CHECKLIST: DEADLINES & IMPORTANT DATES		
IMMEDIATELY		
Make hotel reservations and register for badges	Right Away	☐
Update your exhibitor listing in Exhibitor Dashboard	Right Away	☐
Submit floor plans for space 1,000 SF or more	December 1	☐
EAC notification with general contractor deadline (GES)	December 18	☐
JANUARY		
For accuracy in show promotions check and update your exhibitor listing	January 5	☐
Submit your Certificate of Insurance (AEM)	January 5	☐
Submit EAC Certificates of Insurance (GES)	January 5	☐
Lead retrieval Tier 1 rate deadline (Maritz Global Events)	January 9	☐
Exhibit staff registration Early Bird rate deadline.	January 15	☐
Exhibitor registration: invited customer & producer Early Bird rate deadline	January 15	☐
PPP & AGG1 education Early Bird rate deadline	January 15	☐
Lead retrieval Tier 2 rate deadline (Maritz Global Events)	January 24	☐
FEBRUARY		
Advanced shipment dates to warehouse during these dates (GES)	2/2/21 – 3/3/21	☐
Official housing deadline	February 8	☐
Security guard-in-booth order deadline (SOA)	February 8	☐
Schedule free one-on-one PR consulting appointment deadline	February 12	☐
Booth layout form deadline (GES)	February 15	☐
Carpet order deadline (GES)	February 15	☐
Cleaning order deadline (GES)	February 15	☐
Equipment detailing order deadline (Show Fleet)	February 15	☐
Equipment (heavy) cleaning order deadline (GES)	February 15	☐
Equipment painting order deadline (GES)	February 15	☐
Fill out freight questionnaires and work with GES on a target dates	February 15	☐
Floral and plant rental form deadline (Floral Exhibits)	February 15	☐
Furniture and accessories order deadline (GES)	February 15	☐
Furniture package order deadline (GES)	February 15	☐
Graphics and signage order deadline (GES)	February 15	☐
Hanging sign order deadline (GES)	February 15	☐
Labor – Installation & Dismantling order deadline (GES)	February 15	☐
Lift in booth and labor order deadline (GES)	February 15	☐

Material handling services order form (GES)	February 15	☐
Payment authorization forms deadline (GES)	February 15	☐
Payment – domestic third-party billing request deadline (GES)	February 15	☐
Request for variance to assigned target dates (GES)	February 15	☐
Request Pre-Printed Bill of Lading & Outbound Label from GES	February 15	☐
Skid accessible storage order deadline (GES)	February 15	☐
Specialty furniture order deadline (GES)	February 15	☐
Standard exhibit system order deadline (GES)	February 15	☐
Air, water, natural gas order deadline (GWCC)	February 16	☐
Cable service order deadline (GWCC)	February 16	☐
Electrical order deadline (GWCC)	February 16	☐
Internet advance order deadline (CCLD)	February 16	☐
Telecommunications advance order deadline (CCLD)	February 16	☐
Event insurance for exhibitors (Buttine Exhibitions & Events Insurance)	February 20	☐
Catering order deadline (Levy)	February 24	☐
Exhibit staff registration advanced rate deadline	February 26	☐
Exhibitor registration: invited customer & producer advanced rate deadline	February 26	☐
PPP & AGG1 education advanced rate deadline	February 26	☐
MARCH		
LAST DAY for advanced shipments to arrive at warehouse (GES)	March 3	☐
Company story ideas deadline – PR Kit (AEM)	March 4	☐
Shipments should be sent direct to show site (GES)	3/6/21 – 3/8/21	☐
Show installation begins	3/6/21 – 3/8/21	☐
Empty crates and packed boxes pick-up in aisles by 3:30 pm ET (GES)	March 8	☐
SHOW DATES	3/9/21 – 3/11/21	☐
POST SHOW		
Dismantle begins at 1:00 pm ET	March 11	☐
Deadline to be out of hall by 5:00 pm ET	March 13	☐