

Take action, be organized and save your company money! Use this checklist as a guideline for important deadlines for the show. Meeting the below deadlines will save you money from on-site or rushed prices. Please keep copies of all order forms and bring with you to show-site for backup.

## **DEADLINES NOT TO BE MISSED!**

- ASAP DEADLINE:** Book your Hotel Rooms TODAY, to ensure the hotel of your choice!
- ASAP DEADLINE:** Review Target Move-In / Move-Out Maps
- MAR 4 DEADLINE:** FREE License! Global Magazine Coverage for All Exhibitors
- MAR 18 DEADLINE:** Final sponsorship for meeting room Payments Due
- APR 15 DEADLINE:** Last chance to apply for a LIMA membership to secure discount on 2016 booth space
- APR 15 DEADLINE:** Directory download, fill out your My Show Planner Company Listing before this date!
- APR 15 DEADLINE:** Last date to secure Advertising in the Directory
- MAY 6 DEADLINE:** Last date to submit Booth Variance Request Form & Hanging Sign Request Form
- MAY 20 DEADLINE:** Last date to submit or order Insurance Certificate. ALL exhibitors must have coverage
- MAY 20 DEADLINE:** Exhibitor-Appointed Contractor forms due
- MAY 31 DEADLINE:** If your Pre-Ordered Booth Package has a mandatory options form, submit by this date
- MAY 31 DEADLINE:** Mandalay Bay Advanced Rates Expire
- MAY 31 DEADLINE:** GES Advanced Rates Expire
- JUNE 10 DEADLINE:** Last chance to register a Character and submit your Special Events!
- JUNE 16 DEADLINE:** Last day Freight can arrive at GES warehouse
- JUNE 20 DEADLINE:** Last opportunity to submit Guest Attendee Early Access Requests

## **IMPORTANT & SUGGESTED COMPLETION DATES**

- ASAP** Set-Up: Login in to your My Show Planner Online Listing & begin filling out all your company details
- ASAP** Review: Booth Display, Rules & Regulations A - Z & Fire Safety Regulations
- ASAP** Review: FREE promotional opportunities in the PR & Marketing Guide.
- ASAP** Submit: Register for Exhibitor Badges & purchase Licensing University conference pass
- APR 15** Review: Double check your My Show Planner Online Listing before the 2016 Show Directory goes to print
- JUNE 21** Important Date: Official First Day of Licensing Expo Las Vegas!

## **PR & MARKETING DEADLINES**

Refer to the PR & Marketing Guide for detailed information and deadlines on all PR and Marketing opportunities available to exhibitors.

**All opportunities can be found online at [www.licensingexpo.com/exhibitormarketing](http://www.licensingexpo.com/exhibitormarketing).**