



Innovation Zone



Participation Guidelines and FAQs

Participation Checklist

- Register** and **pay** for your Innovation Zone package
- Buy any **additional tickets** needed for your team
- Book your **hotel rooms**
- Submit your **marketing form**
- Request any **additional A/V, equipment**, or **internet**
- Complete **shipping form** if needed
- Share your participation** on social media!



Booth Guidelines

You are not required to be present at your booth for the entire run of conference. We recommend to be present during conference breaks and evening events when the Innovation Zone is open. You are also free to make appointments during any open hours.

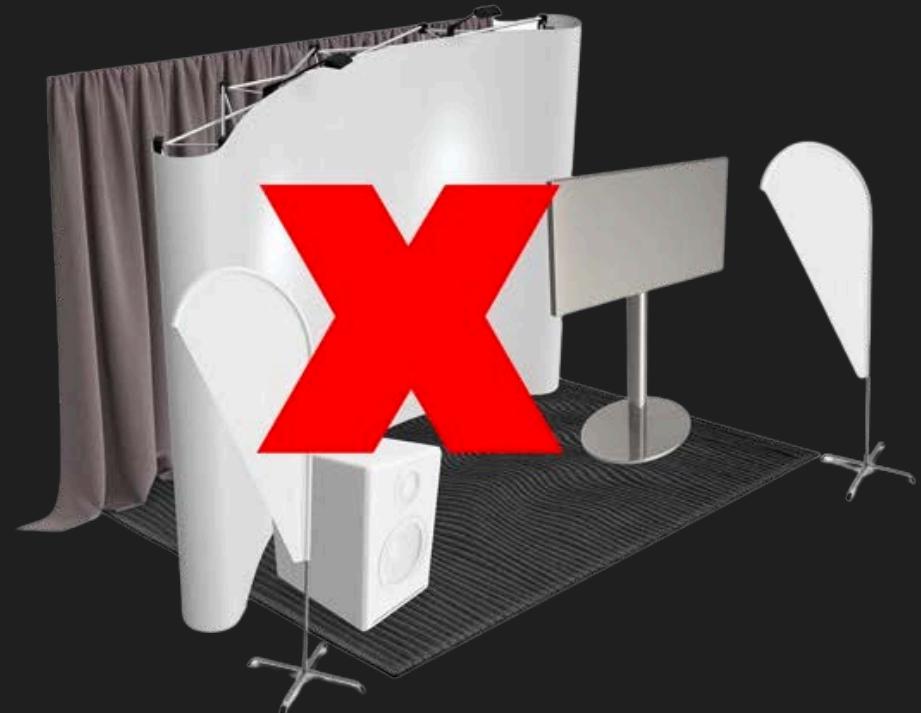
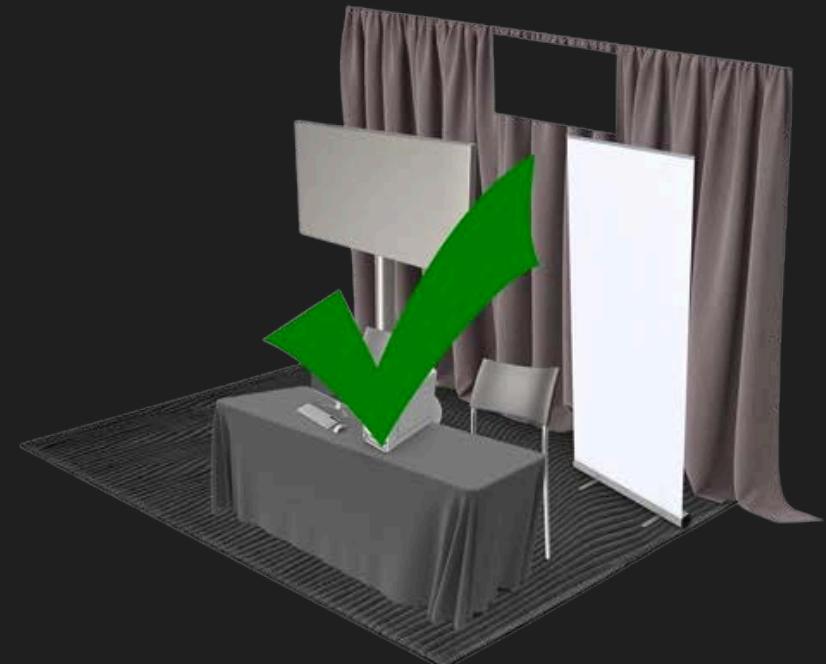
Booth space is meant to encourage learning, interaction and exploration.

We do not allow sales materials or structures that impede the view or accessibility to the booth spaces.

One pull-up type banner (maximum 3'x7') and a small cove for monitors, racks, and stands, will most likely be permitted.

Innovation Zone Space can not:

- Extend beyond the space footprint
- Include custom backdrop
- Produce loud sounds
- Contain advertisements



INNOVATION ZONE SCHEDULE

INNOVATION ZONE OPEN FROM MONDAY – WEDNESDAY

SATURDAY	2/14	SUNDAY	2/15	MONDAY	2/16
12 PM – 6 PM Equipment drop-off to hotel		8 AM Equipment drop-off to hotel 9 AM – 8 PM Innovation Zone open for set-up *set-up must be complete by 8pm		9:30 AM – 7 PM Innovation Zone open	
8:30 AM – 7 PM Innovation Zone open 6 PM – 7 PM Innovation Zone cocktail reception		8:30 AM – 8:30 PM Innovation Zone open 6 PM – 8 PM Innovation Zone cocktail reception *breakdown allowed between 8 - 10pm		8 AM – 4 PM Innovation Zone breakdown *if anything is left after 4pm, storage arrangements must be made with the hotel (+extra fees)	

Schedule subject to change

*Booth **does not** need to be staffed at all times*

Due to limited storage space, we suggest equipment shipments should not be scheduled to arrive before **Friday, February 13, 2026.**

Packages are to be shipped to:

ATTN: (name of your onsite booth contact)

Hold For: (name of your company/HPA Tech Retreat)
The Westin Rancho Mirage Golf Resort & Spa
71333 Dinah Shore Dr. Rancho Mirage, CA 92270

All boxes are to be labeled with **SHOW NAME, DATES, COMPANY NAME, and INNOVATION ZONE**

EMAIL THIS FORM TO:

shipping@westinranchomirage.com

Attn: Conference Services and Shipping & Receiving

Shipping Instructions

Special arrangements must be made for receiving any equipment, displays or other materials, which will be sent, delivered, or brought into the Resort. Failure to do this may result in deliveries being refused or materials being unavailable when required.



Need Additional A/V or Internet?

EQUIPMENT

For monitors, stands, additional power, or superior wifi beyond the free 3 Mbps offered by the hotel, please email [**this form**](#) to David.Wheaton@encoreglobal.com

INTERNET

If you required hard wired internet for your demos, it can be ordered at speeds of 25 Mbps or 50 Mbps [**here**](#).