



Exhibitor Action Checklist

Please fill in the green shaded fields.

First Steps			
	Read Exhibitor Service Kit in its entirety	NHNM	As soon as possible!
	Review Marketing and Promotional Opportunities	NHNM	Individual deadlines apply
	Make Hotel Reservations through onPeak	onPeak	As soon as possible!
	Secure meeting room space - limited availability	NHNM	As soon as possible!
	Add company description to online profile	NHNM	As soon as possible!

x	Action Item - Things to Do or Order		Do Before This Date: (discount deadlines)
	Order lead retrieval unit; early bird deadline – COMPUSYSTEMS	CSI	July 29, 2013
	For Multiple Level Booths, send stamped blueprints to Baltimore Convention Center for Fire Marshal Review	BCC	August 1, 2013
	Company name and booth number for onsite Show Directory Map	NHNM	August 9, 2013
	Show Directory Ad reservations, contract & artwork due	NHNM	August 9, 2013
	Show Directory Map final artwork due	NHNM	August 9, 2013
	First day for Advance Freight shipments at the warehouse	GES	August 20, 2013
	Order Security for booth	DTA Security	August 23, 2013
	Submit Exhibitor Appointed Contractor (EAC) form	GES	August 24, 2013
	Submit Booth Guidelines: Approval Request Form if applicable	NHNM	August 26, 2013
	Order lead retrieval unit; Advance deadline – COMPUSYSTEMS	CSI	August 27, 2013
	Confirm date and time of onsite booth space selection for 2014	NHNM	August 28, 2013
	Advance order deadline for all GES services	GES	September 3, 2013
	Order Booth Furnishings: Carpet, Furniture & Accessories, Graphics, Cleaning	GES	September 3, 2013
	Secure onsite storage (dry, frozen, refrigerated)	GES	September 3, 2013
	Order Electrical Service - Edlen Electrical Exhibition Service	Edlen	September 5, 2013
	Order any network or cable connections	M.C. Dean	September 5, 2013
	Submit Product Sampling Form (required for all food and/or beverage sampling) – Chicago Restaurant Partners (CRP)	Centerplate	September 9, 2013
	Order any food preparation, catering, and labor for booth through Centerplate	Centerplate	September 9, 2013
	Order Lowe's Refrigeration	Lowe's	September 12, 2013
	Order audio visual and computer equipment	PSAV	September 15, 2013
	Badge pricing increase for over allotment badges (6 per 10x10 free)	NHNM	September 16, 2013
	Last day for Advance Freight shipments at the warehouse	GES	September 18, 2013
	Onsite Exhibitor Registration opens at 8:00 am	NHNM	September 24, 2013
	Review invoices and verify costs for general contractor, electrical and other vendors	GES	September 24, 2013
	Direct Freight Shipments arrive at BCC (see target freight floorplan)	GES	September 23-25, 2013
	Attend events and education to enhance the exhibiting experience and network outside of your booth.	NHNM	September 25-28, 2013

Please remember this checklist is a general guide.
It is the responsibility of the exhibitor to read all the details of each vendor's order form.

Pre show site			
	Verify hotel reservations		
	Tracking info for freight or overnight packages (bill of lading)		
	Confirm Airline information		
	Client meetings scheduled		
	Create staff packet with phone numbers, emergency meeting place, show info etc.		
	Make sure business cards are packed		

Exhibitor Quick Reference Guide

We are delighted that you have chosen to exhibit and welcome your participation. We have highlighted some valuable sources of information to aid you in preparing for a successful Expo experience. This is a Quick Reference Guide and includes important deadlines--however, it does not cover everything you need to do to prepare for the show. We highly recommend you review the Exhibitor Service Kit in its entirety for more information and opportunities.

Online Show Directory Listing/Show Directory Map

Your online Show Directory listing will include your company name, as completed on your Exhibit Space Contract, along with a 50-word company description. To login to your [Exhibitor Login Page](#), please enter the password you were given in your booth invoice in the Exhibitor Login Password box, click on Update Your Exhibitor Profile, then Edit under Booth Info.

