



May 22	Exhibit application and full payment due to be included in first round of booth assignments.	
Early July	Booth assignment emailed to exhibit contact if application was submitted by May 22.	
August 2	Last day to cancel and receive a partial refund	
Mid-August	Exhibitor Service Kit emailed to exhibit contact and available online (housing reservation information included in Exhibitor Service Kit).	
August 25	Space reservation form due for advertisement in Final Program.	
September 1	Last day to submit changes to company / product description for Final Program. Industry Supported Social Networking application due. Industry Hot Topic Educational Symposium application due. Industry Informational / Product Demo Talk application due.	JJ-
September 6	Booth badge registration forms due	
	Industry Abstract Submissions due	
September 6	Space reservation form due for registration tote bag insert / hotel door drop insert.	
September 13	Ad materials due for advertisement in Final Program.	
September 23	All tote bag inserts / hotel door drop inserts must be approved.	
October 3	Shepard begins receiving advance shipments to the warehouse.	
	Discount order deadline for Shepard (custom furnishings).	
	Exhibitor Appointed Contractor Notification Deadline	
October 12	Discount order deadline for Shepard (standard furnishings).	
October 25	Advance freight warehouse deadline without a late surcharge.	
October 27	Printed inserts due for registration tote bags and hotel door drops.	
October 30	Advance freight warehouse deadline with a late surcharge.	
November 1	On-site freight shipments accepted at the Hyatt Regency Chicago.	
November 1-2	Exhibitor set-up.	
November 2-4	Exhibit Hall is open.	
November 4	Exhibit dismantle.	