

Critical Dates Checklist for SupplySide East 2024

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 the Exhibitor Hub to update Show Floor Company Listing	Informa
	Register your staff for badges. Your registration link is found within the Exhibitor Hub	Informa
March		
3/4/24	Submit Mandatory Booth Approval Form	Informa
3/12/24	First day for Advance Shipment to Warehouse	GES
3/4/24	Submit Sampling Form	Informa
3/16/24	Submit Requirements for Exhibitor Appointed Contractors	GES
3/25/24	GES Discount Deadline	GES
3/25/24	Pre-Show Discount Deadline for Lead Retrieval	CDS/XpressLeads
3/25/24	Advance Discount Deadline for Electrical Services	MEC
3/25/24	Discount Deadline for Audio/Visual	METRO multimedia
April		
4/10/24	Last day advance shipments can be received at Warehouse	GES
4/15/24 – 4/16/24	Ship Direct to Show Site	GES
	Make sure to have all tracking information for freight sent to show site (just in case)	

4/16/24	Booths must be show ready 10:00AM	Informa
	Attend events and education to enhance exhibiting experience and networking opportunities	
	Review invoices and verify costs for general contractor, electrical, and other vendors	

Information Classification: General

Information Classification: General