

2010 Irrigation Show Exhibitor Checklist

Use this list of key dates and deadlines to help make the 2010 Irrigation Show your company's best event ever.



Activity	Date	Completed
June 2010		
Hotel reservations open	June 10	_____
August 2010		
Booth space confirmations sent	August 4	_____
First day to update your information for Irrigation Show Guide listing	August 4	_____
Booth space balance due	August 25	_____
September 2010		
Deadline to submit Irrigation Show Guide advertising space reservation	September 1	_____
Exhibitor services kit available online (place orders ASAP for discount rates!)	September 8	_____
First day to order guest passes to mail to your customers	September 8	_____
First day to order attendee list to promote your booth	September 8	_____
Last day to update your information for Irrigation Show Guide listing	September 15	_____
Deadline to submit Irrigation Show Guide advertising artwork	September 15	_____
First day to register exhibitor personnel	September 29	_____
October 2010		
Last day to submit New Product Contest application	October 6	_____
November 2010		
First day advance shipping to warehouse opens	November 3	_____
Last day to register exhibitor personnel to receive badges in the mail	November 3	_____
Last day to order guest passes and/or attendee list	November 10	_____
Last day to reserve press release/media kit space in press room	November 10	_____
Hotel reservations deadline (discount rates not guaranteed after this date)	November 11	_____
Discount deadline for Freeman orders (furniture, electric, etc.)	November 17	_____
Discount deadline for lead retrieval	November 17	_____
Last day advance shipping to warehouse (without penalty)	November 23	_____
Last day to register exhibitor personnel in advance (badges available on-site)	November 23	_____
December 2010		
First day direct shipping to show site opens	December 3	_____
Move in begins	December 3	_____