

Request a Hotel Room Block Instructions



OCT. 5-7, 2027
Louisville, KY

Step 1: Click, Utility Expo Exhibitor Portal.

Step 2: Log into your exhibitor portal by entering your 'Email address' and 'Password.' If you do not recall your password, you can reset it on the landing page by clicking, "Set/Reset your password." If you need to update the email address on file, please email Exhibitors@aem.org for assistance.

Step 3: Select the "Request Now" button to access your exhibitor dashboard to Request a Block.

Housing Deadlines & Information

Click below to access key housing deadlines and policies, including block reductions, fees per released rooms, and name deadlines.

[Priority Housing Information](#)

[Housing Deadlines and Policies](#)

Phase 1 Hotel Room Block Requests

Deadline to Request is October 12, 2026. Assignments will be sent out Friday, October 16th. Rooms must be guaranteed with a credit card by Monday, November 2 or they will be released.

[Request Now →](#)

Show Rules & Regulations

Review show rules and regulations and get more information on exhibiting at the show.

[Review Rules & Regulations →](#)

Request a Hotel Room Block Instructions

Step 4: Complete the required questions on the ‘Contact Verification’ page, agree to the ‘Terms of Use’ and click the “Verify” button at the bottom of the page

AEM Terms of Use and Privacy Notice

Email CC

Email@email.com

☒ **AEM Privacy Notice**

I agree to the [AEM Privacy Notice](#) and consent to receive email newsletters, alerts and communications from AEM concerning The Utility Expo.

☒ Yes, I have read and agree to the terms and conditions of AEM's Privacy Notice

☒ **Email Newsletters and Alerts**

☐ Yes, please send me email newsletters, alerts and communications about AEM activities, conferences, trade shows, research, programs, publications and other services.

☒ No, I will only receive communications specific to The Utility Expo 2027.

Maritz Terms of Use

☒ I agree to the [Terms of Use](#).

Verify →

[Dashboard](#)

Step 5: To begin the block request, click the “Begin” button on the Room Block Request Form page

exhibitorcompany / 1

Room Block Request

You are about to request a room block for The Utility Expo 2027. You will be asked to do the following:

Hotel Preferences: select preferred hotels for your room block placement. Rank your hotel selections based on preference (1 being most preferred).

Additional Criteria: provide additional criteria to assist Show Management with the allocation of your hotel room block.

Request Rooms: enter the number of rooms you will require over the main event nights (October 5, 2027 - October 7, 2027). Adjust the number of rooms you will need on each night you are requesting.

Block Request Summary: Review and submit your request.

Ready to request your hotel block? Click **"Begin"**.

If you have any questions, please see the Customer Service contact information below.

← Back

Begin →

[Dashboard](#)

Request a Hotel Room Block Instructions

Step 6: Agree to “Hotel Block Policies, Sign Authorization” and select the “Continue” button.

Utility Expo 2027 Hotel Block Policy

NEW for UE 2027: Updated and Streamlined Block Policies

All companies participating in Priority Request a Block must achieve a minimum 80% room pickup based on their final room block. If your company does not achieve the required 80% pickup, a penalty will be charged for each room night below the required minimum.

The penalty equals: **One night's room rate, plus applicable taxes, as the highest room rate booked during your stay.**

Final pickup counts will be based on the hotel's post-show report. Late cancellations may result in two separate charges:

- Hotel cancellation fees charged by the hotel
- Room block penalties charged by The Utility Expo if the cancellation causes your company to fall below the required 80% pickup.

Any room block penalties will be charged by Maritz approximately four weeks after the show using the payment method on file.

