

Step-by-step checklist

Useful links

Join a Webinar	Official show suppliers
FAQs	Sponsorship opportunities
Check out our user guides	Sign into your IMEX Account

Registration	When to start	Deadline	✓
Exhibitor registration live	Jun 25	Oct 4	
Register booth partners	Jun 25	Oct 4	
Register booth staff	Jun 25	Oct 4	
Submit onsite contact details	Now	Oct 4	
Badges sent via email	Sept 16	Oct 7	

Meetings	When to start	Deadline	✓
Submit group appointment preferences (coordinators for booths over 300sqft)	Jul 2	Jul 16	
Check group appointments (coordinators for booths over 300sqft)	Aug 12	Aug 21	
Create booth presentations and events	Aug 28	Sep 9	
Badge scanning live (via the app)	Oct 6	Oct 11	
Exhibitor meeting schedules live	Aug 28	Oct 17	
Buyer meeting schedules live	Sep 9	Oct 17	
Access and download leads report	Sep 9	Oct 31	
Meeting ratings live	Oct 8	Oct 31	

Sustainable exhibiting	When to start	Deadline	✓
Sign up for the People and Planet Pledge	Now	Sep 16	
Review our guide to sustainable exhibiting	Now	Oct 15	

Booth construction - space only	When to start	Deadline	✓
Register booth constructor	Jul 3	Aug 2	
Submit booth design	Jul 3	Aug 13	

Booth construction - hardwall booth	When to start	Deadline	✓
Early order discount GES	Now	Sep 18	
Early order graphic discount	Now	Sep 18	
Final order hardwall booth	Now	Sep 28	
Final upload graphics approval	Now	Sep 28	

Booth extras and costs	When to start	Deadline	✓
Show gear AV (early order discount)	Now	Sep 2	
GES booth furnishings (early order discount)	Now	Sep 13	
Mandalay Bay - electric, internet, F&B, rigging (early order discount)	Now	Sep 17	
GES booth furnishings (final order deadline)	Now	Sep 17	
Show gear AV (final order deadline)	Now	Sep 23	
Mandalay Bay - electric, internet, F&B, rigging (final order deadline)	Now	Oct 3	

Press and PR	When to start	Deadline	✓
Contact PR team to request press conference	Now	Aug 6	
Invite your contact list to the show	Now	Sep 9	
Submit press releases via Exhibitor Profile	Jul 17	Oct 15	
Plan social media activity	Now	Oct 18	

Promotion and visibility	When to start	Deadline	✓
Complete company and individual profiles	Jun 25	Sep 9	
Check partners have completed their profiles	Jun 25	Sep 9	
Online Exhibitor Directory live	Aug 21	Oct 31	
Attendee list live	Sep 9	Oct 31	
Favoriting live	Sep 9	Oct 31	
Messaging live	Sep 9	Oct 31	
Recommendations live	Sep 9	Oct 31	