

Critical Dates Checklist for Expo West - Hilton

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

January

1/20/2017	Deadline for Updating Company Listing	NHM
1/31/2017	First day for Advance Freight shipments at the warehouse	GES

February

2/4/2017	Pricing increases for additional exhibitor badges ordered over allotment	NHM
2/6/2017	Catering - Submit Kitchen Preparation Requests	Hilton
2/10/2017	Order Security for booth	DTA Security Services
2/13/2017	Order lead retrieval unit: early bird deadline	CompuSystems
2/13/2017	Submit Exhibitor Appointed Contractor (EAC) form	GES
2/13/2017	Discount Deadline to order Booth Furnishings: Carpet, Furniture & Accessories, Graphics, Cleaning - Save up to 30% by ordering before this date	GES
2/13/2017	Order Electrical Service	GES
2/13/2017	Secure onsite storage (dry, frozen, refrigerated)	GES
2/13/2017	Order any food preparation, catering, and labor for booth	Hilton
2/13/2017	Approval Request Form required for all Island and Peninsula Booths	NHM
2/13/2017	Audio Visual Equipment Order Discount Deadline	PSAV
2/24/2017	Last day for Advance Freight shipments at the warehouse	GES
2/28/2017	Submit Fire Permit to Fire Department (if required). Permit must be submitted 14 days prior to show open	Fire Marshal

March

3/1/2017	Discount date to order internet & cable connections	PSAV
Target Freight Date	Ship Freight Direct to Hilton Anaheim, (must arrive on target move in date and time)	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	
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