




2024 EXHIBITOR CHECKLIST

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	ITEM	COMPLETE	<input checked="" type="checkbox"/>
June	<ul style="list-style-type: none"> Subscribe to the Exhibitor Central Blog to receive important updates and deadlines. Review the exhibitor setup information and be aware of all setup policies and procedures. Make hotel reservations with IFPA's approved housing vendor Expovision. Register badges using the credits that come with your booth. 	Right Away Right Away Right Away June 25	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
July	<ul style="list-style-type: none"> Review Booth Display Guidelines for rules and regulations on your booth display and space. Submit your Directory Listing (company description, products/services, logo, availability, etc.) for the online/mobile directory. This is how attendees learn about your company & products. Promote yourself. Take advantage of the free marketing opportunities of being an exhibitor (email signature, media outreach, showcases, contests). 	Right Away Right Away Right Away	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
August	<ul style="list-style-type: none"> Review perishable product and booth material shipping details, and prepare to ship in advance. Check all sampling and catering information, fill in necessary forms, and place orders. Place your booth orders with the IFPA approved vendors to make sure you get what you need. Attend the Exhibitor Logistics Webinar; Planning Made Easy at 2:00 p.m. Eastern Standard Time. 	Right Away Right Away Right Away Aug. 21	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
September	<ul style="list-style-type: none"> Last day to assign names & cancel hotel reservations with Expovision for group blocks and individual rooms. Attend the Exhibitor Marketing Webinar; Promotional Tools and Tips from our Judges to help you Stand out on the Show Floor at 2:00 p.m. Eastern Standard Time. Advance shipments (non-perishable only) accepted at GES warehouse from Sept 10 – Oct 9. Last day to cancel badges & receive a refund. Also, the last day to request booth personnel badges be mailed (continental US only), all other badges are picked up onsite. Promote your company to attendees. You must be a booth contact or registered attendee to view the attendee list in your IFPA account. Last day to submit a booth-sharing form if you plan to share your space with an affiliated company or brand. Last day to place orders at a discounted rate with IFPA approved vendors. Determine if you need to arrive earlier/later than your scheduled target move-in date. Submit the Target Variance Request Form to make changes and avoid off-target surcharges. Last day to register exhibitor appointed contractors not on the approved vendor list. Booth Personnel Badges requested to be mailed are mailed out via FedEx Ground. 	Sept. 5 Sept. 10 Sept. 11 Sept. 16 Sept. 23 Right Away Sept. 23 Sept. 23 Sept. 23 Sept. 24	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
October	<ul style="list-style-type: none"> Booth material and perishable product shipments will be accepted at the GWCC from Oct. 13 -19. All booths may begin setup, check your freight Target Move-in Time, view expo schedule, & note the clean floor policy to avoid labor fees. The show floor opens at 10:00 a.m. View the Expo Schedule and have fun. Exhibitor Lounge is open from 5:00 -10:00 p.m. Great place to wait for your empties. Follow up on your leads! Download the attendee list and filter by your target audience. Login to your exhibitor portal to see who viewed your online/mobile listing. 	Oct. 13 Oct. 13 Oct. 18-19 Oct. 19 Oct. 20	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Contact the expo team if you have any questions.
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