



# 68th ASH® Annual Meeting and Exposition

DEC. 12-15 (MEETING DATES) • DEC. 12-14 (EXHIBITION DATES)  
NEW ORLEANS, LOUISIANA

#ASH26



## ASH Food Guide

### Serving Up Buzz and Booth Traffic

Hungry attendees = more booth visitors! The ASH Food Guide makes it easy for attendees to find your snack or beverage offering while giving your booth the visibility it needs to stand out.

Your listing will appear on the printed Campus Map distributed to every attendee, the ASH Mobile App, and on-site kiosks ensuring your booth gets attention wherever attendees search for food. The Food Guide generates over 7,000 clicks, proving it's a powerful way to boost booth traffic and engagement.

The Food Guide also highlights all concession areas across the ASH campus, giving attendees a single, convenient place to discover every food and beverage option.

### WHERE YOU'LL BE SEEN



The **printed ASH Campus Map** features an alphabetical exhibitor list with icons for food or beverage options, plus a categorized list of all items offered by participating exhibitors. Secure your listing and get approval by Friday, October 23, 2026, to be included in the printed ASH Campus Map.



The **mobile app** includes the full exhibitor list with food and beverage filters, searchable categories, and pins marking each participating booth on the floor plan.



**On-site kiosks** let attendees search by item or category for real-time directions to participating exhibitors and concession areas.

A listing in the ASH Food Guide puts your booth on every attendee's radar, turns your snack or drink offering into a booth traffic driver, and makes your company part of the event experience rather than just another exhibitor.



Exhibitors must submit a request for approval to provide food or beverages to ASH Exposition Management no later than October 23, 2026, and follow all guidelines related to food/hospitality in your booth.

**Priority Points:** Exhibitors will earn one priority point for every \$2,500 spent on support and marketing opportunities. To receive priority points, all contracts and payments must be received by October 1, 2026.

**Make your booth a destination — the one attendees can't wait to find.**

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