

2018 Important Dates and Deadlines



March 14	<i>Exhibit application</i> and full payment due to be included in first round of booth assignments.
April 18	Booth assignment emailed to exhibit contact if application was submitted by March 14.
May 2	<i>Space reservation form</i> due for advertisement in Preliminary Program / Registration Brochure.
May 16	Ad materials due for advertisement in Preliminary Program / Registration Brochure.



Early June	Exhibitor Service Kit emailed to exhibit contact and available online (housing reservation information included in Exhibitor Service Kit).
August 15	Last day to cancel and receive a partial refund. Last day to submit changes to company / product description for Final Program. <i>Hot Topic Session application</i> due. <i>Space reservation form</i> due for advertisement in Final Program.
August 22	Badge registration form due to register booth staff.



August 31	Ad materials due for advertisement in Final Program.
September 12	<i>Space reservation form</i> due for registration tote bag insert / hotel door drop insert. Shepard begins receiving advance shipments to the warehouse.
September 19	<i>Silent Auction donation form</i> due.



September 20	Discount order deadline for Shepard (standard furnishings).
September 21	All tote bag inserts / hotel door drop inserts must be approved.
October 3	Advance freight warehouse deadline without a late surcharge.



October 5	Printed inserts due for registration tote bags and hotel door drops. Advance freight warehouse deadline with a late surcharge.
October 10	On-site freight shipments accepted at the JW Marriott Phoenix Desert Ridge Resort & Spa.
October 10-11	Exhibitor set-up.
October 11-13	Exhibit hall is open.
October 13	Exhibit dismantle.