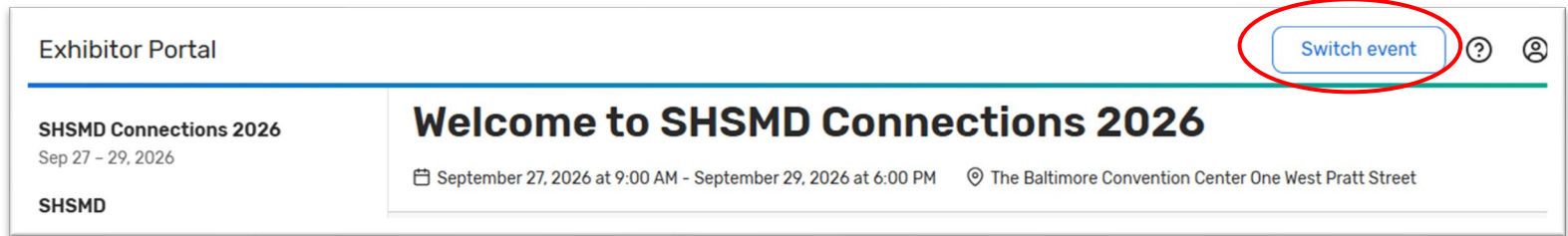


# **2026 Exhibitor & Sponsor Registration and Lead Retrieval How-To Guide**

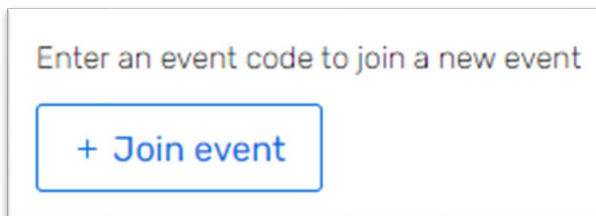
**SHSMD Connections  
2026 Annual Conference**

# Access Your Exhibitor & Sponsor Portal

- The primary booth or sponsorship contact for your company should have received an email with a unique link tied to their email. Click on the link to log into the exhibitor/sponsor portal.
- You will be prompted to login or create a new login password. Use the email address for which you received the email. You may need to **click “forgot password” to set up an account.**
- If you have previously exhibited at any SHSMD event, please ensure you are logged into the correct event, “SHSMD Connections 2026.” If you are not, select the **“Switch Event”** button at the top right of the page.



- If available, select the SHSMD Connections 2026 event. Or click “Join event” and enter the below event code and organization for access. Most will automatically log into the correct 2026 SHSMD event.



**Event Code:** K5NJX82FH94  
**Organization:** SHSMD Connections 2026

A screenshot of a form titled 'Add Event'. It has a close button (X) in the top right. The text says 'Enter the Event Code of the event. The Event Code should be provided by the organizer of the event.' There are two input fields: 'Event Code' and 'Organization'. A blue 'Add event' button is at the bottom right.

# Exhibitor/Sponsor Tasks

Administrators are assigned the following tasks to be completed by the due dates indicated. Note that most are required. The following slides will walk you through these tasks.

The screenshot displays the 'Exhibitor Portal' for 'SHSMD Connections 2026' (Sep 27 - 29, 2026). The left sidebar contains navigation options: Overview, Tasks (selected), Profile, Content, Team, Licenses, Sponsored Sessions, Reports, and Lead Collection. The main content area features a search bar and filters for 'Incomplete', 'Overdue', and 'Required'. A list of tasks is shown, each with a checkbox, a due date, a 'Required' status, and a 'View' button.

Task	Due Date	Status	Action
Exhibitor Categories	Sep 4, 2026	Required	View
Register on-site team and book hotel rooms by 9/4 (room block expires)	Sep 4, 2026	Required	View
Edit Exhibitor Profile	Sep 4, 2026	Required	View
Upload eps logo	Sep 4, 2026	Required	View
Bring a printed educational handout on-site	Sep 26, 2026		View

