

Your Essential Guide to Exhibitor Success

Find all the information you need to plan for the show in this document or navigate through by topic on the [Exhibitor Resources](#) page.

Event Dates

March 30 – April 2, 2025

Exposition Dates

March 31 – April 1, 2025

Location

Boston Convention and Exhibition Center

Exhibit Hall

- The exposition is located in Halls A-B1
- View the [Floor Plan](#) to find your booth and see who is exhibiting

Exhibitor Schedule

Exhibitor Move-in	
Saturday, March 29	8:00 a.m. – 5:00 p.m.
Sunday, March 30	8:00 a.m. – 6:00 p.m.
Exposition Hours	
Monday, March 31	9:30 a.m. – 1:30 p.m.
Tuesday, April 1	9:30 a.m. – 1:30 p.m.
Exhibitor Move-out	
Tuesday, April 1	1:30 p.m. – 10:00 p.m.

What's Included with Your Booth?

- 7"x44" Exhibitor ID Sign (black & white) for booths up to 300 square feet
- Standard Inline Booth (10' deep by any width)
 - 8' high back wall drape: Black
 - 3' high side wall drape: Black
- 4 booth staff badges per 10x10, includes lunch in the exhibit hall
- 1 full conference badge per 10x10 to immerse in the full AONL 2025 experience at breakout sessions, lunches and social events
- Listing featured in the interactive exhibitor map on the AONL website that includes company name, company description, booth number and website URL
- Listing in the AONL Mobile App
- Aisle Carpet: Tuxedo (Grey/Black)
 - Floor covering is required for your exhibit space
- Daily aisle cleaning
- Perimeter security guard service

Hotel Information

You must be registered to reserve a room, and the hotel reservation link can be found in your confirmation email. Learn more about AONL hotel reservations [here](#).

Important Dates

Below is a snapshot of key dates. Stay on track by reviewing the [Exhibitor Checklist](#) for the full list of deadlines.

Exhibitor shipments accepted at advance warehouse	February 18 - March 21
Last day to reserve discounted rooms in the AONL block	February 24
Discount deadline for booth rental, carpet, cleaning, furniture, floral, labor and material handling	March 5
Discount deadline for electrical, internet, plumbing, rigging, security and telephone orders	March 9
Discount deadline for audio-visual orders	March 14
Exhibitor shipments accepted direct at show site	March 29 - 30

LeadCapture Licenses

LeadCapture licenses are available to purchase through the [Event Exhibitor Registration Portal](#). Your company's primary contact can purchase licenses, assign licenses, and review/export leads in real-time during the conference.

Single license (\$249.00) or 3-pack (\$499.00) and Additional license (\$149.00)

Liability Insurance

All exhibitors are required to carry liability insurance with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate. Insurance coverage is not optional and companies cannot exhibit without providing proof of insurance. Submit the Certificate of Insurance (COI) to AONL in the [Exhibitor Dashboard](#) by March 3. Exhibitors using an Exhibitor Appointed Contractor (EAC) to set-up/dismantle their booth must have their EAC submit a COI to Tradeshow Logic by March 3. If you need event insurance, it can be purchased through [Rainprotection Insurance](#).

Marketing Toolkit

We have compiled a variety of tools and resources to help you realize your goals at the AONL Inspiring Leaders Conference! Find event logos, personalized email signatures, social media templates, industry media contacts and more in the [Marketing Toolkit](#).

Meeting / Event Space

[Submit a request](#) to reserve a meeting room online. Rules apply. View the details on the [request form](#). Questions? Contact Grant VanScoder at gvanscoder@aha.org.

Registration

Each exhibiting company receives an allotment of four (4) complimentary exhibitor booth staff badges and one (1) complimentary full conference badge per 10x10 space. Wristbands will be available for access on Saturday prior to registration opening on-site.

To [register online](#) using the complimentary badges that come with your booth, please reference the email sent to the primary booth contact from AONL Team at aonlannualconference@aha.org. Make sure to use your complimentary allotment first and then purchase additional badges as needed. Review the [Exhibitor Registration How-To Guide](#). **The registration deadline is March 21, 2025.**

If you have any registration questions or need assistance, please contact aonlannualconference@aha.org.

Rules, Regulations and Labor Jurisdictions

Be sure to review the [IAEE booth display guidelines](#), [exhibitor rules and regulations](#) and [facility guidelines](#) to ensure a smooth setup experience. Boston labor jurisdictions will be provided soon.

Shipping and Material Handling Information

[Exhibitor materials](#) can be shipped in advance to the warehouse or direct to show site.

Shipment Type/Method	Date/Time Accepted
Exhibitor Shipments to Advance Warehouse	February 18 - March 21
Exhibitor Shipments Direct to Show	March 29 - 30

Material Handling or Drayage includes the unloading of your shipment, transporting the freight to your booth, storing and returning your empty crates/cartons and reloading your shipment at the close of the show. This is a separate fee so we suggest you review all rates and information in the exhibitor manual.

Social Media

Follow us on social and don't forget to use **#AONL2025** when posting about the show!

Official Vendors

Official AONL vendors include:

General Service Contractor: Tradeshow Logic

Labor, material handling, shipping, furniture, product storage, carpet, cleaning, and floral
Discount Deadline: March 5
Phone: +1.770.432.8410 Option '2'
[Order Online](#)

Audio-Visual: Projection

Discount Deadline: March 14
Phone: +1.617.954.3333

Electrical, Internet, Plumbing, Rigging, Security Services, Telephone, Internet: Signature Boston, Boston Convention & Exhibition Center

Discount Deadline: March 9
Email: CustomerService@massconvention.com

LeadCapture: Cvent

Phone: +1.866.318.4357, when prompted press: 1-1-6
Email: leadcapture@cvent.com

Registration: Cvent

Registration details were emailed from aonlannualconference@aha.org.

Hotel Reservations

Please review the [hotel information](#).

Liability Insurance: Rainprotection

Email: sales@rainprotection.net
[Order Online](#)

Exhibitor Warnings

Please be aware of solicitations from vendors not affiliated with the AONL. If a company is not an official event vendor, AONL cannot guarantee the legitimacy of their claims. AONL has already received several reports of third-party hotel scammers, so be on the lookout! If you are solicited by any group other than the official vendors listed above, please contact aonlexhibitorcare@tradeshowlogic.com.

Directions and Parking Information

You can find directions and parking information for the Boston Convention and Exhibition Center [here](#).

Need help?

Contact aonlexhibitorcare@tradeshowlogic.com