

# GENERAL SHOW INFORMATION

## Checklist

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.

- ASAP** ☐ Book your Hotel Rooms TODAY, to ensure the hotel of your choice! [Click Here](#)
- ASAP** ☐ Review Target Move-In / Move-Out Maps located in the shipping section of the exhibitor kit
- FEBRUARY 3** ☐ FREE License! Global Magazine Coverage for All Exhibitors
- FEBRUARY 3** ☐ Final sponsorship for meeting room Payments Due
- MARCH 24** ☐ Last chance to apply for a LIMA membership to secure discount on 2017 booth space
- MARCH 31** ☐ Last date to secure Advertising in the Directory
- APRIL 4** ☐ Last date to submit Booth Review, Booth Variance Request and Hanging Sign Request Forms
- APRIL 15** ☐ Directory download, fill out your My Show Planner Company Listing before this date!
- APRIL 7** ☐ Last date to submit Booth Review Form, Booth Variance Request Form & Hanging Sign Request Form
- APRIL 27** ☐ Exhibitor-Appointed Contractor forms due
- APRIL 27** ☐ GES Advanced Rates Expire
- MAY 2** ☐ Mandalay Bay Advanced Rates Expire
- MAY 8** ☐ Last chance to register a Character and submit your Special Events!
- MAY 15** ☐ Last day Freight can arrive at GES warehouse
- MAY 22** ☐ Last opportunity to submit Guest Attendee Early Access Requests

### IMPORTANT & SUGGESTED COMPLETION DATES

- ASAP** ☐ Login in to your My Show Planner Online Listing & begin filling out 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** ☐ Register for Exhibitor Badges & purchase Licensing University conference pass
- MARCH 24** ☐ Review your My Show Planner Online Listing before the Show Directory goes to print
- MAY 23** ☐ 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).