International Summit & Exhibition on Health Facility Planning, Design, & Construction (PDC)
Exhibitor Resource Guide

March 22-25, 2020
Henry B. Gonzalez Convention Center
San Antonio, Texas

PLEASE REVIEW THIS DOCUMENT CAREFULLY
This guide has been developed for companies participating as an exhibitor at the PDC 2020 Summit & Exhibition to help answer frequently asked questions and refer exhibitors to sources of additional information. For easy reference, all topics are listed in alphabetical order. Updates and additions will be noted as such in future editions.
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Attendance/Attendee Mailing
Projected attendance for this show is 3,200 attendees and exhibitors. A complimentary pre-show attendee list including company, name, title, and mailing address will be available on Monday, February 11 for the purposes of a one-time mailing. While ASHE understands how email addresses would be helpful to exhibiting companies, it is against data protection and privacy policies to release this information for all attendees. If you elect to rent a lead retrieval machine and attendees give you permission to scan their badge, you will receive their full contact information (including email and phone).

Americans with Disabilities Act Conformance
Each exhibitor shall be responsible for compliance with all applicable provisions of the Americans with Disabilities Act within its booth and assigned exhibit space, including, but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless and defend ASHE, its officers, directors, agents, members and employees from and against any claims, liabilities, losses, damages and expenses (including attorney's fees and expenses) resulting from or arising out of the exhibitor's failure or allegations of exhibitor's failure to comply with the provisions of the ADA. For more information on the Americans with Disabilities Act and how to make your exhibit accessible to persons with disabilities, please contact:
ASHE Show Management
The ASHE Show Management (SmithBucklin) onsite office will be on the show floor in the back of the exhibit hall. Prior to the show, contact ASHE’s Exhibitor Coordinator, Caitlin Foli, at ASHEexhibits@smithbucklin.com or 312-673-5391 for general tradeshow logistics. For additional contacts, refer to the Staff Directory and Directory of Contractors in the General Information section of the Exhibitor Services Manual.

Attire
The suggested dress code for the conference, including the Welcome Reception on Sunday evening is business casual. To help plan, expect an average daytime high temperature of 74°F with an evening low of 50°F. The average rainfall in March is 1.9 inches. The Henry B. Gonzalez Convention Center utilizes air conditioning and heat to maintain minimal comfort levels during move-in and move-out but we recommend that you plan to wear attire that keeps you cool during these times.

Booth Giveaways
Exhibitors may conduct giveaways in their booth, as long as all promotion and the drawing itself take place within the contracted exhibit space. ASHE will not announce winners of exhibitor booth giveaways over the microphone.

Booth Package
Exhibit booth back walls will be a combination of navy and gray back drape (8’ high) with navy (3’ high) side drape. A company identification sign (7” x 44”) will also be provided. Any additional furnishings and services can be ordered by using the forms in the Exhibitor Services Manual. Please note that the hall is not carpeted and all exhibitors are required to carpet their booth(s). Exhibitors may bring their own carpet or may rent carpet from The Expo Group. The aisle carpet will be pepper.

Branding
ASHE has created an Exhibitor Marketing Kit to help exhibitors promote their presence at this conference. The Exhibitor Marketing Kit can be found in the Marketing section of the Exhibitor Services Manual and includes exhibitor/sponsor logos, sample email copy, social media information and more. Exhibitors should not use the ASHE corporate logo without prior approval from Show Management.

Business Services
Located in the lobby of the Henry B. Gonzalez Convention Center on the street level at the main entrance. The UPS Store Business Center offers virtually everything to meet your convention and business needs. Services include shipping, mail, fax, and photo-copying.

For more information about the UPS Store Business Center at the Henry B. Gonzalez Convention Center and to place an order, please go to: https://locations.theupsstore.com/tx/san-antonio/900-e-market-st

ADA
Civil Rights Division
U.S. Department of Justice
950 Pennsylvania Avenue, NW
Civil Rights Division
Disability Rights Section - NYAV
Washington, D.C. 20530
Phone: 800-514-0301
Fax: 202-307-1198
http://www.ada.gov/new.htm
Cancellation/Reduction of Exhibit Space

Reduction of space: If notice is received on or prior to Friday, November 8, 2019, the Exhibitor is responsible for 25 percent of booth space. If notice is received after November 8, 2019, for PDC, no refunds are issued on reduced space.

