

ANNUAL MEETING & EXHIBITS 2026

April 21 – 23

La Quinta Resort & Club | Palm Springs, CA



2026 Exhibitor Planning Guide

PRE-SHOW EXHIBITOR CHECKLIST

Use this checklist to help you prepare for the 2026 ASTA Annual Meeting & Exhibits:

- ____ Submit Tabletop Exhibit Contract and payment
- ____ Register all exhibitors for the ASTA Annual Meeting & Exhibits (this is *in addition* to your exhibit contract)
- ____ Consider sponsorship opportunities (available only to ASTA members)
- ____ Submit your company description and logo to be used for the mobile app by **March 13, 2026**
- ____ Make hotel reservations: The ASTA rate is available until **March 27, 2026**, *based on availability*
- ____ Review Exhibitor FAQs to assist in exhibit preparation
- ____ Arrange transportation to Palm Springs, CA
- ____ Review the logistics email (this will be sent closer to the event) and place orders for electricity, etc.
- ____ Download the event mobile app before the event (you will receive an email when it's available)

Use these spaces to add your own to-do items and make notes:



FREQUENTLY ASKED QUESTIONS

What are the dates for the 2026 ASTA Annual Meeting & Exhibits?

April 21 – 23, 2026

Do I need to register as an attendee for the 2026 ASTA Annual Meeting & Exhibits?

Yes, all exhibitors must register for the meeting.

Where is the 2026 ASTA Annual Meeting & Exhibits being held?

The 2026 ASTA Annual Meeting & Exhibits will be held at the La Quinta Resort and Club in La Quinta – Palm Springs, CA. All event activities will take place at the resort.

When is the setup and breakdown?

Setup Hours: Tuesday, April 21 12:00 pm – 3:45 pm

Breakdown Hours: Thursday, April 23 2:00 pm – 5:00 pm

All exhibit setups must be complete by 4:00pm on Tuesday, April 21

What are the exhibit hours?

Exhibits are open during meal functions and breaks during the event as follows:

Tuesday, April 21 4:15 pm – 6:30 pm

Wednesday, April 22
8:00 am – 9:00 am
10:00 am – 10:30 am
12:30 pm – 2:00 pm
5:00 pm – 6:00 pm

Thursday, April 23
8:00 am – 11:00 am
Noon – 2:00 pm

Exhibit hours are subject to change based on the final event schedule.

What is included with my tabletop exhibit?

Each tabletop exhibit includes one 6' x 30" skirted table and two chairs.

Are there any requirements for exhibit displays?

All signage, products, and literature must fit on the exhibit table. Any displays must be placed on or behind the exhibitor's table (width of 6 feet) and cannot be placed next to the table or in the aisle. The height of the display should not exceed five feet from the top of the table.



FREQUENTLY ASKED QUESTIONS CONT.

Are badges included with my tabletop exhibit fee?

Badges are not included in the tabletop exhibit fee. Everyone, including personnel at the tabletop exhibits, must register for the ASTA Meeting & Exhibits and wear their event badge while in attendance. Registration fees are in addition to the exhibit fee that is paid.

When are my logo and company description due, and where do I send them?

Your company logo and description will be included in the mobile app and must be submitted by **March 13, 2026**. The logo format should be an eps or other high-resolution format and the company description should be 45 words or less. Please submit to ebumley@astaspice.org. If you exhibited in 2025 and want to use the same logo and company description, notify us at the email address above.

Where do I find information about shipping, electricity, and other items for my exhibit?

Exhibitors will receive an email with instructions on shipping and ancillary services.

What sponsorship opportunities are available?

Sponsorship opportunities are available exclusively to ASTA Members. Visit www.astaspice.org to learn more about current opportunities.

How do I obtain an attendee list?

The attendee list featuring companies and representatives names will be available on the ASTA website once registration opens and is updated weekly. The attendee list with contact information will be available in the mobile app before the event.

How much do hotel rooms cost, and how do I make my room reservation?

The ASTA group room rate is \$299 plus tax, plus a discounted resort fee of \$10, single/double occupancy per night. **Room reservations can only be made by registered attendees. ASTA reserves the right to cancel reservations made by anyone who is not registered to attend the meeting.** The ASTA room rate is available through **Friday, March 27, 2026**, based on availability.

Reservations may be made beginning on December 11, 2026. Reservation information is available at www.astaspice.org.

What is the cancellation policy for my exhibit?

No refunds will be issued for exhibit cancellations.

Whom should I contact with additional exhibit questions?

Elle Brumley, Director of Meetings, 202-331-2335 or ebumley@astaspice.org.

