

# Important Dates, Deadlines and Early Bird Pricing

**Applications for Exhibit Space and Applicable Deposit:** A non-refundable deposit of \$1,000 CAD per 10' x 10' booth is required at time of booking. **Space will not be assigned until the deposit is received.**

|   |  |  |                  |                   |  |  |
|---|--|--|------------------|-------------------|--|--|
| <p><b>PLEASE NOTE: Booth selections are not done in real time. Please refer to page 5 for details about the ODA booth allocation process.</b></p> <p><b>Registration for 1<sup>st</sup> Round Booth Applications</b><br/>Opens for exhibitors with 50 or more ASM Exhibitor Loyalty Points.<br/><b>APPLICATION DEADLINE: September 17, 2019</b></p>           | <p><b>September 10, 2019</b><br/>12:00 noon (EST)</p>                                  | <p><b>GES Advance Warehouse</b> Begins: March 31, 2020</p>   |                  |                   |  |  |
| <p><b>Registration for 2<sup>nd</sup> Round Booth Applications</b><br/>Opens for exhibitors with 25 to 49 Exhibitor Loyalty Points.<br/><b>APPLICATION DEADLINE: October 8, 2019</b></p>  | <p><b>October 1, 2019</b><br/>12:00 noon (EST)</p>                                     | <p><b>Fire Safety Reply</b><br/>Email completed form and necessary floor plans to:<br/>Metro Toronto Convention Centre, Operations Department<br/><a href="mailto:fsr@mtccc.com">fsr@mtccc.com</a><br/>April 4, 2020</p>   |                  |                   |  |  |
| <p><b>Registration for 3<sup>rd</sup> Round Booth Applications</b><br/>Opens for exhibitors with 10 to 24 ASM Exhibitor Loyalty Points.<br/><b>APPLICATION DEADLINE: October 31, 2019</b></p>   | <p><b>October 24, 2019</b><br/>12:00 noon (EST)</p>                                    | <p><b>Certificates of Insurance</b><br/><b>NEW!</b> Certificates of Insurance and Exhibitor Appointed Contractor (EAC) forms must be submitted online at <a href="http://www.exhibitorinsurance.com">www.exhibitorinsurance.com</a><br/>April 4, 2020<br/>You may be able to obtain a Certificate of Insurance through your own insurance company, or you may order one online at <a href="http://www.exhibitorinsurance.com">www.exhibitorinsurance.com</a></p> |                  |                   |  |  |
| <p><b>Registration for 4<sup>th</sup> Round Booth Applications</b><br/>Opens for exhibitors with less than 10 ASM Exhibitor Loyalty Points.<br/><b>APPLICATION DEADLINE: November 21, 2019</b></p>  | <p><b>November 14, 2019</b><br/>12:00 noon (EST)</p>                                   | <p><b>Exhibitor Appointed Contractor (EAC) Forms</b><br/>An EAC is a contractor appointed to install/dismantle or perform some other service at the show on behalf of the exhibitor.<br/>April 4, 2020<br/>Submit completed forms to GES Canada<br/>Email: <a href="mailto:torontoexhibitorservices@ges.com">torontoexhibitorservices@ges.com</a><br/>Fax: 416-922-9571</p>  |                  |                   |  |  |
| <p><b>Applications received after November 21, 2019 will be processed on a first come first served basis.</b></p>   |  | <p><b>Lead Retrieval Services   Early Bird Deadline</b><br/><b>Convention Data Services (CDS)</b><br/>(for capturing sales leads)<br/>April 20, 2020</p>   |                  |                   |  |  |
| <p><b>Preliminary Guide Advertising</b></p> <table border="1"> <tr> <td>Space Closing</td> <td>November 6, 2019</td> </tr> <tr> <td>Material Closing</td> <td>November 13, 2019</td> </tr> </table>   | Space Closing  | November 6, 2019   | Material Closing | November 13, 2019 |  | <p><b>GES, Global Experience Specialists   Early Bird Deadline</b><br/>carpet, furniture, plants, signage and other related design elements for your booth.<br/>April 20, 2020</p>                                 |
