




# 2024 EXHIBITOR CHECKLIST

 [Click here to add Checklist items to your Calendar](#)

	ITEM	COMPLETE	<input checked="" type="checkbox"/>
June	<ul style="list-style-type: none"> <li>Subscribe to the <a href="#">Exhibitor Central Blog</a> to receive important updates and deadlines.</li> <li>Review the <a href="#">exhibitor setup information</a> and be aware of all setup policies and procedures.</li> <li>Make <a href="#">hotel reservations</a> with IFPA's approved housing vendor <a href="#">Expovision</a>.</li> <li><a href="#">Register badges</a> using the <a href="#">credits</a> that come with your booth.</li> </ul>	Right Away Right Away Right Away June 25	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
July	<ul style="list-style-type: none"> <li>Review <a href="#">Booth Display Guidelines</a> for rules and regulations on your booth display and space.</li> <li>Submit your <a href="#">Directory Listing</a> (company description, products/services, logo, availability, etc.) for the online/mobile directory. This is how attendees learn about your company &amp; products.</li> <li>Promote yourself. Take advantage of the <a href="#">free marketing opportunities</a> of being an exhibitor (email signature, media outreach, showcases, contests).</li> </ul>	Right Away Right Away Right Away	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
August	<ul style="list-style-type: none"> <li>Review <a href="#">perishable product</a> and <a href="#">booth material</a> shipping details, and prepare to ship in advance.</li> <li>Check all <a href="#">sampling and catering information</a>, fill in necessary forms, and place orders.</li> <li>Place your booth orders with the IFPA <a href="#">approved vendors</a> to make sure you get what you need.</li> <li>Attend the <a href="#">Exhibitor Logistics Webinar</a>; <b>Planning Made Easy</b> at 2:00 p.m. Eastern Standard Time.</li> </ul>	Right Away Right Away Right Away Aug. 21	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
September	<ul style="list-style-type: none"> <li>Last day to assign names &amp; cancel <a href="#">hotel reservations</a> with <a href="#">Expovision</a> for group blocks and individual rooms.</li> <li>Attend the <a href="#">Exhibitor Marketing Webinar</a>; <b>Promotional Tools and Tips from our Judges to help you Stand out on the Show Floor</b> at 2:00 p.m. Eastern Standard Time.</li> <li><a href="#">Advance shipments</a> (non-perishable only) accepted at <a href="#">GES</a> warehouse from Sept 10 – Oct 9.</li> <li>Last day to cancel badges &amp; receive a refund. Also, the last day to request <a href="#">booth personnel badges</a> be mailed (continental US only), all other badges are picked up onsite.</li> <li><a href="#">Promote</a> your company to attendees. You must be a booth contact or registered attendee to view the <a href="#">attendee list in your IFPA account</a>.</li> <li>Last day to submit a <a href="#">booth-sharing</a> form if you plan to share your space with an affiliated company or brand.</li> <li>Last day to place orders at a discounted rate with IFPA <a href="#">approved vendors</a>.</li> <li>Determine if you need to arrive earlier/later than your scheduled <a href="#">target move-in date</a>. Submit the <a href="#">Target Variance Request Form</a> to make changes and avoid off-target surcharges.</li> <li>Last day to register <a href="#">exhibitor appointed contractors</a> not on the approved vendor list.</li> <li>Booth Personnel Badges requested to be mailed are mailed out via FedEx Ground.</li> </ul>	Sept. 5 Sept. 10 Sept. 11 Sept. 16 Sept. 23 Right Away Sept. 23 Sept. 23 Sept. 23 Sept. 24	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
October	<ul style="list-style-type: none"> <li><a href="#">Booth material</a> and <a href="#">perishable product</a> shipments will be accepted at the <a href="#">GWCC</a> from Oct. 13 -19.</li> <li>All booths may begin setup, check your freight <a href="#">Target Move-in Time</a>, view <a href="#">expo schedule</a>, &amp; note the <a href="#">clean floor policy</a> to avoid labor fees.</li> <li>The show floor opens at 10:00 a.m. View the <a href="#">Expo Schedule</a> and have fun.</li> <li>Exhibitor Lounge is open from 5:00 -10:00 p.m. Great place to wait for your empties.</li> <li>Follow up on your leads! <a href="#">Download the attendee list</a> and filter by your target audience. Login to your <a href="#">exhibitor portal</a> to see who viewed your online/mobile listing.</li> </ul>	Oct. 13 Oct. 13 Oct. 18-19 Oct. 19 Oct. 20	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Contact the expo team if you have any questions.  
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