

- ✓ 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
Sept 7, 2007			EAC's Certificate of Insurance deadline	FREEMAN LABOR
Sept 7, 2007			Return Notification of Intent to use an EAC deadline	FREEMAN LABOR
Sept 18, 2007			Exhibitor Booth Personnel Registration deadline	GENERAL INFO
Sept 24, 2007			Hotel Reservation deadline	GENERAL INFO

## MARKETING / PROMOTIONAL

Due Date	Completed	Date Sent	Order Form	Tab/Location
Ongoing			Exhibitor web site listing (note August 17th download)	TRAINING WEBSITE
Aug 17, 2007			Update Website Listing for Online Directory	TRAINING WEBSITE
Aug 23, 2007			Special Extended Advertising deadline for show issue <i>Training</i> magazine	PROMOTIONAL OPPORTUNITIES
Sept. 7, 2007			Lead Retrieval Order Discount deadline	VENDOR FORMS
Sept 7, 2007			Pre-Show Attendee List Order Form deadline	PROMOTIONAL OPPORTUNITIES
Sept 14, 2007			Expo Pass Request	PROMOTIONAL OPPORTUNITIES
Sept 28, 2007			Prize Drawing Form deadline	PROMOTIONAL OPPORTUNITIES

## BOOTH / OPERATIONS

Due Date	Completed	Date Sent	Order Form	Tab/Location
Sept 14, 2007			Booth Approval Request Form deadline <ul style="list-style-type: none"> <li>▪ 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.</li> <li>▪ 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.</li> </ul>	RULES & REGULATIONS
Sept 28, 2007			Carpet, Furnishings & Signs Discount deadline	FREEMAN FURNISHINGS
Sept 28, 2007			Electrical Order Discount Deadline	VENDOR FORMS
Oct 1, 2007			Telephone Order Discount Deadline	VENDOR FORMS
Oct 10, 2007			A/V & Computer Discount deadline	VENDOR FORMS
Oct 10, 2007			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
Sept 12, 2007			Advance Shipments to Warehouse Begin	FREEMAN SHIPPING
Oct 5, 2007			Last day for Advance Shipments	FREEMAN SHIPPING