

DEADLINE CHECKLIST

3 MONTHS BEFORE THE SHOW / APRIL 2021

- ☐ Be sure you have read the Exhibitor Service Manual
- ☐ Register Exhibitor Badges
- ☐ Turn in EAC Authorization Form and Fees before deadline
- ☐ Complete Program & Directory Listing
- ☐ Reserve Program & Directory Ad Space
- ☐ Submit necessary GES forms prior to deadlines
- ☐ Make hotel reservations
- ☐ Make airline/transportation reservations

2 MONTHS BEFORE THE SHOW / MAY 2021

- ☐ Register Exhibitor Badges
- ☐ Review Material Handling Regulations
- ☐ Complete Program & Directory Listing
- ☐ Reserve Program and Directory Ad Space
- ☐ Submit necessary GES forms prior to deadlines
- ☐ Make airline/transportation reservations

1 MONTH BEFORE THE SHOW / JUNE 2021

- ☐ Finalize booth personnel and register exhibitor badges online
- ☐ Make hotel reservations:
 - **Deadline June 15, 2021** Hilton Palacio del Rio
 - **Deadline June 15, 2021** Grand Hyatt San Antonio (Headquarter Hotel)
- ☐ June 4 – Show Special Deadline. Show Specials turned in after June 4 will not be printed in the Program & Directory but will be included on a Show Special addendum insert.
- ☐ June 4 – Upgraded Directory Listing Deadline
- ☐ June 11 – Program & Directory Advertising Contract and Payment Info. Deadline
- ☐ June 11 – Program & Directory Advertising Artwork Deadline
- ☐ June 12 – EAC Form Deadline
- ☐ June 18 – GES Order Forms Deadline Date (Best Pricing)

MONTH OF THE SHOW / JULY 2021

- ☐ July 7 – If you plan to pre-register booth staff, online registration must be completed by 5:00 p.m. CST