

- ✓ Here are some key forms and deadlines that need your immediate review.
- ✓ There is other important information contained within this service kit, so please take the time to review the entire service kit before the show in order to save YOU money.

Booth #: _____

Booth Size: _____

GENERAL

Due Date	✓ Completed	Date Sent	Order Form	Tab/Location
Immediately			Return Kit Reply & Emergency Contact Form	GENERAL INFO
Dec 14, 2007			Update Website Listing for Print & Online Directory	TRAINING WEBSITE
Jan 15, 2008			Exhibitor Booth Personnel Registration deadline	GENERAL INFO
Jan 7, 2008			Return Notification of Intent to use an EAC deadline	LABOR
Jan 7, 2008			EAC's Certificate of Insurance deadline	LABOR
Jan 11, 2008			Hotel Reservation deadline	GENERAL INFO

MARKETING / PROMOTIONAL

Due Date	✓ Completed	Date Sent	Order Form	Tab/Location
Dec. 14, 2008			Advertising deadline for Show Directory/Buyer's Guide	PROMOTIONAL OPPORTUNITIES
Dec 28, 2007			Lead Retrieval Order Early Bird Discount deadline	VENDOR FORMS
Jan 7, 2008			Expo Pass Request	PROMOTIONAL OPPORTUNITIES
Jan 7, 2008			Prize Drawing Form deadline	PROMOTIONAL OPPORTUNITIES
Jan 15, 2008			Pre-Show Attendee List Order Form deadline	PROMOTIONAL OPPORTUNITIES
Jan 25, 2008			Lead Retrieval Oder Late Advance Discount deadline	VENDOR FORMS

BOOTH / OPERATIONS

Due Date	✓ Completed	Date Sent	Order Form	Tab/Location
Jan 7, 2008			Booth Approval Request Form deadline <ul style="list-style-type: none"> ▪ In order to maintain the integrity and look of the show, it is necessary to follow the booth guidelines. Floor managers will be on-site to make sure the booth guidelines are followed. ▪ If your booth is over 400 net square feet, you MUST submit a Booth Approval form. Booths not following guidelines may be subject to an on-site fine. 	RULES & REGULATIONS
Jan 21, 2008			Carpet, Furnishings & Signs Discount deadline	FURNISHINGS
Jan 10, 2008			Electrical Order Discount Deadline	LABOR
Jan 10, 2008			Telephone Order Discount Deadline	VENDOR FORMS
Jan 25, 2008			A/V & Computer Discount deadline	VENDOR FORMS
TBD			Plant & Floral Discount deadline	VENDOR FORMS

SHIPPING - Plan ahead! A few changes to your shipping method may save you money on your drayage!

Due Date	✓ Completed	Date Sent	Order Form	Tab/Location
Dec 21, 2007			Advance Shipments to Warehouse Begin	SHIPPING
Jan 25, 2008			Last day for Advance Shipments	SHIPPING
Feb 1, 2008			First day for Showsite Shipments	SHIPPING