

OCT
28-30

Expo Dates: **October 29-30**
Ernest N. Morial Convention Center
New Orleans, Louisiana, USA

Add the Exhibitor Checklist reminders
and due dates to your calendar.

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ITEM

COMPLETE BY

	ITEM	COMPLETE BY
JULY	Subscribe to the Exhibitor Central Blog to receive important updates/deadlines	Right Away
	Make hotel reservations and register badges using the credits that come with your booth	Right Away
	Review Exhibitor Setup Information	Right Away
	Review Booth Display Guidelines	Right Away
AUGUST	Review What's Included with Your Booth	Right Away
	Update Directory Listing (company description, products/services, logo, meeting availability, in-booth activities, collateral) for online/mobile directory.	Right Away
	Take advantage of the free promotional opportunities that come with your booth (email signature, attendee list access, media outreach, etc.)	Right Away
	Review perishable product and booth material shipping information	Right Away
	Review product sampling/catering information before discount deadlines	Right Away
SEPTEMBER	Begin placing booth orders	Right Away
	Join the Exhibitor Webinar: Fresh Summit Planning Made Easy at 2 p.m. ET for tips and tricks	September 1
	Last day to assign names and cancel hotel reservations for blocks of 10 or more rooms	September 10
	Last day to register badges to be mailed in advance (continental US only) Badges will be mailed via FedEx on October 11	September 12
	Advance shipments (non-perishable) will be accepted at GES warehouse from September 21 – October 19	September 21
	Last day to assign names or cancel room blocks fewer than 10 rooms	September 24
	Begin promoting your booth to registered attendees (you must be registered in order to view the list)	September 28
	Last day to submit booth sharing form	October 4
	Last day to place orders and receive vendor discounts on furniture, carpet, utilities, etc.	October 4
	Need to arrive earlier/later than your scheduled target move-in date ? Submit the Target Variance Request Form before Oct. 4 to avoid off-target surcharges.	October 4
OCTOBER	Last day to register exhibitor appointed contractors not on the official vendor list	October 4
	Last day to use the online reg system to redeem credits, upgrade booth workers, or edit badges that were not mailed	October 15
	Booth material and perishable product shipments will be accepted at convention center from Oct. 25 -30	October 25
	All booths may begin setup on October 25, but booths 400 sq. ft. or larger must be finished with major construction with empties tagged by 7 p.m. on October 27. Minor construction, as well as setup for booths 300 sq. ft. and smaller, may continue until 5 p.m. View setup hours and clean floor policies.	October 25
	Follow up on your leads! Download the attendee list and filter by your target audience. Login to your exhibitor portal to see who viewed your online/mobile listing.	October 30