Cancellation of space: If notice is received prior to Friday, November 8, 2019, for PDC all monies will be refunded less 25 percent of the total booth costs. If notice is received after Friday, November 8, 2019, no refunds are issued on canceled space.

Cancellation and reduction of exhibit space must be directed via email to Stuart Lawry at slawry@smithbucklin.com, provided that the Exhibitor obtains confirmation of ASHE’s receipt of the email on or before the cancellation deadline.

No-shows by will be treated as cancellations starting at 9:00 a.m. on Monday, March 23, 2020, for PDC. Any exhibit space not installed by 9:00 a.m. may be set-up at the discretion of ASHE, and all expenses will be charged to the exhibiting company. In the best interest of the exhibits, ASHE reserves the right to, at their discretion; reassign any no-show or un-set exhibit space after 9:00 a.m. There will be absolutely no refunds whatsoever and all space contracted for must be paid in full.

Catering / Food / Beverage Dispensing

Any exhibitor wishing to provide food or non-alcoholic beverages in their booth during exhibit hours must receive permission from ASHE Show Management. Serving alcoholic beverages in exhibit booths is strictly prohibited. For information on how to submit item(s) for approval, email Caitlin Foli at ASEExhibits@smithbucklin.com or call 312-673-5391. Please note that outside food and beverages are prohibited and any items provided should be ordered through the Henry B. Gonzalez Convention Center.

Contract Conditions/Rules & Regulations

Exhibitors must comply with all of the policies, rules, terms and regulations contained in the Exhibitor Services Manual. A copy of ASHE’s Contract Conditions/Rules & Regulations, the IAEE Display Rules and Regulations and the OCCC guidelines can be found in the Rules and Regulations section of the Exhibitor Services Manual. Exhibitors are responsible for compliance with all facility regulations and codes concerning fire, safety and health, which may be applicable in the exhibit hall during the event. It is ASHE’s goal to provide exhibitors with all the information necessary to properly design and build exhibits, as well as plan their booth’s layout and content. The rules and regulations will be strictly enforced and will provide an environment conducive to successful interaction with conference attendees. Exhibitors with a booth space 400 sq. ft. or larger should submit a rendering of their booth layout for approval to Caitlin Foli at ASEExhibits@smithbucklin.com.

Convention Center

Henry B. Gonzalez Convention Center
900 E. Market Street
San Antonio, Texas 78205
(210) 207-8500
https://www.sahbgcc.com/

The Exhibit Hall is located in Hall 4 near the West Lobby Entrance. The entrance to the exhibit hall is located on the main level. For more information on travel and hotel arrangements, please refer to the Housing and Registration section of the Exhibitor Services Manual or the Hotel Reservations and Registration sections of this Exhibitor Resource Guide.

Dismantling of Exhibits

All exhibits must remain intact until the closing of the show. Exhibits shall not be dismantled or removed, in whole or in part, before 1:45 p.m. on Tuesday, March 24, 2020. All exhibits must be packed and labeled for shipment by 12:00 p.m. on Wednesday, March 25, 2020. If exhibits are not removed by this time, ASHE has
reserved the right to remove exhibits and charge the expense to the exhibitor. All carriers other than the official show carriers must check in at the freight desk by 10:00 a.m. on Wednesday, March 25, otherwise the exhibitor shipment will be subject to rerouting at the exhibitor’s expense.

**Exhibit Hall Admission Hours**

Exhibitors will be allowed on the exhibit floor at the following times:

- **Saturday, March 21**: 8:00 a.m. to 5:00 p.m.
- **Sunday, March 22**: 8:00 a.m. to 5:00 p.m.
- **Monday, March 23**: 7:00 a.m. to 6:00 p.m.
- **Tuesday, March 24**: 9:00 a.m. to 8:00 p.m.
- **Wednesday, March 25**: 8:00 a.m. to 12:00 p.m.

