

Step-by-step checklist

Registration	When to start	When to finish	✓
Exhibitor registration live	Jul 18		
Register booth partners	Jul 18		
Register booth staff	Jul 18		
Submit onsite contact details		Oct 13	
Badges sent via email	Oct 2		

Appointments	When to start	When to finish	✓
Submit group appointment preferences (coordinators for booths over 300sqft)	Jul 19	Aug 7	
Check group appointments (coordinators for booths over 300sqft)	Aug 21	Aug 25	
Exhibitor appointment schedules live	Sep 11	Oct 16	
Create booth presentations & events	Sep 11	Oct 16	
Buyer appointment schedules live	Sep 18	Oct 16	
Access & download leads report	Sep 18	Nov 20	
Badge scanning live (via the app)	Oct 16		
Meeting rating live	Oct 17		

Sustainable exhibiting	When to start	When to finish	✓
Review our guide to sustainable exhibiting	Jul 10		
Sign up for the People & Planet Pledge		Sep 25	

Booth construction - space only	When to start	When to finish	✓
Register booth constructor		Aug 11	
Submit booth design		Aug 29	
Early order discount GES		Sep 18	
Final deadline GES		Sep 28	

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

Booth construction - AV	When to start	When to finish	✓
Early order discount Show Gear (AV)		Sep 18	
Final order deadline Show Gear (AV)		Oct 9	

Booth construction - electrical/internet/rigging/F&B	When to start	When to finish	✓
Early order discount Mandalay Bay		Sep 26	

Press & PR	When to start	When to finish	✓
Book press conference timeslot	Jul 18	Aug 14	
Add press conference online	Sep 11	Oct 16	
Prepare press kits		Oct 13	

Promotion & visibility	When to start	When to finish	✓
Submit press releases for the late edition of the Show Preview (hosted on the IMEX news microsite)	Jul 18	Sep 15	
Complete company & individual profiles	Jul 31	Sep 18	
Check partners have completed company & individual profiles	Jul 31	Sep 18	
Online Exhibitor Directory live	Aug 31		
Submit press releases for the Show Daily (hosted on the IMEX news microsite)	Jul 18	Sep 22	
Invite own contact list to the show	Jul 18	Oct 16	
Plan social media activity	Jul 18	Oct 16	
Favoriting live	Aug 31		
Messaging live	Sep 18		
Attendee list live	Sep 18		

Sponsorship	When to start	When to finish	✓
Sponsorship opportunities *		Sep 12	
Book advertising in the Show Preview (hosted on the IMEX news microsite)		Aug 22	
Book advertising in the Show Daily (hosted on the IMEX news microsite)		Sep 19	

* subject to availability