

IWCE 2015 Critical Dates Checklist



As Soon as Possible		Information Requested by:
	Read Exhibitor Service Kit (ESK) in its entirety	GES
	Review Marketing and Promotional Opportunities	Penton
	Make Hotel Reservations through Official Vendor	onPeak
	Secure Meeting Room Space with your Account Manager	Penton
	Make Airline/Rental Car Reservations	
	Log In to Update Show Directory Company Listing	Penton
	Register Booth Personnel for Badges	Penton

2 Months Before Show (January)		
22-Jan-15	Order Lead Retrieval: early bird deadline	CSI

1 Month Before Show (February)		
4-Feb-15	Print deadline for Show Directory--includes company name and booth number, ad reservations, artwork. Log In to update.	Penton
6-Feb-15	Order Lead Retrieval; advance deadline	CSI
10-Feb-15	First day for Advance Freight shipments to the warehouse	GES
14-Feb-15	Submit Exhibitor Appointed Contractor (EAC) form	GES
18-Feb-15	Order Food Preparation, Catering, and Labor for booth	Aramark
19-Feb-15	Submit Booth Approval / Variance Request Form (if applicable)	Penton/LVCVA
23-Feb-15	Deadline to order Booth Furnishings: Carpet, Furniture & Accessories, Graphics, Cleaning	GES
23-Feb-15	Order Electrical Service	GES
25-Feb-15	Order Security for booth	DTA
25-Feb-15	Discount date to order Internet & Cable connections	COX
25-Feb-15	Audio Visual Equipment Order Discount Deadline	SYNERGY

Month of Show (March)		
1-Mar-15	Confirm date and time of onsite booth space selection for 2016 with Account Manager	Penton
11-Mar-15	Last day for Advance Freight shipments at the warehouse	GES
13-Mar-15	Verify ALL travel arrangements prior to leaving for the show	
13-Mar-15	Create show packets and finalize schedules for your staff (refer to Exhibitor Tips for guidance). Include phone numbers, emergency meeting place, show info etc.	
13-Mar-15	Make sure to send all tracking information for freight with staff to showsite	
16-March-15 17-March-15	Ship Freight Direct to Las Vegas Convention Center	GES
Onsite	Attend events and education to enhance exhibiting experience and networking opportunities	Penton
Onsite	Review invoices and verify costs for general contractor, electrical and other vendors	