

## Critical Dates Checklist for Expo West - Marriott

As Soon as Possible	Information Requested by:
<a href="#">Read Exhibitor Service Kit (ESK) in its entirety</a>	GES
<a href="#">Review Marketing and Promotional Opportunities</a>	NHN
<a href="#">Make Hotel Reservations through Official Vendor</a>	OnPeak
<a href="#">Make Airline/Rental Car Reservations</a>	
<a href="#">Log In to Update Show Directory Company Listing</a>	NHN
<a href="#">Enter FREE listing promoting a demo, book signing or presentation in your booth.</a> <a href="#">Use the Exhibitor Hosted Events form</a>	NHN
<a href="#">Confirm date and time of onsite booth space selection for 2018</a>	NHN
<a href="#">Create show packets and finalize schedules for your staff (refer to Exhibitor Tips for guidance) Include phone numbers, emergency meeting place, show info etc.</a>	
<a href="#">Register Booth Personnel for Badges</a>	NHN
<a href="#">Breaking down early is not allowed and move out can be a long process, please make sure to book travel accordingly</a>	NHN

### January

1/20/2017	<a href="#">Print deadline for Show Directory --includes company name and booth number, ad reservations, artwork, etc. Log In to update</a>	NHM
1/31/2017	<a href="#">Advance Shipments may begin arriving at Warehouse 8:00AM</a>	GES

### February

2/1/2017	<a href="#">Approval Request Form required for all Island and Peninsula Booths</a>	NHN
2/10/2017	<a href="#">Order Security for booth</a>	DTA Security Services
2/13/2017	<a href="#">Order lead retrieval unit: early bird deadline</a>	CompuSystems
2/13/2017	<a href="#">Submit Exhibitor Appointed Contractor (EAC) form</a>	GES
2/13/2017	<a href="#">Discount Deadline to order Booth Furnishings: Carpet, Furniture &amp; Accessories, Graphics, Cleaning - <b>Save up to 30% by ordering before this date</b></a>	GES
2/13/2017	<a href="#">Order Electrical Service</a>	GES
2/13/2017	<a href="#">Secure onsite storage (dry, frozen, refrigerated)</a>	GES
2/13/2017	<a href="#">Order any food preparation, catering, and labor for booth</a>	Marriott
2/13/2017	<a href="#">Discount date to order internet &amp; cable connections</a>	Encore
2/13/2017	<a href="#">Audio Visual Equipment Order Discount Deadline</a>	GES
2/24/2017	<a href="#">Last day for Advance Freight shipments at the warehouse</a>	GES
2/28/2017	<a href="#">Submit Fire Permit to Fire Department (if required). Permit must be submitted 14 days prior to show open</a>	Fire Marshal

### March

3/7/2017	<a href="#">Direct Delivery to Show Site 8:00AM to 4:30PM</a>	GES
3/7/2017	<a href="#">Refrigerated/Frozen Shipment May Begin 8AM - 4:30PM</a>	GES
Onsite	Make sure to have all tracking information for freight sent to showsite (just in case)	
Onsite	Attend events and education to enhance exhibiting experience and networking opportunities	
Onsite	Review invoices and verify costs for general contractor, electrical and other vendors	