Exhibitors can gain access to the exhibit hall Saturday, March 21, starting at 8:00 a.m. by obtaining a wristband at the exhibit hall entrance from the security guard. Starting on Sunday, March 22, an ASHE Exhibitor badge is required for admittance to the exhibit hall. If an exhibitor needs additional time in their booth, please contact an ASHE Show Management representative onsite to receive an Early/Late Pass. ASHE Show Management’s onsite office will be located in the Exhibit Hall.

**Exhibit Space Selection**

ASHE utilizes a priority point system outlined below to assign exhibit space. All contracts received prior to Wednesday, March 18, will choose space on March 23 and 24. Online pre-space selection will take place on Tuesday, March 3 for those who have the highest priority points. After these deadline dates, all space will be assigned on a first-come, first-served basis. All current exhibitors will receive more information regarding onsite space selection in February.

**Points:**


Additional points shall be awarded to companies that sponsored activities/functions at PDC and/or Annual. Points shall be awarded based on the dollar amounts outlined below. Total points will be a cumulative score of these criteria.

- **$5,000 - $9,999**: 1 point
- **$10,000 - $14,999**: 2 points
- **$15,000 – $24,999**: 3 points
- **$25,000 – $34,999**: 4 points
- **$35,000 and above**: 5 points

ASHE reserves the right, at its sole discretion, to modify the floor plan to accommodate space sales or to avoid conflicts, and, should conditions dictate, ASHE reserves the right to adjust the floor plan and relocate exhibit booths as necessary.

**Exhibitor Appointed Contractors (EACs)**

All Exhibitor Appointed Contractors (EACs) must obtain a temporary set-up/tear-down wristband from the security guards for access to the exhibit hall during move-in and move-out. All EACs must be registered using
the EAC Notification Form located in The Expo Group section of the Exhibitor Services Manual by **Monday, February 17, 2020.**

**Exhibitor Events**
Exhibitor activities that conflict with the conference program are not permitted. Exhibitors are invited to host their own events on Monday evening after 6:00 p.m., on Tuesday evening after 5:10 p.m., and on Wednesday after 12:00 p.m. If an exhibitor wants to host an event, they should fill out the Function Request Form located in the General Information section of the Exhibitor Services Manual and return to Ann Marie Bell at abell2@aha.org by **Friday, February 21.**

**Exhibitor Lounge**
ASHE will provide an Exhibitor Lounge for exhibitors’ enjoyment on the show floor. The lounge will include light refreshments, comfortable seating, and a computer and printer.

**Exhibitor Schedule**
The Exhibitor Schedule is as follows:

<table>
<thead>
<tr>
<th>Exhibitor Move-In</th>
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<tbody>
<tr>
<td>Saturday, March 21</td>
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<tr>
<td>Sunday, March 22</td>
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<td>Monday, March 23</td>
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</tbody>
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Early move-in on Friday, March 20 is permitted with special permission from ASHE Show Management. All exhibits must be fully operational by 9:00 a.m., Monday, March 23. After this time, no installation work will be permitted without special permission from ASHE Show Management. For special move-in requests, email Caitlin Foli at ASHEexhibits@smithbucklin.com.

<table>
<thead>
<tr>
<th>Show Hours</th>
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<tbody>
<tr>
<td>Monday, March 23</td>
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<tr>
<td>Monday, March 23</td>
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<tr>
<td>Tuesday, March 24</td>
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</tbody>
</table>

All exhibits will close promptly at 1:45 p.m. on Tuesday, March 24. No exhibitor should tear-down prior to this time.

**Exhibitor Service Center**
The Expo Group will staff an Exhibitor Service Center throughout the show to help exhibitors with all of their orders. The Service Center will be located in the back of the Exhibit Hall. Exhibitors may follow up on advance orders as well as place any onsite orders at the Exhibitor Service Center. Place orders with pre-payment by **Monday, February 17,** in order to save 10%.

