

Critical Dates Checklist for SupplySide East 2022

ASAP		Information Requested By
	Read Exhibitor Service Kit in its entirety	GES
	Review Marketing and Promotional Opportunities	Informa
	Make Hotel Reservations through onPeak	onPeak
	Secure Meeting Room Space by contacting your Account Manager	Informa
	Make airline/rental car reservations	
	Log into Console to update Show Floor Company Listing	Informa
	Log into SupplySide Network 365 to update your company information. SupplySide Network 365 is the official mobile app for the show.	Informa
	Register your staff for badges. To retrieve your registration link, email sse.exhibitors@informa.com	Informa
March		
3/1/22	Early Bird Discount Deadline for Lead Retrieval	Aventri
3/4/22	Submit Mandatory Booth Approval Form	Informa
3/8/22	First day for Advance Shipment to Warehouse	GES
3/11/22	Submit Sampling Form	Informa
3/11/22	Submit Requirements for Exhibitor Appointed Contractors	GES
3/21/22	GES Discount Deadline	GES
3/21/22	Pre-Show Discount Deadline for Lead Retrieval	Aventri
3/21/22	Advance Discount Deadline for Electrical Services	MEC
3/21/22	Discount Deadline for Audio/Visual	METRO multimedia
April		
4/6/22	Last day advance shipments can be received at Warehouse	GES
4/11/22 – 4/12/22	Ship Direct to Show Site	GES
	Make sure to have all tracking information for freight sent to show site (just in case)	
4/11/22	Booths must be show ready 5pm	Informa
	Attend events and education to enhance exhibiting experience and networking opportunities	
	Review invoices and verify costs for general contractor, electrical, and other vendors	