

## EXHIBITOR CHECKLIST & IMPORTANT DATES

### **DUE 3 MONTHS BEFORE THE SHOW**

- Send high resolution **company logo** to your SME Sales Executive.
- Review **sponsorship** opportunities.
- Pay balance** of booth space.
- Send **CMTS invitations** to customers & prospects.
- Complete and return Exhibitor Questionnaire to **GES** by **AUGUST 2**
- Login to the **Exhibitor Dashboard** online to submit your **Show Guide** listing, **New Products**, and Press Releases. *Show guide listings must be submitted online by **AUGUST 6***
- Order **show guide ad** from **SME**. **AUGUST 6**
- Order **lead retrieval** from **Convention Data Services (CDS)** *Early Bird **JULY 30** & Advanced **AUGUST 26***
- Plan your booth layout. Make sure your booth conforms to the show rules and regulations.  
*Discounted rates with **GES** end **SEPTEMBER 1***
- Make **hotel** reservations through **onPeak** by **SEPTEMBER 8**. Make airline/car reservations.
- Order **transportation** for booth to and from the show site.  
*If customs and transportation needs to be arranged, please contact **Cross Connect Customs & Events Logistics***

Use this checklist to help you organize your participation at CMTS 2021. **Remember** - orders for Exhibitor Services received after the posted deadlines may be subject to additional charges!

### **1 MONTH BEFORE THE SHOW**

- Order on-site services from **SHOWTECH POWER & LIGHTING**. *Discounted rates end **SEPTEMBER 2***
- Return signed **Health & Safety Regulations** form to SME by **SEPTEMBER 10**
- Submit **Liability Insurance Certificate** to SME by **SEPTEMBER 10**
- Submit **Exhibitor Appointed Contractor** (if applicable) form to **SME** by **SEPTEMBER 10**
- Submit forms for **electrical approvals** via the **Electrical Safety Authority** by **SEPTEMBER 10**
- Order scrap **metal removal** from **Caldas Building Services** by **SEPTEMBER 27**
- Finalize booth personnel and **register exhibitor badges**. Order temporary staffing from **Datatext** by **SEPTEMBER 8**
- Order **AV, Computer, Telecommunications** services for your booth. *Order **Encore** by **SEPTEMBER 13***
- Direct shipments** and **courier shipments** begin being accepted at trade show facility on **OCTOBER 1**
- Double-check to ensure all required show services have been ordered.
- Confirm and prepare your **sales and marketing materials**.
- Encourage your new and existing customers to register online.

### **WEEK OF THE SHOW**

- Move-in.** Please refer to your targeting letter for exact time and date.
- Event Dates**

Monday, October 4, 2021	10:00am – 5:00pm
Tuesday, October 5, 2021	10:00am – 5:00pm
Wednesday October 6, 2021	10:00am – 7:00pm
Thursday, October 7, 2021	10:00am – 4:00pm
- Move-out.** Please refer to your targeting letter for exact time and date.

### **AFTER THE SHOW**

- Follow up on all the leads secured at the show!