**Exhibitor Services Manual**
The Exhibitor Services Manual will be available starting December 9 and can be viewed online at [www.thexpogroup.com](http://www.thexpogroup.com). To view the Exhibitor Services Manual, click “Login” on the top right hand corner and choose “Exhibitor”. Enter the show ID which is 201801002 and your company password which you will receive via email from The Expo Group. Please allow up to seven (7) business days to receive your password from...
The Expo Group after submitting your contract to exhibit. If you have questions on the Exhibitor Services Manual, contact Missy Cass at mcass@theexpogroup.com or 972-751-9144.

**Hotel Reservations**
The official hotel of PDC 2020 is the Grand Hyatt San Antonio.

Grand Hyatt San Antonio  
600 East market Street  
San Antonio, TX 78205

**Additional Hotels**
Marriott San Antonio Riverwalk                      Marriott San Antonio Rivercenter  
889 East Market Street                       1010 Bowie Street  
San Antonio, TX 78205                        San Antonio, TX 78205

Unofficial housing vendors may reach out to exhibitors to solicit business, giving the impression they are the official ASHE housing vendor. The hotels will not call exhibitors to make housing arrangements. Exhibitors will receive the link to book housing after they have registered. Exhibitors are encouraged to make hotel reservations as soon as possible as we anticipate that the room block will fill up quickly. Room cancellations must be made within 72 hours of arrival to avoid cancellation fee.

**Lead Retrieval**
ESHOW is the official lead retrieval vendor of PDC 2020. The lead retrieval order form can be found in the Exhibitor Services Manual. Exhibitors should plan to pick-up and return their device on-site at the Lead Retrieval Desk.

**Mobile App**
The PDC 2020 Mobile App will be available in the iTunes and Google Play stores in March 2020. There will also be a mobile web version for anyone using a device other than an iOS or Android platform. Any questions can be sent directly to appsupport@aha.org.

Each exhibitor is entitled to a complimentary listing in the Mobile App, including a 35-word company description. Exhibitors will receive a Survey Monkey link via email to submit their company information. If you have questions about the Mobile App, contact Caitlin Foli at ASHEexhibits@smithbucklin.com or 312-673-5391.

**Networking Events**
The PDC 2020 Welcome Reception will take place at the Grand Hyatt San Antonio (headquarter hotel) March 22 from 6:00 – 8:00 p.m. Complimentary beer, wine, soft drinks and appetizers will be served and all exhibitors are invited to attend.

All exhibitors are also invited to partake in the Exhibit Hall Reception on Monday from 4:30 – 6:00 p.m. Each exhibiting company receives drink tickets for complimentary beer, wine and soft drinks. Appetizers will also be served in the Exhibit Hall.

**Parking**
On-site parking at Henry B. Gonzalez Convention Center is available in their three parking garage downtown. The Grand Hyatt Parking Garage is located across the street from the Convention Center. The average daily rate is $12 for the first hour and $5 for each additional hour. Convention Center parking can also be found in their garage off of Commerce Street with a daily rate of $10. The South parking lot is off of Tower of the Americas Way with a daily rate of $3 per hour.
All garages provide accessible parking spaces for people with disabilities. Spaces are marked accordingly. ADA parking spaces are available on a first-come, first-served basis.

**Payment**
Exhibit space and sponsorship payment is due on or before **Friday, November 8, 2019**. Payment is due immediately from exhibitors and sponsors who sign up after this date. No exhibiting company will be allowed access to the Exhibit Hall for move-in without being paid in full.

**Checks** should be payable to the American Society of Healthcare Engineering (PDC) and remit to:
American Society for Healthcare Engineering (PDC)
75 Remittance Drive, Suite 1272
Chicago, IL 60675

**Wire Transfers** will require the following information:
Bank: Northern Trust
Bank Location: Chicago, IL
ABA: 071000152
SWIFT: CNORUS44 (for foreign transfers)
Account Name: American Hospital Association
Account #: 78697

**Credit card** payments can be made online at the following link: [http://ashe.scoop.smithbucklin.com/invoice](http://ashe.scoop.smithbucklin.com/invoice).

