



**SIA SNOW SHOW**  
 JANUARY 26-29, 2017  
 COLORADO CONVENTION CENTER  
 DENVER, COLORADO

**ON-SNOW DEMO/SKI-RIDE FEST**  
 JANUARY 30 – 31, 2017  
 COPPER MOUNTAIN RESORT, COLORADO

EXHIBITOR CRITICAL DATE FORM

<u>To Do</u>	<u>Deadline</u>	<u>Contact</u>	<u>Status</u>
<b>IMMEDIATELY</b>			
Consider an Ad or Sponsorship Opportunity.....	ASAP.....	Your SIA Regional Sales Manager ..	_____
Book Airline Reservations.....	ASAP.....	Call Airline or Travel Agent.....	_____
Book Hotel Room Blocks Open (Pg 8).....	ASAP.....	Visit siasnowshow.com.....	_____
Online Registration Opens (Pg13).....	ASAP.....	SIAsnowshow.com/registration.....	_____
<b>DECEMBER</b>			
Snow Show Daily Preview Ad Sales Close.....	12.01.16.....	Andy Hawk, AIM.....	_____
Participate in Rental + Backshop + Uniform.....	12.01.16.....	Ingrid Niehaus, SIA.....	_____
Submit EAC Form (Pg 5).....	12.15.16.....	Debbie D., SIA Trade Show Dept...	_____
Submit to exceed Height Limit, if applicable (Pg 8).....	12.09.16.....	SIA Trade Show Dept.....	_____
Submit booth Plans if using Hard Wall Exhibit (Pg 8).....	12.15.16.....	Mark Brisse, CCC.....	_____
Submit Free Equipment Order Form (Pg 6).....	12.12.16.....	GES.....	_____
Snow Show Daily Ad Sales Close.....	12.31.16.....	Andy Hawk, AIM.....	_____
Advanced Shipments to Warehouse Begin (Pg 10).....	12.19.16.....	GES.....	_____
<b>JANUARY</b>			
Order Mannequins.....	01.02.17.....	Las Vegas Mannequins.....	_____
Audio Visual Service Order (Pg 1).....	01.03.17.....	GES.....	_____
Hanging Sign Order (Pg 7).....	01.03.17.....	GES.....	_____
Special Carpet Order (Pg 6).....	01.03.17.....	GES.....	_____
Furnishings/Accessories, Carpet, etc. (Pg 7).....	01.03.17.....	GES.....	_____
Labor Services Order.....	01.03.17.....	GES.....	_____
Rental Exhibit Services Order.....	01.03.17.....	GES.....	_____
Sign Shop Order.....	01.03.17.....	GES.....	_____
Telephone & Internet Service Order (Pg. 17).....	01.07.17.....	denverconvention.com.....	_____
Electrical Service Order (EMS pg 5).....	01.07.17.....	denverconvention.com.....	_____
Upload Entry to New Product Directory & Digital Press Room.....	01.12.17.....	Todd Walton.....	_____
Last Day-Advanced Shipments to Warehouse (Pg 10).....	01.17.17.....	GES.....	_____
In Booth Security Service (Pg 15).....	01.19.17.....	United Security.....	_____
Crate Removal/Clean Floor Policy– 8:00PM (Pg 3).....	01.24.17.....	GES.....	_____
All Booths Must be Occupied – 3:00PM.....	01.25.17.....	SIA Trade Show Dept.....	_____

# 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
Las Vegas Mannequins	702-987-5830	lvmannequins.com
SIA Housing Bureau/On Peak	855-902-2787	<a href="mailto:SIAHotels@onpeak.com">SIAHotels@onpeak.com</a>
United Security	773-254-1824	<a href="mailto:ccanav@unitedhq.com">ccanav@unitedhq.com</a>
Snow Show Daily / AIM	303-641-0695	<a href="mailto:ahawk@aimmedia.com">ahawk@aimmedia.com</a>
Worldtek Travel	800-257-8343	Worldtek.com