

OCT

19-21

Anaheim Convention Center
Anaheim, California, USA

Add the Exhibitor Checklist reminders
and due dates to your calendar.



Subscribe

	✓ ITEM	COMPLETE BY
JUNE	Subscribe to the Exhibitor Central Blog to receive important updates/deadlines.	Right Away
	Review the Exhibitor Setup Information and be aware of the set up policy's and procedures.	Right Away
	Make hotel reservations and register badges using the credits that come with your booth.	Right Away
JULY	Review Booth Display Guidelines and be aware of the rules and regulations for your booth space.	Right Away
	Confirm What's Included with Your Booth so you can plan your set up.	Right Away
	Submit your Directory Listing (company description, products/services, logo, meeting availability, in-booth activities, collateral) for online/mobile directory. This is how attendees find out more about you.	Right Away
AUGUST	Take advantage of the free promotional opportunities that come with your booth (email signature, attendee list access, media outreach, showcases, etc.).	Right Away
	Review perishable product and booth material shipping information to understand the difference.	Right Away
	Review product sampling and catering information before the discount deadline.	Right Away
	Begin placing booth orders with the IFPA approved vendors .	Right Away
	Advance shipments (non-perishable items) will be accepted at GES warehouse from September 12 – October 11.	September 12
	Join the Exhibitor Webinar: Planning Made Easy , for tips and information at 2:00 p.m. Eastern Standard Time.	September 13
	Last day to assign names and cancel hotel reservations with Expovision for group blocks of 10 or more rooms.	September 15
	Last day to cancel badges and receive a refund.	September 15
	Registration Deadline. Last day to request booth personnel badges be mailed (continental US only). Only Booth Personnel badges will be mailed this year, all others will be picked up onsite. Badges will be mailed via FedEx on Sept 26	September 15
	Begin promoting your company to attendees (you must be a booth contact or registered attendee to view the list)	September 22
SEPTEMBER	Last day to submit a booth sharing form if you plan to share your space with an affiliated company	September 25
	Last day to place orders at a discount rate with GES (furniture, carpet, utilities, etc.) and Aramark catering.	September 25
	Determine if you need to arrive earlier/later than your scheduled target move-in date . Submit the Target Variance Request Form to make any changes and avoid off-target surcharges.	September 25
	Last day to register exhibitor appointed contractors not on the approved vendor list .	September 25
	Last day to assign names or cancel hotel reservations with Expovision that are fewer than 10 rooms.	September 29
	Booth material and perishable product shipments will be accepted at convention center from Oct. 15 -20.	October 15
	All booths may begin setup on Sunday, October 15, but the show floor opens Friday, October 20. View setup hours and the full expo schedule . Please note the clean floor policy to avoid labor fees.	October 20
OCTOBER	Follow up on your leads! Download the attendee list and filter by your target audience. Login to your exhibitor portal to see who viewed your online/mobile listing.	October 22

Contact your expo team with any question you may have
email: npickersgil@freshproduce.com or phone: +1(302) 781-5857