

Critical Dates Checklist for Natural Products Expo West/Engredea

As Soon as Possible		Information Requested by:
	Read Exhibitor Service Kit (ESK) in its entirety	GES
	Review Marketing and Promotional Opportunities	New Hope
	Make Hotel Reservations through Official Vendor	OnPeak
	Secure Meeting Room Space	New Hope
	Make Airline/Rental Car Reservations	
	Create show packets and finalize schedules for your staff (refer to Exhibitor Tips for guidance) Include phone numbers, emergency meeting place, show info etc.	Exhibitor
	Submit Exhibitor Appointed Contractor (EAC) form (if applicable)	GES
	Enter FREE listing promoting a demo, book signing or presentation in your booth. Use the Exhibitor Hosted Events form	New Hope
	Log In to Update Show Directory Company Listing	New Hope
	Register Booth Personnel for Badges	New Hope
January - Natural Products Expo West/Engredea		
1/19/2018	Print deadline for Show Directory --includes company name and booth number, ad reservations, artwork, etc. Log In to update	New Hope
1/30/2018	First day for Advance Freight shipments at the warehouse	GES
February - Natural Products Expo West/Engredea		
2/2/2018	Pricing increases for additional exhibitor badges ordered over allotment	
2/12/2018	Submit Booth Guidelines: Exhibitor Forms - Booth Approval Form MANDATORY for ALL booths	New Hope
2/12/2018	Order lead retrieval unit; advance deadline	CompuSystems
2/12/2018	Order Security for booth	DTA
2/12/2018	Submit Fire Permit to Fire Department (if applicable). Permit must be submitted 14 days prior to show open	Fire Marshal
2/12/2018	Deadline to order Booth Furnishings: Carpet, Furniture & Accessories, Graphics, Cleaning	GES
2/12/2018	Order Electrical Service	GES
2/12/2018	Secure onsite storage (dry, frozen, refrigerated)	GES
2/12/2018	Order any food preparation, catering, and labor for booth	Aramark
2/12/2018	Discount date to order internet & cable connections	Smart City
2/12/2018	Order Refrigeration Display Equipment (no refunds after this date)	Lowe
2/23/2018	Last day for Advance Freight shipments at the warehouse	GES
	Confirm date and time of onsite booth space selection for 2019	New Hope
2/25/2018	Audio Visual Equipment Order Discount Deadline	PSAV
March - Natural Products Expo West/Engredea		
3/5-8/2018	Ship Freight Direct to Anaheim Convention Center (must arrive on target move in date and time) Please note: North Halls cannot ship direct	GES
Before Leaving	Verify ALL travel arrangements prior to leaving for the show	Exhibitor
Onsite	Make sure to have all tracking information for freight sent to showsite (just in case)	Exhibitor
Onsite	Attend events and education to enhance exhibiting experience and networking opportunities	Exhibitor
Onsite	Review invoices and verify costs for general contractor, electrical and other vendors	Exhibitor