

Exhibitor Action Calendar

Use this calendar to determine deadlines and to track completion of necessary forms for exhibiting at the Show.

NOVEMBER 2011

- Nov. 10th Reaching Buyers & Media using Housewares Connect 365 Webinar: 1:00 p.m.
- Nov. 15th Review Freight Target Floor Plan for move-in date and time
- Nov. 23rd Review Assigned Exhibitor Website for cost savings at www.housewares.org/show/exhibit/

DECEMBER 2011

- Dec. 1st New Exhibitors: How to use the Marketing Kit services to make the most of your Show Experience Webinar: 10:00 a.m.
- Dec. 8th Attracting Buyers using the Marketing Kit Webinar: 1:00 p.m.
- Dec. 9th Complete your Pocket Show Directory / Housewares Connect 365 listing online
- Dec. 14th Attracting Media using the Marketing Kit Webinar: 1:00 p.m.
- Dec. 31st **NEW** Last day to book Early Bird hotel rates

JANUARY 2012							
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
JAN. 1 <i>New Year's Day</i>	JAN. 2	JAN. 3	JAN. 4 Take Advantage of Marketing Opportunities (section 6)	JAN. 5 Attracting Buyers & Media Before, During, and After the Show - Webinar: 1:00 p.m.	JAN. 6 McCormick Place Meeting Room Reservation Form (section 2)	JAN. 7	
JAN. 8	JAN. 9 Exhibitor Badge Mailing Begins. Order Your FREE Badges Now! <ul style="list-style-type: none"> Send blueprints with multi-levels or ceilings to McCormick Place for Fire Marshal review. Send booth diagrams for new or rebuilt exhibits to IHA for approval. 	JAN. 10	JAN. 11 60 Days until the Show!	JAN. 12	JAN. 13	JAN. 14	
JAN. 15 <i>Martin Luther King, Jr. Day</i>	JAN. 16	JAN. 17	Remember to order free Lead Retrieval Unit (section 6)			JAN. 20 Specialty Retailer Program Advance Rate Deadline (section 6)	JAN. 21
JAN. 22	JAN. 23 Finalize Housing Arrangements	JAN. 24 Housing Cancellations Groups of 20+	JAN. 25	JAN. 26	JAN. 27 NEW Shuttle Bus advertisement deadline (section 6)	JAN. 28	
JAN. 29 Final mailing date for Non-U.S. Exhibitor Badges www.housewares.org/show/info/register.aspx	JAN. 30 • Show Sponsorships (section 6)	JAN. 31 Final Date for Pocket Show Directory Inclusion					

FEBRUARY 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			FEB. 1 AmericanAirlines® Reserve Your Discounted Airfare New Product Information for News Media (section 6)	FEB. 2 International Shipping & U.S. Customs Clearance - Ocean Freight (section 4)	FEB. 3 • Exhibitor-Appointed Contractor Deadline (section 5) • Reserve Parking at McCormick Place www.truTicket.com/mccormick <i>Chinese New Year</i>	FEB. 4
FEB. 5	FEB. 6 Invite Your Customers to the Show	FEB. 7 Attracting Buyers & Media Before, During, and After the Show - Webinar: 1:00 p.m.	FEB. 8	FEB. 9 30 Days until the Show! • International Shipping & U.S. Customs Clearance - Air Freight (section 4) • Water Cooler Advance Rate Deadline (sect. 5)	FEB. 10 • Make Your Product Donation Arrangements • Approval for Wireless Access Points (section 2)	FEB. 11
FEB. 12	FEB. 13 Show Update Mailed - See What's New	FEB. 14 Freeman Services (Electrical, Plumbing, Display Labor, Rigging Labor, Carpet, Cleaning, Display/ Exhibit, Furnishings and Signs/Graphics) (section 3) - New Product Showcase Entry (section 6) <i>Valentine's Day</i>	FEB. 15 AVIS® Reserve your discounted car rental service	FEB. 16 Attracting Buyers & Media Before, During, and After the Show - Webinar: 9:00 a.m.	FEB. 17 New For The Home Signs (section 6)	FEB. 18
FEB. 19 Final mailing date for U.S. Exhibitor Badges www.housewares.org/show/info/register.aspx	FEB. 20 Review Transportation Website for FREE Services www.housewares.org/show/trans	FEB. 21 Advance Warehouse Shipments (section 4) <i>President's Day</i>	FEB. 22	FEB. 23 Update Housewares Connect 365 Listing www.housewares.org/show/exhibit/dir/	FEB. 24 • Floral Service/ Event Production (section 5) • Housing Cancellations Groups of under 20 • McCormick Place (Telephone, Internet & Cable Access) Advance Rate Deadline (sect. 2)	FEB. 25 • CNN Headline News (section 6) • Exhibitor Preview Literature Kiosk (section 6) • Hand Sanitizer Sponsorship (section 6) • NEW Charging Station Sponsorships (section 6)
FEB. 26	FEB. 27	FEB. 28	FEB. 29 NEW Computer Rental Deadline (section 5)			

MARCH 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				MAR. 1 First Day of Move-In for Lakeside Center Exhibitors	MAR. 2 • Audio Visual Rental Advance Rate Deadline (section 5) • First Day of Move-In for South and North Building Exhibitors	MAR. 3
MAR. 4 • Last Day to Order - FREE Lead Retrieval Unit (section 6)	MAR. 5	MAR. 6 • Special Event/Product Demonstrations (section 6) • Booth Guard Service Advance Rate Deadline (section 7) • NEW Video Wall Sponsorship (section 6)	MAR. 7	MAR. 8 Media Kits to News Center (section 6)	MAR. 9 NEW All Booths Set by 5:00 p.m.	MAR. 10 international home + housewares show 2012 Saturday 12:30 p.m. - 5:30 p.m. Soft Close until 6:30 p.m.
MAR. 11 international home + housewares show 2012 Sunday 8:30 a.m. - 5:30 p.m. Soft Close Until 6:30 p.m.	MAR. 12 international home + housewares show 2012 Monday 8:30 a.m. - 5:30 p.m.	MAR. 13 international home + housewares show 2012 Tuesday 8:30 a.m. - 5:00 p.m. Finalize Your Product Donation Arrangements In the Exhibitor Service Center	MAR. 14	MAR. 15	MAR. 16 Last Day of Move-Out for South and North Building Exhibitors (Noon)	MAR. 17 Last Day of Move-Out for Lakeside Center Exhibitors (Noon) <i>St. Patrick's Day</i>

No Deadline

- 2011 Buyer Registration List (section 6)
- Exhibit Floor Meeting Room Reservation (section 2)
- FedEx Kinko's (section 5)
- Hostesses/Hosts (section 5)
- Photography (section 5)
- Security Containers (section 7)
- Cell Phone Rental (section 5)
- Food Service (section 5)

Important Information: Sent Under Separate Cover

- Booth Space Acknowledgment Letter
- Exhibitor Badge Registration. Booth space must be paid in full.
- Listings for Pocket Show Directory/Housewares Connect 365
- Freight Target Floor Plan
- Marketing Kit

Notes
