

# GENERAL SHOW INFORMATION

## Exhibitor 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 secure the hotel of your choice!
- **ASAP** Review Target Move-In/ Move-Out Maps located in the shipping section of the Exhibitor Kit
- **ASAP** Review Booth Display/ Fire Safety Rules & Regulations
- **ASAP** Register for Exhibitor Badges & purchase Licensing University Conference Pass
- **Dec 15** Licensing University Speaker submission deadline
- **Feb 2** Final Sponsorship for Meeting Room Payments Due (*Sponsorships CAN still be purchased after this date*)
- **Feb 21** Last day for inclusion in Licensing Expo Exhibitor Preview
- **ASAP** Submissions for the IBP Export Interest Directory
- **Mar 27** GES First-Time Exhibitor discount rate expires
- **Apr 3** Last day to submit Booth Review, Variance & Hanging Sign Request Forms
- **Apr 10** Last day for ad inclusions in License Global May Issue
- **Apr 18** Review your My Show Planner Online Listing before the Show Directory goes to print
- **Apr 09** Last day for inclusion in Show Dailies and Show Directory
- **Apr 20** Hotel reservation cancellation deadline
- **Apr 23** GES Advanced Rates Expire
- **Apr 25** One to Watch contest submission for first time exhibitors due
- **Apr 26** Exhibitor-Appointed Contractor forms due
- **Apr 30** Last day for ad inclusions in LicenseTV
- **May 1** Mandalay Bay Advanced Rates Expire
- **May 3** Last day for potential inclusion in an exhibitor announcement press release
- **May 7** Last chance to register a character for the Costume Character Parade!
- **May 14** Last day Freight can arrive at GES warehouse
- **May 18** Last day to potentially include your onsite events (celebrity appearances, etc.) in the mobile app
- **May 21** Last opportunity to submit Guest Attendee Access Requests
- **May 22** Important Date: Official First Day of Licensing Expo 2018!

All opportunities can be found online at <https://www.licensingexpo.com/exhibitor-resources>.