ASHE’s tax ID number is 36-0726140 and their W-9 form is available by request. Exhibitors can email Pat Brayley at pbrayley@smithbucklin.com with payment questions or to request the W-9 form.

**Press List**
There will be some magazine publications in attendance at PDC 2020, however there is not an official press list. For a list of publications in attendance, exhibitors can email Deanna Martin at dmartin@aha.org.

**Registration**
Exhibitor registration is available online here: [https://s6.goeshow.com/ashe/pdc/2020/registration_form.cfm](https://s6.goeshow.com/ashe/pdc/2020/registration_form.cfm)

The login is your email address and the password is your exhibitor ID, which can be found on your booth space invoice. ASHE’s registration manager, Son Cao, will email each primary logistics contact instructions on how to register. If you have any questions about registering your attendees, please contact Son at scao@aha.org or 312-422-3803.

**Registration Deadline**
The deadline to register online is **Friday, March 20, 2020**. After this date, all registrations will be done onsite.

**Cancellation Policy**
Registrants unable to attend may submit a cancellation request via email to ashe_registration@goeshow.com or ashe@aha.org. Cancellation requests must be made by **March 6, 2020**. A cancellation fee of $100 will be applied. Any cancellation requests after **March 6, 2020** will not be honored. Attendee substitutions will be granted until **March 20, 2020**.

**Exhibitor Badges**
Each exhibiting company is entitled to receive seven (7) complimentary Booth Badges (both exhibitor badges and guest badges) and one (1) complimentary Exhibitor Full Conference Badge per 100 sq. ft. of exhibit space purchased. Additional Exhibitor Badges above the complimentary allotment are $75.00 per badge (booth staff or guest). Additional Exhibitor Full Conference Badges are $850.00 per badge. Exhibitor badges are for the
Exhibit Hall only and do not allow access to concurrent sessions. All Exhibitors are invited to attend the Welcome Reception on Sunday evening and the general sessions.

Exhibiting company employees and guests can pick-up their badges at Registration located outside Hall 4 West on the Street Level beginning at 6:30 a.m. on Sunday, March 22, 2020.

**Exhibitor Lunch Tickets**
The lunches inside the Exhibit Hall are ticketed and for attendees only. Both Exhibitor Badges and Exhibitor Full Conference Badges will have the option to purchase lunch for $25 per day.

**AIA/AAH Facility Tours**
A tour will be taking place on Sunday, March 17th from 11:30 am – 3:00 pm. Additional registration is $50. More information is available online here: https://s6.goeshow.com/ashe/pdc/2020/at_a_glance.cfm.

**Additional Conference Programs**
Registration for the CHC Exam, CHC Review Course, and Preconference Sessions are also available on the registration page. More information is available online here: http://www.ashe.org/PDC/sunday.shtml#05.

**CHC Exam**
The CHC exam will take place on Wednesday, March 25 at 2:00 p.m. (advanced registration is required). An application to take the exam must be turned in by Monday, February 28. More information for the exam is available online here: https://s6.goeshow.com/ashe/pdc/2020/chc_exam.cfm. The application link can be found here: https://s6.goeshow.com/ashe/pdc/2020/CHC%20Exam/2020-chc-application.pdf. For more information on the CHC exam form, email Son Cao at scao@aha.org.

**San Antonio**
A city rich in history, bursting with culture, and booming with modern attractions, San Antonio invites visitors to discover what’s old and explore what’s new. From their spectacular parks and green spaces, to festive seasonal events, to local shopping, dining and drinking. They have it all and are eager to host you. Visit San Antonio!

**Schedule**
You can view the PDC 2020 Schedule-at-a-glance online here https://s6.goeshow.com/ashe/pdc/2020/at_a_glance.cfm.

A detailed Exhibit Hall schedule can be found in the General Information section of the Exhibitor Services Manual and in the Exhibitor Schedule section of this Exhibitor Resource Guide.

