



## Deadlines Checklist

Make sure you do not overlook due dates or discount ordering deadlines. Check the list below to ensure you have not missed an important date.

### GENERAL INFORMATION

- Show Directory Details.....Immediately
- Early/Late Set-Up Request ..... August 17
- Vehicle/Large Equipment Display Request.....August 17

### OPPORTUNITIES FOR EXPOSURE

- Sponsorships and Promotions .....Immediately
- Advertising in the Program Directory .....Immediately
- Prepare Press Kit .....Immediately
- Free Exhibitor Marketing Opportunities (Email: [Chela.Piacentini@Informa.com](mailto:Chela.Piacentini@Informa.com) for more details and possible additional opportunities):
  - Exhibitor Invites through Registration
  - Web Ads
  - Promoting Presence Through Social Media

### FREE EXHIBITOR MARKETING OPPORTUNITIES

- Sponsorships and Promotions
- Exhibitor Marketing Opportunities
- Advertising in the Program Directory
- Prepare Press

### REGULATIONS

- Review All Regulations .....Immediately

### DECORATOR SERVICES

- Order Digital Graphics from Wizard ..... September 4
- Order Booth Accessories from Wizard..... September 23
- Order Furniture from Wizard ..... September 23

### SHIPPING & MATERIAL HANDLING

- First Day Wizard Will Receive Freight at the Warehouse ..... September 1

The Dwell on Design trademark is used under license and with the permission of Dwell Life, Inc.



- Order Shipping & Material Handling from Wizard ..... September 23
- Last Day for Wizard to Receive Warehouse Freight at advanced rate ..... September 28
- First Day to Receive Shipments on Show Site..... September 30

**LABOR**

- Order Labor from Wizard ..... September 23
- Order Forklift Labor from Wizard..... September 23

**EXHIBITOR APPOINTED CONTRACTORS**

- EAC Exhibitor Designation..... September 14
- EAC Certificate of Insurance..... September 14

**UTILITIES**

- Order Air/Water/Drain from Wizard ..... September 23
- Order Electricity from Wizard ..... September 23
- Order Booth Cleaning from Wizard ..... September 23
- Order Internet from Wizard ..... September 23
- Order Telephone from Wizard..... September 23

**ADDITIONAL SERVICES**

- Order Audio/Visual & Computers from Wizard ..... September 23
- Order Food & Beverage Services from Sips & Bites..... September 4
- Order Rigging Labor from Wizard ..... September 23
- Order Floral from Nat'l Plant & Floral ..... No Deadline
- Order Lead Retrieval from CDS ..... August 13
- Order Photography..... TBD
- Order Additional Security ..... TBD
- Order Models from Judy Venn ..... No Deadline

**BADGES & REGISTRATION**

- Registration Opens .....mid-August
- Exhibitor Staff Badges will be printed on-site. No Badges Will Be Mailed Out ..... October 1

**HOTELS & TRAVEL** (make sure to check online housing for individual discount cut-off dates)

- Complete Online Housing Reservation ..... TBD