| Space Closing   | November 6, 2019   |  |                  |                   |  |  |
| Material Closing  | November 13, 2019  |  |                  |                   |  |  |
| <p><b>Hotel Reservations</b><br/><b>NEW!</b> All room bookings will be subject to a one night non-refundable deposit per room. This deposit will be charged at the time of booking. Should the reservation be canceled the one night deposit will be forfeited. Exhibitors will be notified by email when room blocks are open.<br/>December 2019</p>         |  | <p><b>Metro Toronto Convention Centre (MTCC)   Early Bird Deadline</b><br/>Internet and Parking Passes<br/>Online Ordering: <a href="http://www.mtccc.com/order">www.mtccc.com/order</a><br/>April 20, 2020</p>  |                  |                   |  |  |
| <p><b>FINAL BOOTH PAYMENTS DUE</b> <b>JANUARY 15, 2020</b></p>  |  | <p><b>SHOWTECH Power &amp; Lighting   Early Bird Deadline</b><br/>Electrical and Sign Hanging Services<br/>April 21, 2020</p>  |                  |                   |  |  |
| <p><b>Cancellation of Booth Space</b><br/>Refunds will be issued prior to this date (excluding the non-refundable deposit of \$1,000.00 per 10' x 10' booth)</p> <p><b>No refunds will be given for booth cancellations after this date.</b><br/>All cancellations or changes to booth space must be made in writing.</p>                                     | <p><b>Prior to</b><br/>February 12, 2020</p> <p><b>After</b><br/>February 12, 2020</p> | <p><b>Freeman Audio Visual   Early Bird Deadline</b><br/>AV Requirements<br/>April 22, 2020</p>  |                  |                   |  |  |
| <p><b>Submissions Due for Complimentary Exhibitor Listing in the Final Program</b><br/>February 12, 2020</p>  |  | <p><b>GES Advance Warehouse</b> Deadline: April 28, 2020</p>   |                  |                   |  |  |
| <p><b>Hanging Signs, Banners and Trusses</b><br/>Submission deadline for approval.<br/>February 12, 2020</p>  |  | <p><b>Direct Shipment to the MTCC</b><br/>Shipments will be refused prior to these dates/times. (please see page 14 for details)<br/>May 5, 2020<br/>12:00 noon – 9 pm<br/>May 6, 2020<br/>8 am – 9 pm</p>   |                  |                   |  |  |
| <p><b>Booth Configuration Approvals</b><br/>A rendering with detailed dimensions of the proposed exhibit must be submitted for approval by the ASM Education Advisory Committee. Submission deadline for Island, Peninsula, and Full Aisle booth configurations and those booth configurations of 400 sq. ft. (four booths or more)<br/>February 12, 2020</p> |  | <p><b>Exhibitor Badge Registration</b><br/><b>NEW!</b> Exhibitors and EAC's will require badges to access the show floor during move-in move-out (please see page 11 for details)</p>  |                  |                   |  |  |
| <p><b>Advertising in the Final Program</b></p> <table border="1"> <tr> <td>Space Closing</td> <td>March 12, 2020</td> </tr> <tr> <td>Material Closing</td> <td>March 19, 2020</td> </tr> </table>   | Space Closing  | March 12, 2020   | Material Closing | March 19, 2020    |  | <p><b>Exhibitor Move-In Times</b><br/>Tuesday, May 5 from 12:00 noon – 9:00 pm<br/>Wednesday, May 6 from 8:00 am – 9:00 pm<br/><b>Please refer to the 'Move-In Schedule' for your designated move-in time.</b></p> |
| Space Closing   | March 12, 2020   |  |                  |                   |  |  |
| Material Closing  | March 19, 2020   |  |                  |                   |  |  |