

The Westin Peachtree Plaza - Atlanta
November 14-17, 2016
(As of August 1, 2016)

Sunday, November 13th:

8:00am – 5:00pm	Decorator Load-in/Booth Install -(Atlanta Convention Center, Building 1 (sixth floor), West and South Halls)
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Monday, November 14th:

10:00am –5:00pm	Arrival and Registration/Pick-up Credentials – MLB, Clubs, Licensees & Retailers (Chastain 2) *** Check-in 3pm
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10:00am – 5:00pm	Licensee Booth Set-up (Atlanta Convention Center, Building 1 (sixth floor), West and South Halls)
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Noon – 3:30pm	Lunch & Authentication Breakout (Savannah ABC): MLB & Club Authentication Contacts ONLY
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4:00pm- 5:15pm	Welcome and Hard Goods Breakout (Savannah ABC)— MLB and Clubs ONLY
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6:00pm -	Welcome Event — MLB, Clubs & Licensees
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Tuesday, November 15th:

8:00am – 9:00am	Breakfast –MLB, Clubs, Licensees & Retailers (Augusta CDEF)
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8:00am – 12:00noon	Registration/Pick-up Credentials – MLB, Clubs, Licensees and Retailers (Chastain 2)
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9:00am – 12:30pm	Trade Show – MLB, Clubs, Licensees and Retailers (Atlanta Convention Center, Building 1 (sixth floor), West and South Halls)
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12:30pm – 1:30pm	Lunch – MLB, Licensees & Retailers (Augusta CDEF)
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12:30pm – 1:30pm	MLBPA Lunch & Presentation (Savannah ABC) – Clubs ONLY
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1:30pm – 5:00pm	Trade Show – MLB, Clubs, Licensees & Retailers (Atlanta Convention Center, Building 1 (sixth floor), West and South Halls)
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Free Night! Enjoy Atlanta!

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Wednesday, November 16th:

8:00am – 9:00am	Breakfast – MLB, Clubs, Licensees & Retailers (Augusta CDEF)
9:00am – 12:30pm	Trade Show – MLB, Clubs, Licensees & Retailers (Atlanta Convention Center, Building 1 (sixth floor), West and South Halls)
12:30pm – 1:30pm	Lunch – MLB, Licensees & Retailers (Augusta CDEF)
1:30pm – 4:30pm	Trade Show – MLB, Clubs, Licensees & Retailers (Atlanta Convention Center, Building 1 (sixth floor), West and South Halls)
4:30pm – 5:30pm	Trade-Show Recap– Q&A and Retail Presentation (Savannah ABC): MLB & Clubs ONLY
4:30pm – 6:00pm	Licensee Booth Breakdown (Atlanta Convention Center, Building 1 (sixth floor), West and South Halls)
6:30pm – 7:30pm	Farewell Happy Hour– MLB, Clubs, Licensees & Retailers (TBD) - <i>Please wear your credential</i>

Thursday, November 17th:

8:00am – 10:00am	Licensee Booth Breakdown (Atlanta Convention Center, Building 1 (sixth floor), West and South Halls)
8:00am – 5:00pm	Departures – MLB, Clubs, Licensees & Retailers *** Check-out 12noon

*****Dress Code for Trade Show is casual/jeans***