Example:

- Final room block as of April 22, 2027: 70 room nights
- Required 80% pickup: 56 room nights ($70 \times 80\% = 56$)
- Actual pickup from hotel post show: 53 room nights
- Shortfall: 3 room nights ($56 - 53 = 3$)
- Penalty = Three room nights plus taxes at the highest room rate booked during the stay

Important Room Block Deadlines

- **April 21, 2027: Deadline to reduce room block without penalty**
 - You can release rooms in your block without any penalty until April 21, 2027.
 - You must submit a written request to [Maritz](#) to release rooms.
- **Beginning April 22, 2027**
 - Room block becomes final; penalties may apply if your company utilizes fewer than 80% of the total room nights committed in the final room block.
- **August 11, 2027: Name Deadline**
 - Deadline to provide unique guest names (no duplicates allowed) and dates of stay. A credit card guarantee is required for each room to turn the held room into a confirmed reservation. Any rooms without a name or credit card guarantee will be released.
- **Beginning September 2027**
 - Hotels may charge a one-night room and tax deposit.
- **Approximately 4 weeks after The Utility Expo**
 - Block penalties will be charged.

☒ I have read and agree to the Utility Expo 2027 Hotel Block Policies.

☐ Yes

Hotel Block Date Of Agreement

09 / 22 / 2026

Hotel Block Authorized Signature

Continue

Request a Hotel Room Block Instructions

Step 7: On the “Hotel Preferences” page, select at least seven (7) hotels, ranked in order of preference. Once you have selected your hotel preferences, scroll to the bottom of the screen, and click the “Next” button.

Hotel Preferences Dashboard

[Hotel Preferences](#) [Additional Criteria](#) [Request Rooms](#) [Block Request Summary](#)

Instructions:

1. Click “+ Add Hotel” to select your hotel preferences.
2. Utilize the arrows within Your Hotel Preferences to rank your selections (1 being most preferred).
3. To remove a selected hotel, click the red “x”.
4. After you have made all of your selections, please click “Next”.

View Interactive Hotel Map

Filter Results

[Clear Filters](#) [Apply Filters](#)

Max Distance (miles)

Max Price

Hotel Name

Hotel Brand

Hotel Area

☐ Include Sold Out

Amenities

☐ WiFi- in room

☐ Restaurant on property

☐ Pool Onsite

☐ Indoor Pool onsite

21 C Museum Hotel Louisville Deluxe King



[View Nightly Rates](#)

Distance

4.1 miles from Kentucky Exposition Center

Hotel Features



[+ Add Hotel](#)

21 C Museum Hotel Louisville Double/Double Beds



[View Nightly Rates](#)

Distance

4.1 miles from Kentucky Exposition Center

Hotel Features



[+ Add Hotel](#)

AC Hotel Louisville Downtown King Room



[View Nightly Rates](#)

Distance

6.4 miles from Kentucky Exposition Center

Hotel Features



[+ Add Hotel](#)

AC Hotel Louisville Downtown Queen/Queen Room



[View Nightly Rates](#)

Distance

6.4 miles from Kentucky Exposition Center

Hotel Features



[+ Add Hotel](#)

Cambria Hotel Louisville Standard Room



[View Nightly Rates](#)

Distance

3.8 miles from Kentucky Exposition Center

Hotel Features



[+ Add Hotel](#)

Extended Stay



[View Nightly Rates](#)

Distance

3.8 miles from Kentucky Exposition Center

Hotel Features



[+ Add Hotel](#)

Your Hotel Preferences

Hotel Choice #1 (required)

Hotel Choice #2 (required)

Hotel Choice #3 (required)

Hotel Choice #4 (required)

Hotel Choice #5 (required)

Hotel Choice #6 (required)

Hotel Choice #7 (required)

Hotel Choice #8 (optional)

Hotel Choice #9 (optional)

Hotel Choice #10 (optional)

[← Back](#) [Next →](#)

[Dashboard](#)

Step 8: On the “Additional Criteria” page, rank your hotel selection criteria by clicking the arrows to move the criteria into your preferred order. Once your criteria have been ranked, click the “Next” button.

