

<b>NACS Show 2011 Important Dates and Deadlines</b>	
<b>DATE</b>	<b>IMPORTANT DATE/DEADLINE</b>
APRIL	<a href="#">NACS Housing Opens - Make Housing and Travel Arrangements</a>
MAY	<a href="#">Exhibitor Badge Registration Opens</a>
JUNE	<a href="#">NACS Show Marketing Opportunities Available - Sign up for Cool New Products, NACS TV, etc.</a>
06/03/11	Final Booth Balance Due
JULY	<a href="#">Exhibitor Service Kit Available Online (create your own login)</a>
07/01/11	<a href="#">Begin Submitting Directory Listing Online (NACS 6-digit ID required for login)</a>
07/27/11	<a href="#">"The C-Store Good Life" YouTube Contest - deadline to submit entries</a>
07/29/11	<a href="#">Register for Leveraging Social Media and NACS Show Mobile App Webinar</a>
08/01/11	<a href="#">DEADLINE - company description and show deals for printed NACS Show Program &amp; Directory</a>
08/01/11	Hanging Sign Approval (island booths only - renderings and specifications to NACS)
08/03/11	<a href="#">Webinar - Leveraging Social Media and the NACS Show Mobile App (11:30am-12:15pm Eastern)</a>
08/15/11	Cool New Products Video Kiosk (orders due)
08/18/11	Cool New Products Preview Room (orders due)
08/29/11	Booth Security Order (SOA Security)
08/30/11	NACS Housing Reservations Deadline - NACS negotiated rates not available after 8/30
08/31/11	Exhibitor Badge Registration Deadline (Badges Mailed in Advance)
09/02/11	Pre-Show Attendee Lists - orders will be fulfilled
09/02/11	Order Lead Management/Sales Reader (Discount Deadline)
09/09/11	Vehicle Notification Form Due (required for displaying any vehicle)
09/09/11	Animal Notification Form Due (required for displaying live animals)
09/09/11	Exhibitor Appointed Contractor Form Due
09/09/11	Authorization Form for Sample Food/Beverage Distribution (Chicago Restaurant Partners)
09/09/11	Food & Beverage Order (Chicago Restaurant Partners)
09/09/11	Equipment, Paper Goods & Ice Orders (Chicago Restaurant Partners)
09/22/11	Refrigeration Order (Lowe Refridgeration)
09/23/11	Exhibitor Badge Registration Deadline (Badges <b>Available at Will Call</b> )
Assigned Date	Direct Shipments to McCormick Place (Target Dates assigned by booth number)