



EXHIBITOR CHECKLIST

Please note these dues dates to take advantage of advance order discounts and to receive full promotional value. Information and forms are included in the exhibitor service manual.

		(Discount) Deadline	Date Ordered
SHOW PROMOTION	Submit Show-Only Special Form	Dec. 1	
	Order Your Complimentary Mailing List	Nov. 1- Jan. 19	
	Submit Request for Function Space Form (based on availability)	Nov. 1	
	Submit Additional Listing Form	Dec. 1	
	Advertising - <i>Rental Management</i> Pre-Show Issue (January)	Nov. 15	
	Advertising - <i>The Hot List</i> New Products at the Show	Nov. 15	
	Advertising - New Product Showcase series in <i>Rental Pulse</i> (Jan. 7 - Feb. 11)	Dec. 8	
	Advertising - The ARA Show Daily e-blast (Feb. 18 - 21)	Jan. 5	
	Advertising - Video sponsorship of The ARA Show Daily e-blast (Feb. 18 - 21)	Jan. 5	
	Advertising - The ARA Show Spotlight - Booth Check-in video (Feb. 18 - 21)	Jan. 5	
	Advertising - Video sponsorship of The ARA Show wrap-up package in <i>Rental Pulse</i>	Jan. 5	
	Advertising - <i>Rental Management</i> At-Show Issue (February)	Dec. 19	
	Advertising - The ARA Show Directory	Dec. 19	
	OTHER SERVICES & FORMS	Advanced Exhibitor Badge Registration Deadline	Feb. 15
Housing Reservations - onPeak		Based on Availability	
Lead Retrieval Reader Systems EARLY Lead Retrieval Reader Systems ADVANCE		Dec. 8 Jan. 19	
Booth Security - Alamo Services & Event Staffing - Incentive		Jan. 15	
Exhibitor-Appointed Contractor Authorization and Insurance Forms		Jan. 12	
FREEMAN SERVICES	Booth Furnishings (furniture, carpet, exhibit displays, signage)	Jan. 18	
	Labor Order for Installation/Dismantle	Jan. 18	
	Booth Cleaning	Feb. 14	
	Audio/Video Equipment Orders	Jan. 18	
	Target Move-In Change Request	Jan. 19	
	Advanced Shipment to the Freeman Warehouse Must be received during these dates.	Jan. 16 - Feb. 7	
	On-Site Shipments Accepted at the Ernest N. Morial Convention Center (Not before) Please check target schedule floor plan.	Feb. 15	
CENTER	Internet Services	Jan. 24	
	Telecommunications	Jan. 24	

SODEXO	Food and Beverage	N/A	
ERNEST N. MORIAL CONVENTION CENTER	Rigging and Hanging Sign Labor	Jan. 18	
	Electrical	Jan. 24	
	Air, Water, Gas, Steam	Jan 24	
	Tent Permit (if required)	See Multi-Level & Covered Booth Conditions Information provided in the Exhibitor Service Kit	