



## SECTION 2: IMPORTANT DEADLINES

<b>February 19, 2024</b>	<b>Show Decorator Kit Online</b>
<b>April 1, 2025</b>	<b>Booth 20'x20' or Larger, Floor Plans, Line-of-Sight Variances, and towers Submitted.</b>
<b>April 8, 2024</b>	<b>On-site Show Program Ad Material Deadline</b>
<b>Until May 22, 2025</b>	<b>Advance Show Decorator Warehouse Opens for Delivery</b>
<b>April 29, 2025</b>	<b>Move-In Schedule &amp; Booth Assignments Notification Email</b>
<b>April 30, 2025</b>	<b>Convention Center Exhibitor Approval Deadline (Food Sampling)</b>
<b>April 30, 2025</b>	<b>Full Payment Due</b>
<b>May 12, 2025</b>	<b>Internet Service Discount Rate Deadline</b>
<b>May 14, 2025</b>	<b>Convention Center Exhibitor Discount Rate Deadline</b>
<b>May 14, 2025</b>	<b>Exhibitor Appointed Contract Form Due</b>
<b>May 14, 2025</b>	<b>Show Decorator Advance Price Deadline</b>
<b>May 22, 2025</b>	<b>Advance Shipment Deadline to have your materials at the Show Decorator's Warehouse</b>
<b>May 28, 2025</b>	<b>Early Retailer Move-In Begins (By Appointment Only) Direct Shipment Allowed to Facility - Handled by Show Decorator</b>
<b>May 29, 2025</b>	<b>Retailer Exhibit Installation Begins 8:00 am - 7:00 pm</b>
<b>May 30, 2025</b>	<b>Artist Alley Installation Begins at 8:00 am; Retailer Installation Continues</b>
<b>May 30, 2025</b>	<b>Exhibit Installation Complete by 12:30 pm</b>
<b>May 30, 2025</b>	<b>Doors Open: 2:00 pm VIP/Ultimate/Three-Day Pass 4:00 pm Open to All Ticket Holders</b>
<b>June 1, 2025</b>	<b>Show Closes: 5:00 PM</b>
<b>June 1, 2025</b>	<b>2025 Rebook Applications and Payments Due for Discounted Rate by 6:00 PM</b>
<b>June 1, 2025</b>	<b>Exhibits and All Materials Removed by 10:00 PM</b>