

# Exhibitor Action Checklist

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

## NOVEMBER 2011

- 15th Review Freight Target Floor Plan for move-in date and time for freight only (section 4)
- 15th Review floor plans online at Housewares Connect 365
- 23rd Review Assigned Exhibitor Website for cost savings [www.housewares.org/show/exhibit/](http://www.housewares.org/show/exhibit/)

## DECEMBER 2011

- 31st **NEW** Last day to book Early-Bird hotel rates (section 5)

## JANUARY 2012

- 6th McCormick Place Meeting Room Reservation Form (section 2)
- 9th Send blueprints with multi-levels or ceilings to McCormick Place for Fire Marshal review.
- 9th Send booth diagrams for **new** or **rebuilt** exhibits to IHA
- 20th Specialty Retailer Program (section 6)
- 24th Housing cancellations for 20 or more group reservations
- 27th **NEW** Shuttle Bus advertisement deadline (section 6)
- 29th Final mailing date for Non-U.S. Exhibitor Badges [www.housewares.org/show/info/register.aspx](http://www.housewares.org/show/info/register.aspx)
- 30th Show Sponsorships-Buyers Club, Buyer Lunches, International Business Center (section 6)
- 31st Final Date for Pocket Show Directory Inclusion [www.housewares.org/show/exhibit/dir](http://www.housewares.org/show/exhibit/dir)

## FEBRUARY 2012

- 1st Reserve discounted American Airline airfare (section 5)
- 1st New Product Information for News Media (section 6)
- 2nd International Shipping - U.S. Customs Clearance - Ocean Freight (section 4)
- 3rd Exhibitor-Appointed Contractor Information (section 5) - **ALL EXHIBITORS USING NON-RECOMMENDED VENDORS MUST COMPLETE THIS INFORMATION**
- 3rd Reserve parking at McCormick Place (online only)
- 9th International Shipping & U.S. Customs Clearance - **Air Freight** (section 4)
- 9th Water Cooler **Advance Rate Deadline** (section 5)
- 10th Approval for Wireless Access Points (section 2)
- 10th Make Your Product Donation Arrangements (section 7)
- 14th New Product Showcase Entry (section 6)
- 14th Display Labor **Advance Rate Deadline** (section 3)
- 14th Rigging Labor **Advance Rate Deadline** (section 3)
- 14th Carpet **Advance Rate Deadline** (section 3)
- 14th Cleaning **Advance Rate Deadline** (section 3)
- 14th Display/Exhibit **Advance Rate Deadline** (section 3)
- 14th Freeman Furnishings (Furniture/Tables/Accessories) **Advance Rate Deadline** (section 3)
- 14th Freeman Plumbing **Advance Rate Deadline** (section 3)
- 14th Signs/Graphics **Advance Rate Deadline** (section 3)
- 14th Freeman Electrical **Advance Rate Deadline** (section 3)
- 15th Reserve discounted Avis car rental (section 5)
- 17th New For The Home Signs (section 6)
- 19th Final mailing date for U.S. Exhibitor Badges [www.housewares.org/show/info/register.aspx](http://www.housewares.org/show/info/register.aspx)

## FEBRUARY 2012 continued

- 20th Review Transportation Website [www.housewares.org/show/trans](http://www.housewares.org/show/trans)
- 21st **Advance Warehouse Shipments** (section 4)
- 24th Housing cancellations for under 20 group reservations
- 24th Floral Services/Event Production (section 5)
- 24th Telephone, Internet Access and Cable Access **Advance Rate Deadline** (section 2)
- 25th CNN Headline News (section 6)
- 25th Hand Sanitizer Sponsorships (section 6)
- 25th Exhibitor Preview Literature Kiosk (section 6)
- 25th **NEW** Charging Station Sponsorships (section 6)
- 29th **NEW** Computer Rental (section 5)
- 29th New Product Showcase IHA Innovation Awards

## MARCH 2012

- 1st First day of move-in for Lakeside Exhibitors
- 2nd First day of move-in for South & North Exhibitors
- 2nd Audio Visual Rental **Advance Rate Deadline** (section 5)
- 4th Free Lead Retrieval Unit (section 6)
- 6th Booth Guard Service **Advance Rate Deadline** (section 7)
- 6th Special Event/Product Demonstrations (section 6)
- 6th **NEW** Video Wall Sponsorship (section 6)
- 8th Media Kits to News Center (section 6)
- 9th **NEW All booths set by 5:00 p.m.**
- 10th Show opens at 12:30 p.m.
- 16th Last day of move-out for South & North Exhibitors (noon)
- 17th Last day of move-out for Lakeside Exhibitors (noon)

## 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)
- NEW** 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 at [www.housewares.org/show/exhibit/dir](http://www.housewares.org/show/exhibit/dir)
- Freight Target Floor Plan at [www.housewares.org/show/exhibit/freight\\_target\\_floorplans.aspx](http://www.housewares.org/show/exhibit/freight_target_floorplans.aspx)
- Marketing Kit at [www.housewares.org/marketing](http://www.housewares.org/marketing)