**Security**
Independent guards will provide protection for the overall exhibition from the beginning of move-in to the end of move-out, but not for any particular exhibit. The Henry B. Gonzalez Convention Center, ASHE, SmithBucklin, The Expo Group, and the security vendors are not responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes. ASHE strongly recommends that each exhibiting company secure a rider policy through its insurance agent to cover all booth and display items during transportation to and from this conference, as well as during installation, exhibit days, and dismantling. ASHE insurance policies do not extend to cover liabilities of exhibitors. Exhibitors may arrange for additional security by contacting ASHE’s Exhibitor Coordinator, Caitlin Foli at ASHEexhibits@smithbucklin.com or 312-673-5391.

**Shipping Information**
The Expo Group will accept crated, boxed or skidded materials between Monday, February 17 and Wednesday, March 18 at the advance warehouse. Material arriving after Monday, March 9 will be received at the warehouse with an additional after charge. Warehouse materials are accepted at the warehouse Monday
through Friday between the hours of 8:00 a.m. - 3:30 p.m. Shipping labels should be addressed as follows and are also be available in the Exhibitor Manual:

**Advance Warehouse:**
2020 PDC Summit & Exhibition
Exhibiting Company Name / Booth # ________
c/o: The Expo Group
YRC Freight
111 Gembler Rd.
San Antonio, TX 78219

The Expo Group will receive shipments sent directly to the Henry B Gonzalez Convention Center beginning **Saturday, March 21 at 8:00 a.m.** Shipments arriving before this date may be refused by the facility. Shipping labels should be addressed as follows and are also available in the Exhibitor Manual:

**Show Site:**
2020 PDC Summit & Exhibition
Exhibiting Company Name / Booth # ________
Henry B Gonzalez Convention Center
c/o The Expo Group
237 Tower of Americas Way – West Dock – Hall 4
San Antonio, TX 78205

All items and materials that are brought into the facility may be subject to Material Handling Charges from The Expo Group and are the responsibility of the exhibitor. This also applies to items not ordered through the official show vendors.

**Social Media Information**
ASHE sites have been established on Facebook, LinkedIn and Twitter as a way to serve members, attendees, exhibitors, employees and press. See details below:

- Facebook: [http://www.facebook.com/asheaha](http://www.facebook.com/asheaha)
- Twitter: [http://www.twitter.com/ASHEAHA](http://www.twitter.com/ASHEAHA)
  - Handle is @ASHEAHA
  - Hashtag: #ASHEpdc

**Sponsorships**
Increase your exposure on site by taking advantage of one of our sponsorship opportunities and make the most of your marketing dollar! Contact Sue Griffin 312-673-5586 or sgriffin@smithbucklin.com for more information on PDC 2020 sponsorships.

**Storage Behind Booth Back Drapes**
Nothing may be stored behind booths and back wall drapes. ASHE, the San Antonio Fire Department and the Henry B. Gonzalez Convention Center may inspect exhibits to ensure compliance. Accessible storage may be arranged at the Exhibitor Service Center.

**Transportation**
The Grand Hyatt San Antonio is conveniently located across the street from the Henry B. Gonzalez Convention Center. Transportation options to/from the San Antonio International Airport include: rental cars (fees apply), taxi and shuttle service, (fees apply, and shuttle goes to other hotels) and Uber/Lyft.
The cost of a taxi from the San Antonio International Airport to the Grand Hyatt San Antonio is approximately $25-$30.

Please note that the Grand Hyatt is less than a 5-minute walk from the Convention Center.

For parking information, refer to the parking section of this Exhibitor Resource Guide.

**Websites to Bookmark**
- Exhibitor Registration
- Exhibitor Resource Page
- Exhibitor Services Manual
- Henry B. Gonzalez Convention Center
- PDC 2020 Conference Website
- Schedule-at-a-Glance

**Wireless Internet**
Complimentary WiFi is available in most public areas at the Henry B. Gonzalez Convention Center and venues. To purchase wired or wireless internet access in the Exhibit Hall, refer to the internet order form located in the Exhibitor Services Manual.