



## EXHIBIT DISPLAY BOOTH REQUEST FORM

The ASHE Exhibit Display Booth Request Form must be submitted (15) business days prior to your need.

### Submit Request To:

Amanda Schumacher  
ASHE National PR Chair  
c/o Borton Lawson Engineering  
3897 Adler Place  
Bethlehem, PA 18017  
[aschumacher@borton-lawson.com](mailto:aschumacher@borton-lawson.com)

### Check one:

☐ Tabletop Display  
☐ Pull-out Vertical Banner Display

### Ship To:

Contact: \_\_\_\_\_  
Company: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City, State, ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_  
E-Mail: \_\_\_\_\_

**See page 2** for what is included with the booth. Note here what you do NOT want included, if anything

\_\_\_\_\_.

### Agreement:

I, \_\_\_\_\_ of the \_\_\_\_\_  
(Name) (Section/Region)  
request the ASHE Exhibit Display for the period:

From: \_\_\_\_\_ To: \_\_\_\_\_

I/we agree to conditions stated in the ASHE Exhibit Display Policy.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



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### WHAT ARE YOU GETTING WITH YOUR BOOTH?

#### Booth Display

1. Tabletop Booth and/or Banner Style Booth - assemble carefully please!
2. Tablecloth – to be used over the display table provided by the conference

#### Brochures/Handouts

To be displayed on the table and given out/shown:

- 1) Brochures/Handouts
  - a. Why Join ASHE? Bi-fold with perforation
    - i. Use this to drive membership – they can fill out the one side and give to you – pass onto local section to process/get more information
  - b. Mission Statement Change Flyer
    - i. We are for all transportation – not just highway
  - c. ASHE Year in Review
    - i. Use this as a quick glance at the organization's accomplishments and talk to the points of interest – new section in their area, CEU's, scholarships, etc.
  - d. Membership Guidelines/Accolades & ASHE Region/Section Map (also on the back of the Why Join ASHE? Bi-fold)
  - e. Membership Applications (2) – at-large & regular
    - i. Full length applications that they can take with them
  - f. Scanners – for display purposes
    - i. Show as a benefit – industry news, authoring opportunities, etc.
  - g. Inside Lane newsletter
    - i. Show as a benefit – weekly newsletter with industry news to stay 'in-the-know'
  - h. 60 year Highlights
    - i. Quick glance to highlight on major accomplishments for the organization over the past 60 years
- 2) Promotionals/Giveaways
- 3) Why Join ASHE? Membership video on DVD – needs to be shipped back!
  - a. Requires a laptop to run – but valuable insight from actually ASHE members
- 4) At select events: Free membership sign & sign up sheet – promote a free membership if they follow the guidelines outlined – inform Amanda of any new members gained