# Upload EPS File of Company Logo

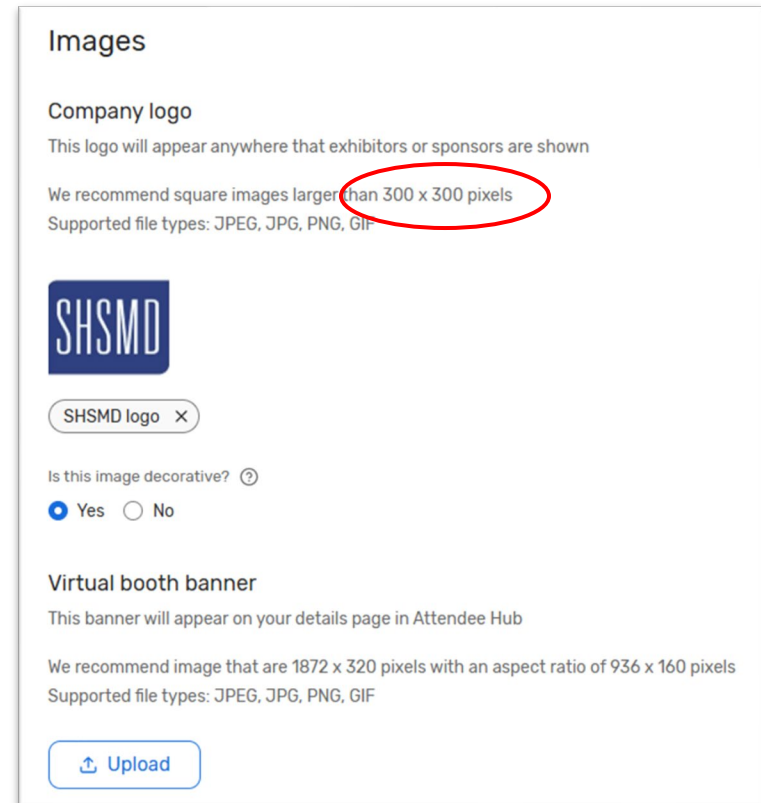
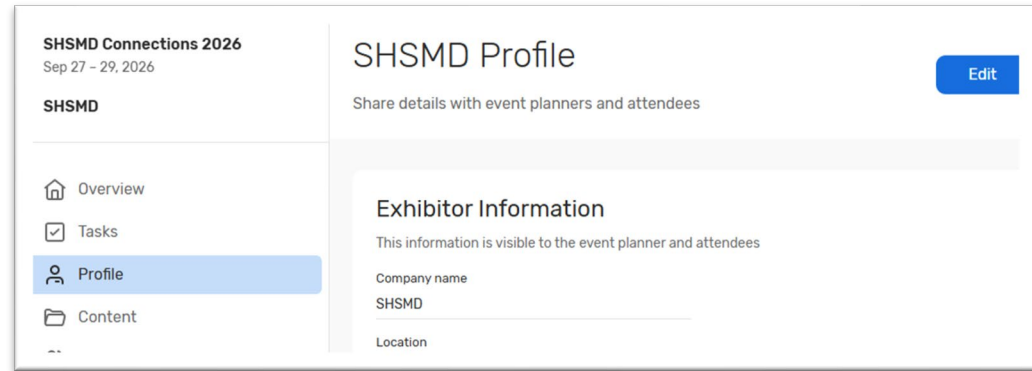
Go to Tasks and click “View” on the task specific to uploading an eps logo. You can directly upload your **EPS** logo here. This is a separate logo from what you will upload under Exhibitor Profile as a jpg or png. After you upload it, click “Mark task complete”.

The screenshot displays a web interface for "SHSMD Connections 2026" (Sep 27 - 29, 2026). The left sidebar shows navigation options: Overview, Tasks (selected), Profile, Content, Team, Licenses, Sponsored Sessions, Reports, and Lead Collection. The main area features a search bar and filters for "Incomplete", "Overdue", and "Required". A list of tasks is shown, each with a checkbox, a due date, a status (Required), and a "View" button. A red arrow points to the "View" button for the "Upload eps logo" task.

Task Name	Due Date	Status	Action
Exhibitor Categories	Sep 4, 2026	Required	View
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Edit Exhibitor Profile	Sep 4, 2026	Required	View
Upload eps logo	Sep 4, 2026	Required	View
Bring a printed educational handout on-site	Sep 26, 2026		View

# Edit Your Exhibitor Profile

- Under Profile, click **“Edit”** in the top right corner.
- Information uploaded to your Profile will appear in the conference app the same way it is entered here.
- Requested information includes:
  - Company name
  - Description
  - Company phone number
  - Company email address
  - Website
  - Social media handles and more
- When completing your Exhibitor Profile, please be sure to upload your company’s logo using jpg or png, paying attention to the recommended sizes.
  - Please note: if the image does not match the recommendation, the logo may appear distorted.



# Select Exhibitor Categories

While editing your Profile, scroll down to “**Additional Information**” and select up to three Exhibitor Categories that will help attendees understand your products or services. These will show up in the conference mobile app.

