

NACS Show 2009 Important Dates and Deadlines

<u>DATE</u>	<u>IMPORTANT DATE/DEADLINE</u>
APRIL	NACS Housing Opens - Make Housing and Travel Arrangements at www.nacsshow.com
MAY	Exhibitor Badge Registration Opens
MAY	Begin Submitting Directory Listing Online (NACS Connect)
06/05/09	Final Booth Balance Due
JUNE	NACS Show Marketing Opportunities Available - Sign up for Cool New Products, NACS TV, etc.
JUNE	Exhibitor Service Kit Available Online (create your own login)
06/15/09	NACS Discount Registration - Exhibitor Education at TS2 Conference & Expo
06/17/09	Register for High Impact Exhibitor Marketing Webinar
06/24/09	<i>FREE Live Webinar</i> - High Impact Exhibitor Marketing (2:00pm EDT)
JULY	Download Pre-Show Planning, Lead Management, or Exhibit Performance e-Course (<i>One Education Coupon Credit Each</i>)
07/06/09	Register for Cost-Cutting Tricks Webinar
	Sign up online for NACS Round-Up Volunteering
07/14/09	<i>FREE Live Webinar</i> - Cost-Cutting Tricks and Logistics Tips (2:00pm EDT) - (<i>One Education Coupon Credit</i>)
07/24/09	Cut-off date to receive 75% refund on booth cancellations and reductions of space
07/31/09	Review & Make Final Edits to Directory Listing Online (All changes are final for print)
08/14/09	Deadline to Reserve Cool New Products - NACS Magazine Show Edition
08/14/09	Deadline to Reserve Cool New Products Video Kiosk
08/14/09	Deadline to Reserve Cool New Products Preview Room
	Submit Discount Vendor Coupon Book Application (for Exhibitor Education Program participants)
08/20/09	Hanging Sign Approval (renderings and specifications to NACS - island booths only)
08/31/09	NACS Housing Reservations Deadline - NACS negotiated rates not available after 8/31
09/18/09	Materials Deadline - Cool New Products Video Kiosk (all video files submitted to NACS)
09/18/09	Exhibitor Badge Registration Deadline (Badges Mailed in Advance)
09/18/09	Multi-story Exhibits - Obtain State of Nevada certified structural plans for approval
09/18/09	Order Lead Management/Sales Reader (Discount Deadline)
09/18/09	Vehicle Notification Form Due (required for displaying any vehicle)
09/18/09	Animal Notification Form Due (required for displaying live animals)
09/18/09	Exhibitor Appointed Contractor Form Due
09/18/09	Booth Security Order (SOA Security)
09/18/09	Freeman Fabric Solutions Order
09/18/09	Food & Beverage Order (ARAMARK)
09/18/09	Authorization Form for Sample Food/Beverage Distribution (ARAMARK)
09/20/09	Cut-off date to receive 25% refund on booth cancellations and reductions of space
09/24/09	Telephone/Internet Services Order (Smart City)
09/24/09	Cable Service Order (Smart City)
09/28/09	Deadline - Directory Addendum company listing information due (New exhibitors since 8/31)
09/28/09	Deadline - Submit On-Site Specials (via NACS Connect) to be included in Show Deal Book
09/28/09	Materials Deadline - NACS TV and Ticker (all video files and ticket text content submitted to NACS)
09/30/09	Deadline - Cool New Products Preview Room Product Details for Retailer Scans
10/02/09	Freeman Services (includes Furniture, Carpet, A/V, Electrical, Cleaning, & Plumbing)
10/07/09	International Shipping Discount (via ocean)
10/09/09	Exhibitor Badge Registration Deadline (Badges Available at Will Call)
10/13/09	Advanced Warehouse Shipments to Freeman (includes Cool New Products and Hotel Room Drops)
Assigned Date	Direct Shipments to the Las Vegas Convention Center (Target Dates assigned by booth number)