



EXHIBITOR CHECKLIST

Please note these due dates to take advantage of advance order discounts and to receive full promotional value. Click on each list item to access information and forms from the exhibitor service kit.

NOVEMBER 2025 DEADLINES

	(Discount) Deadline	Date Ordered
Review Exhibitor ROI page for exclusive resources to boost show visibility	N/A	
Review Martiz email marketing options	N/A	
Housing Reservations - onPeak	Based on Availability	
Become a show sponsor	Based on Availability	
Enhance company listing in Vendor Locator (See Exhibitor ROI page for details)	N/A	
Submit Additional Listing Form	Nov. 14	
Submit Show-Only Special Form	Nov. 21	

DECEMBER 2025 DEADLINES

	(Discount) Deadline	Date Ordered
Advertising - Rental Management At-Show Issue (Jan./Feb.)	Dec. 10	
Advertising - The ARA Show Directory	Dec. 10	
Lead Retrieval	Dec. 21 - Early Feb. 1 - Advance	

JANUARY 2026 DEADLINES

	(Discount) Deadline	Date Ordered
Advertising - Video sponsorship of The ARA Show wrap-up package in Rental Pulse	Jan. 2	
Exhibitor-Appointed Contractor Rules and Authorization/Insurance Forms	Jan. 23	
Booth Security - Special Operations Associates, Inc. - Deadline for advance order rate	Jan. 23	
Food and Beverage	Jan. 25	
Floral	Jan. 25	
Advanced Shipment to the Freeman Warehouse Must be received during these dates.	Jan. 28 - Feb. 19	
Audio/Video Equipment Orders	Jan. 29	
Booth Furnishings (furniture, carpet, exhibit displays, signage)	Jan. 29	
Labor Order for Installation/Dismantle	Jan 29	
Target Move-In Change Request	Jan. 30	

FEBRUARY 2026 DEADLINES

	(Discount) Deadline	Date Ordered
Advertising - The ARA Show Daily eblast (March 1-4)	Feb. 2	
Advertising - Video sponsorship of The ARA Show Daily video package (March 2-4)	Feb. 2	
Advertising - The ARA Show Spotlight - Booth Check-in video (March 1-4)	Feb. 2	
Electrical	Feb. 4	
Rigging and Hanging Sign Labor	Feb. 4	
Air, Water, Gas, Steam	Feb. 4	
Internet Services, Cable and Phone	Feb. 4	
Photography - Oscar & Associates - Discount deadline	Feb. 9	
Booth Cleaning	Feb. 25	
Advanced Exhibitor Badge Registration Deadline	Feb. 26	
On-Site Shipments Accepted at the Orange County Convention Center (not before) Please check target schedule floor plan	Feb. 26	