The Show Directory Map is a map of the show floor as well as a comprehensive list of company names and booth numbers. You must have contracted for your booth on or before August 9, 2013 to appear on the map.

Know Your Show

[Expo East 2013 Website \(Home Page\)](#)

- [Exhibitor Action Checklist](#)--A reference guide of action items and associated show preparation deadlines.
- [Exhibitor Service Kit](#) -- Provides valuable information about the rules, guidelines and forms applicable to the show.
 - ❖ [Union Rules](#)
 - ❖ [Carpet Order Form](#)
 - ❖ [Furniture Packages](#) (Photos and Order Forms)
 - ❖ [Electrical Information and Order Form](#) (Edlen Services—410.649.7321)
 - ❖ [Refrigerator Rental Order Form](#)—Lowe Refrigeration-for in-booth refrigerators, not for onsite refrigerated storage!
 - ❖ [First Time Exhibitor Tips/Handbook](#)
- [Travel & Accommodations](#) Air, Ground and Parking Info. [onPeak](#) - Official Hotel Vendor for the Natural Products Expo East – 800.388.8812 or 312.527.7300.
- [Centerplate](#) – Official food service/booth catering provider. Please call 410.649.7000 for assistance.
- [Booth Catering Menu](#)
- [Product Sampling Form](#) – Required for sampling food or beverages only. Contact: Janean Blount-- 410.649.7075 or Janean.blount@centerplate.com
- [Insurance](#)
- [Lead Retrieval Order Form and Info](#) Badge scanner for attendee lead management
- [Badge Registration](#) – Click here for the Expo East 2013 Badge Registration Site. Use the password provided in your booth invoice. For badge related questions, please call 866-458-4935 or email tradeshows@newhope.com.
- [Promotional Opportunities](#)– Additional marketing and sponsorship opportunities available.
- [Event Marketing Contract](#) – Product Showcases, Private Appointment Room, Exhibitor Presented Seminar, etc.
- [Exhibitor Hosted Events Listing](#)– Book signings, booth events or group function. Enter your password, click on Update Your Exhibitor Profile, then click on Exhibitor Hosted Events Form.

Shipping

Here are some very important things we would like you to know about shipping your booth materials to the show:

General Shipping Information

- [Target Move In Schedule/Target Floorplan](#)—Based on your booth number, this is when you need to have your freight carrier arrive in the Marshaling Yard or have your Privately Owned Vehicle (POV) arrive in the POV Lot. GES will then direct either of these vehicles to the loading dock for unloading.
- [Request for Variance to Assigned Target Time](#)
- [Shipping Labels \(Advanced Warehouse, Direct to Showsite, Frozen, Refrigerated\)](#)
- [Material Handling Info and Pricing](#)
- [Marshaling Yard/POV Lot Addresses and Info](#)
- [Cartload Service Information/Ordering](#)

To be able to place an order with GES, you will need to set up an account with them. New Hope Natural Media/Natural Products Expo East does not have access to the password GES will generate for your account with them—you will need to contact GES directly.

They can be reached at:

[Online Chat](#)

1-800-475-2098 or 1-702-515-5970 (international)

Contacts

- [Exhibitor Service](#) – Exhibitor Customer Service email address or call +1 303.998.9208 for Exhibitor assistance.
- [Sales](#) – Contact your Account Executive to reserve Booth Space, Marketing, or Promotional Opportunities.
- General Customer Service: tradeshows@newhope.com Phone: +1 866.458.4935.
- Accounting Hotline +1 303.998.9015 or email billing@events.penton.com -- Contract and account balance inquires.

Once again those of us here at New Hope Natural Media and the [Natural Products Expo East](#) would like to thank you for exhibiting at our show. Please do not hesitate to contact us directly if you have any questions or concerns.

Thank you and we look forward to seeing you at the show!