Additional Criteria exhibitorcompany / Exhibitor 

[Hotel Preferences](#) [Additional Criteria](#) [Request Rooms](#) [Block Request Summary](#) [Dashboard](#)

Use the arrows to adjust the order of preference (1 being your most important criteria, 4 being your least). This will assist Show Management when allocating your hotel room block.

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1. Interested in Hotels with Lowest Rates

2. All Rooms Reserved at Same Hotel

3. Distance to Kentucky Exposition Center

4. Specific Hotel Brand Preference

[← Back](#) [Next →](#)

[Dashboard](#)

Request a Hotel Room Block Instructions

Step 9: On the “Request Rooms” page, select your block dates, number of room nights needed on peak, then click “Apply” button. After clicking “Apply” you will need to complete the distribution of room nights.

Select Your Block Dates

Arrival Date
2027-10-04

Departure Date
2027-10-07

Apply

← Back

Next →

[Dashboard](#)

***DISCLAIMER:** If your company utilized the official Utility Expo 2025 room block, your 2025 final hotel block will automatically populate with your allowed 10% increase, based on the arrival and departure dates you select.

Request Rooms

Hotel Preferences Additional Criteria **Request Rooms** Block Request Summary

Instructions:

1. Determine the arrival and departure dates for your room block.
2. Enter your group's earlier arrival date and latest departure date.
3. Select how many guest rooms you will need over the main event nights.
4. Click "Apply"

Room Nights Criteria

Main Event Nights:
Tue, Oct 5, 2027 - Thu, Oct 7, 2027

This block reflects your final room block from 2025.
Your final block from 2025 has prepopulated below with the allowed 10% increase.

Please note:

- If your company utilized the official Utility Expo 2025 room block, your 2025 final hotel block will automatically populate based on the arrival and departure dates you select below.
- The maximum number of rooms requested cannot exceed an increase of 10% each night. If you are requiring more than a 10% increase, please reach out to theutilityexpo-snh@maritz.com for approval.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8	8	10	10	9	9

Select Your Block Dates

Arrival Date
2027-10-04

Departure Date
2027-10-07

Apply

← Back

Next →

[Dashboard](#)

Step 10: Please enter any special requests such as type of suite needs, preferred location of suites, etc., in the “Special Requests and Suite Request Details” box. Once you have distributed your room nights, click the “Next” button at the bottom of the screen.

Special Requests

Use this space to add any information that would be helpful in fulfilling your requested block.
If you are requesting your block be split between multiple properties, please use this space to tell us how many rooms at each property.

Characters remaining: 4000

← Back

Next →

[Dashboard](#)

Request a Hotel Room Block Instructions

Step 11: Review your block summary for accuracy. If you are satisfied with your allocations, click the “Submit Block Request” button at the bottom of the page.

▼ Hotel Preferences

(In order of importance)

1. AC Hotel Louisville Downtown (King Room)

2. 21C Museum Hotel Louisville (Double/Double Beds)

3. Cambria Hotel Louisville (Standard Room)

4. Cottonwood Airport & Expo Hotel Louisville (One Bed)

5. Courtyard Louisville Airport (King Bed)

6. Courtyard by Marriott Louisville Northeast (Standard Room)

7. Cottonwood Airport & Expo Hotel Louisville (Two Beds)

Edit

▼ Additional Criteria

(In order of importance)

1. Interested in Hotels with Lowest Rates

2. All Rooms Reserved at Same Hotel

3. Distance to Kentucky Exposition Center

4. Specific Hotel Brand Preference

Edit

▼ Request Rooms

Date	Rooms
Mon, Oct 4 2027	8
Tue, Oct 5 2027	8
Wed, Oct 6 2027	11

Special Requests

Edit

← Back

Submit Block Request →

You have now completed your Room Block Request!

To verify that your Room Block Request has been submitted you should see the message “Hotel Block Request is in Progress” notation on your dashboard. No further action is required from you at this time. Show Management will review your request. Once your request has been approved and assigned, you will receive an email to “Accept and Confirm Your Assignment.”