



**SIA SNOW SHOW**  
 JANUARY 29 – FEBRUARY 1, 2015  
 COLORADO CONVENTION CENTER  
 DENVER, COLORADO

**ON-SNOW DEMO/SKI-RIDE FEST**  
 FEBRUARY 2 & 3, 2015  
 COPPER MOUNTAIN RESORT, COLORADO

## EXHIBITOR DEADLINE CHECKLIST

<u>To Do</u>	<u>Deadline</u>	<u>Contact</u>	<u>Status</u>
<b>IMMEDIATELY</b>			
Consider an Ad or Sponsorship Opportunity .....	ASAP .....	SIA Regional Sales Manager .....	_____
Book Hotel Rooms .....	ASAP .....	Visit siasnowshow.com .....	_____
Book Airline Reservations .....	ASAP .....	Call Airline or Travel Agent .....	_____
<b>OCTOBER</b>			
Update Exhibitor Listing Online .....	10.31.14 .....	SIA Membership Department .....	_____
Final Booth Payment Due .....	10.31.14 .....	SIA Accounting Department .....	_____
<b>NOVEMBER</b>			
<i>SIA/TWB The Guide</i> Ad Sales Close .....	11.01.14 .....	SIA Marketing Department .....	_____
Upload Entry to Digital/Sneak Peak/ New Product Directory & Digital Press Room .....	<b>Open:</b> 11.14.14 .....	SIA PR Department .....	_____
<i>Snow Show Daily Preview</i> Ad Sales Close .....	11.25.14 .....	AIM .....	_____
Request to Exceed Height Limit .....	11.28.14 .....	SIA Trade Show Department .....	_____
Request for Mechanical/Action Exhibit .....	11.28.14 .....	SIA Trade Show Department .....	_____
<b>DECEMBER</b>			
Participate in Rental + Backshop + Uniform .....	12.01.14 .....	Ingrid Niehaus .....	_____
Participate in Backcountry Experience .....	12.01.14 .....	Maggie Bittner .....	_____
Submit Free Equipment Order Form .....	12.15.14 .....	SIA Trade Show Department .....	_____
Media List Available .....	12.15.14 .....	SIA PR Department .....	_____
<i>Snow Show Daily</i> Ad Sales Close .....	12.20.14 .....	AIM .....	_____
Advanced Shipments to Warehouse Begin .....	12.22.14 .....	GES .....	_____
Publication Distribution Request .....	12.29.14 .....	SIA PR Department .....	_____
<b>JANUARY</b>			
Submit Exhibitor Appointed Contractor Forms .....	01.05.15 .....	SIA Trade Show Department .....	_____
Order Mannequins .....	01.05.15 .....	Las Vegas Mannequins .....	_____
Audio Visual Service Order .....	01.05.15 .....	GES .....	_____
Hanging Sign Order .....	01.05.15 .....	GES .....	_____
Special Carpet Order .....	01.05.15 .....	GES .....	_____
Special Rental Furniture Order .....	01.05.15 .....	GES .....	_____
Display Labor Services Order .....	01.05.15 .....	GES .....	_____
Rental Exhibit Services Order .....	01.05.15 .....	GES .....	_____
Sign Shop Order .....	01.05.15 .....	GES .....	_____
Telephone & Internet Service Order .....	01.05.15 .....	denverconvention.com .....	_____
Electrical Service Order .....	01.05.15 .....	denverconvention.com .....	_____
Online Pre-Registration Closes .....	01.19.15 .....	SIAsnowshow.com .....	_____
Last Day for Advanced Shipments to Warehouse .....	01.20.15 .....	GES .....	_____
In Booth Security Service .....	01.27.15 .....	SMG America .....	_____
Clean Floor – 8:00PM .....	01.27.15 .....	GES .....	_____
All Booths Must be Occupied – 3:00PM .....	01.28.15 .....	SIA Trade Show Department .....	_____

## CONTACT INFORMATION

Company	Phone	Website/Email
Centerplate Catering	303-228-8050	denverconvention.com
Colorado Convention Center	303-228-8000	denverconvention.com
GES - Global Experience Specialists	800-475-2098	ges.com
Ingrid Niehaus	949-499-2225	<a href="mailto:ingridn2@mindspring.com">ingridn2@mindspring.com</a>
Las Vegas Mannequins	702-987-5830	lvmannequins.com
Maggie Bittner	571-239-5984	<a href="mailto:MBittner@snowsports.org">MBittner@snowsports.org</a>
SIA Housing Bureau	303-892-1112 x601	<a href="mailto:housing@visitdenver.com">housing@visitdenver.com</a>
SMG America (Security)	773-254-1824	smsgamerica.com
Snow Show Daily / AIM	303-641-0695	<a href="mailto:ahawk@aimmedia.com">ahawk@aimmedia.com</a>
SnowSports Industries America   SIA	703-556-9020	snowsports.org
Worldtek Travel	800-257-8343	