Make sure to click “**Save**” in the top right corner when you are done.

The screenshot displays the 'SHSMD Profile' editing interface. At the top, there is a 'Cancel' link and a blue 'Save' button. Below the profile title, it says 'Share details with event planners and attendees'. The 'Exhibitor Information' section is visible, with a note that the information is visible to event planners and attendees. A text input field for 'Company name' contains 'SHSMD' and shows '195 characters left'. An 'Additional Information' modal is open, prompting the user to 'Answer the following questions to help the event planners provide your team with a better experience at the event'. It asks to 'Please choose up to three Exhibitor categories:' and lists ten categories with checkboxes: Advertising & Media, AI & Automation, Analytics & Data Insights, Branding & Creative Services, Business Development, Communications, Content & Digital Content Solutions, CRM / CMS & Marketing Technology, Digital Marketing, Market Research, and Media Services.

SHSMD Profile

Cancel Save

Share details with event planners and attendees

### Exhibitor Information

This information is visible to the event planner and attendees

\*Company name

SHSMD

195 characters left

### Additional Information

Answer the following questions to help the event planners provide your team with a better experience at the event

Please choose up to three Exhibitor categories:

- Advertising & Media
- AI & Automation
- Analytics & Data Insights
- Branding & Creative Services
- Business Development
- Communications
- Content & Digital Content Solutions
- CRM / CMS & Marketing Technology
- Digital Marketing
- Market Research
- Media Services

# Bring an Educational Handout

Attendees are always seeking templates, checklists and quick facts!

We welcome you to bring a one-page educational handout to give out at your booth. We recommend bringing 50 copies.

We will promote that exhibitors will have an educational handout on-site that attendees can pick up in the Solution Center.

# Add an Administrator

- Only assigned Administrators can log in and allocate free passes to their team.
- Administrators can add new Administrators to help manage the allotment.
  - Select “**Team**” from the left side menu. Toggle over to “Admins” and select “Add Admin.”
- NOTE: Administrators do **NOT** get free registration and are not automatically registered. If the administrator plans to attend, they will need to use one of the free passes or discounted registrations allotted to their organization.

The screenshot displays the SHSMD Connections 2026 interface. On the left, a navigation menu includes 'Overview', 'Tasks', 'Profile', 'Content', 'Team', 'Licenses', and 'Sponsored Sessions'. The 'Team' option is highlighted in blue, with a red arrow pointing to it. The main content area is titled 'Team' and contains a description: 'Admins are team members from your organization who can assign licenses and view lead data.' Below this, there are two tabs: 'Booth Staff' and 'Admins'. The 'Admins' tab is selected and circled in red. Under the 'Admins' tab, there is a list of administrators: Lisa Hinkle (lhinkle@aha.org) and Sharon Leeds (sleeds@aha.org). A blue 'Add admin' button is located in the top right corner of the Admins section.

# Registration Types

**Free registration passes** include access to the in-person event plus the virtual conference recordings available in November, but do NOT include membership. You will have the option to add/renew SHSMD membership at a discounted rate of \$200 during the registration process.

**Discounted registration** is available for additional staff attending conference (up to 15 staff) after your free passes are used. Discounted rates **DO** include membership and access to the virtual conference.

The free passes and discounted registrations both include full conference access including all educational sessions, keynotes, exhibit hall events, and networking events.

**Discounted Sponsor/  
Exhibitor rates (after free  
passes are used):**

**Early Bird (through 8/11):  
\$1,425**

**Standard (starting 8/12):  
\$1,525**

# Register Your On-Site Staff

- Use the Exhibitor Portal to manage your on-site staff and set your team up for success.
- To register yourself and/or on-site staff, select “**Team**” from the left side menu and toggle over to “Booth Staff.”
- Here you can also see how many free passes and discounted registrations you have remaining.

The screenshot displays the 'Team' management page for 'SHSMD Connections 2026' (Sep 27 - 29, 2026). The left sidebar contains a navigation menu with 'Team' highlighted and a red arrow pointing to it. The main content area is titled 'Team' and includes a description: 'Booth staff are team members from your organization who will be at the event.' Below this, there are two tabs: 'Booth Staff' (circled in red) and 'Admins'. A large message states: 'It looks like you don't have any booth staff yet. Add attendees to your team to get started.' A summary box shows: '17 registrants left', '15 SHSMD Exhibitor/Sponsor', and '2 SHSMD Exhibitor/Sponsor Complimentary'. A blue button at the bottom right says 'Add booth staff' with a dropdown arrow.

# Register Your On-Site Staff (Cont.)

- To begin, select the “Add booth staff” button. Here you will select either “Share sign-up link” or “Register booth staff”.

You have two options:

- 1) You can register booth staff yourself, or
- 2) You can send them a link to self-register.

Please do not select **Search attendee list**. Your team should only register through the links you provide in order to be connected to your booth and get the discounted rate.

It looks like you don't have any booth staff yet. Add attendees to your team to get started.

17 registrants left  
15 SHSMD Exhibitor/Sponsor  
2 SHSMD Exhibitor/Sponsor Complimentary

Add booth staff ▾

Search attendee list  
Share sign-up link  
Register booth staff

# Register Your On-Site Staff (Cont.)

## Sending Registration Link to Staff

### Share Sign-Up Link ×

Share this link with your booth staff to let them join your team.

Registration type

SHSMD Exhibitor/Sponsor - 15 left

SHSMD Exhibitor/Sponsor Complimentary - 2 left

[Copy link](#)

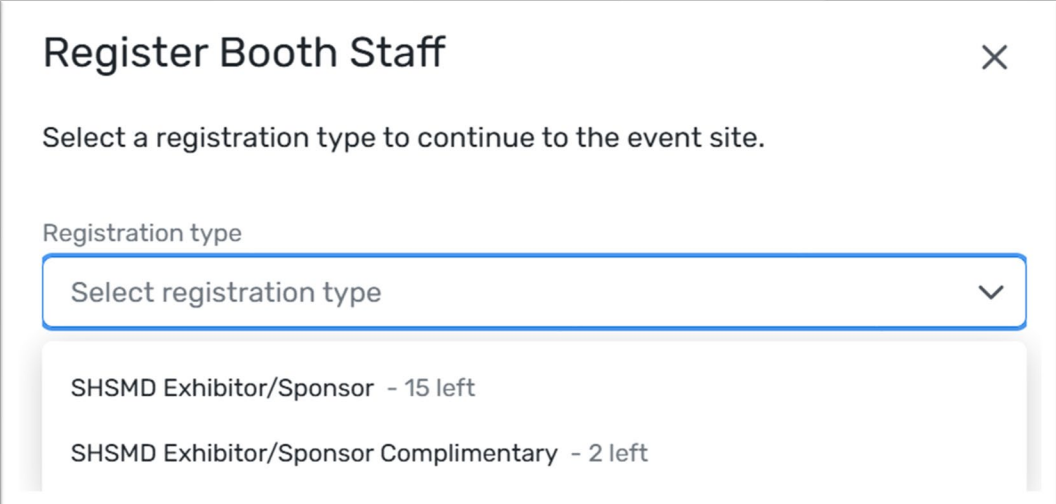
If you choose the **Share sign-up link** option, you will be asked to select either the “Exhibitor/Sponsor Complimentary” registration option or the “Exhibitor/Sponsor” option (discounted rate) from the drop-down menu. Click on the registration type you want to share.

Select “Copy link” and share the unique registration link with your staff. Once the registration is used (free pass or discounted rate), you will see that reflected in the portal.

# Register Your On-Site Staff (Cont.)

## Registering Booth Staff

If you choose the **Register booth staff** option, you will be asked to select the registration type before being taken through the registration process to individually register each of your booth staff.



The screenshot shows a web form titled "Register Booth Staff" with a close button (X) in the top right corner. Below the title is the instruction "Select a registration type to continue to the event site." A dropdown menu labeled "Registration type" is open, showing two options: "SHSMD Exhibitor/Sponsor - 15 left" and "SHSMD Exhibitor/Sponsor Complimentary - 2 left". The dropdown menu has a blue border and a downward arrow on the right side.

### Reminders:

- You are only allotted a certain number of complimentary exhibitor/sponsor passes and up to 15 discounted registrations. Once the free passes are used up, you or your staff will need to register using the discounted registration link.
- If someone from your organization is speaking at the conference and received a discount code, they can register through the [attendee portal](#), instead of the exhibitor/sponsor portal.

# Register Your On-Site Staff (Cont.)

## Registering Booth Staff (Cont.)

**Admins:** If you are registering on behalf of your booth staff, please remember to use the “**CC Email Address**” option if you would like to be copied on their confirmation email.

The “CC Email Address” will come in handy if you would like to modify the registration or make hotel reservations for your registrant. The information needed to do this can only be found in the confirmation email.

### Personal Information

Fill out the information below, then click Next to continue.

Prefix

\* First Name

\* Preferred First Name or Nickname

Middle Initial

\* Last Name

**CC Email Address**

# Registration Confirmation

## Confirmation Email Details

- After registering, a registration confirmation email will be sent from SHSMD Education ([shsmd@aha.org](mailto:shsmd@aha.org)) to the registered attendee and the CC email address, if entered. Please check SPAM/JUNK folders.
- This confirmation email will give you access to:
  - Official registration confirmation number
  - Link to book housing under the hotel room block
  - Ability to modify the registration and access your invoice

## Registering Multiple Staff

- If you encounter any issues with registering more than one staff member, you may have old browser cookies. This may happen when a computer is recognizing previous logins. Please clear your cookies, go into Incognito mode or use a different browser.

## Substitutions

- Registrants who are unable to attend may send an alternate. All substitution requests must be made in writing to [shsmd@aha.org](mailto:shsmd@aha.org).
- The deadline to submit a substitution is **September 11, 2026**.

## Cancellations

- For free passes, no refunds are issued if registrants cancel. We recommend you send a substitute. Those who register at the discounted rate must abide by the general cancellation policy found on our [FAQ page](#).

# Purchase and Assign LeadCapture Licenses

Enhance your experience at the SHSMD Connections 2026 Conference with an easy-to-use lead retrieval tool.

- Scan badges to gather lead information in the Solution Center Exhibit Hall (not to be used outside the Exhibit Hall)
- Score leads and takes notes
- Export leads to any database on-demand

Purchase licenses and assign them to booth staff through the Exhibitor Portal. Licenses can only be assigned to a registered attendee.

Pricing:

- Single license (\$269.00) or 3-pack (\$499.00)
- Additional license (\$169.00)

Email SHSMD ([shsmd@aha.org](mailto:shsmd@aha.org)) with any questions.

# Purchase and Assign LeadCapture Licenses (Cont.)

**SHSMD Connections 2026**  
Sep 27 - 29, 2026

**SHSMD**

- Overview
- Tasks
- Profile
- Content
- Team
- Licenses**
- Sponsored Sessions
- Reports
- Lead Collection

## Licenses ?

0 unassigned licenses

### Get Licenses

Single license (\$269.00) or 3-pack (\$499.00) and Additional license (\$169.00)

[Learn more about licenses](#) [Buy licenses](#)

Right now, you have 0 LeadCapture licenses assigned to you. You can buy more licenses before the event starts.

### Get Badge Kit

**\$995.00**

[Learn more about badge kits](#) [Buy badge kit](#)

Purchase a badge kit to capture leads using a third-party tool. A developer API key will be provided for you to sync your data.

# Customize Lead Qualification Questions

**SHSMD Connections 2026**  
Sep 27 - 29, 2026

**SHSMD**

- Overview
- Tasks
- Profile
- Content
- Team
- Licenses
- Sponsored Sessions
- Reports
- Lead Collection**

## Lead Collection

Customize questions to help your booth staff qualify leads at the event. After they scan a lead, they'll answer the questions in the LeadCapture app. You can find the answers to these questions with your collected leads and in your leads export

Leads Collected **Lead Qualification Questions** LeadCapture Settings

7 qualification questions [Edit questions](#)

### Chapter 1

1. Lead Score

★ 1   ★   ★   ★   ★ 5

2. Notes

# Key Contacts

## Contacts/Questions:

- For questions regarding exhibitor registration on the portal platform, please contact SHSMD at [shsmd@aha.org](mailto:shsmd@aha.org).
- For questions regarding your exhibit logistics, exhibitor ordering of utilities and services, please contact Expo Group at [exhibitorservice@theexpogroup.com](mailto:exhibitorservice@theexpogroup.com) or call 972-580-9000. You will receive an email from The Expo Group with instructions on placing your orders.
- For additional exhibitor resource information, such as important dates & deadlines, please visit and bookmark the [SHSMD Exhibitor Resource Center](#).
- For questions about lead retrieval and licenses, please contact [leadcapture@cvent.com](mailto:leadcapture@cvent.com).
- For specific questions about your exhibit booth space, sponsorships, COI, changing Admins, booth invoice, etc., the SHSMD Show Management team can help. Email [SHSMD@smithbucklin.com](mailto:SHSMD@smithbucklin.com).

We look forward to seeing you in September! Thank you for supporting SHSMD!