



# Deadline

# What?

# Done!

**NOW**

Review CAHF Exhibitor Prospectus & Show Sponsorships brochure

**NOW**

Develop a pre-show marketing plan  
See Exhibitor Prospectus PAGE 10

**Mid-September**

Submit prize information for **Exhibitor Giveaways**  
See Exhibitor Prospectus PAGE 10 for details

**October 13**

**FULL PAYMENT DUE** for exhibit space. Visit your Exhibitor Dashboard to pay any outstanding invoice(s).

Visit your Exhibitor Dashboard to review/update online exhibitor listing

**SHIP FREIGHT** to arrive at Advance Warehouse by **November 8**. See Innovative Expo Exhibitor Services Kit (coming late Sept) for details.

**October 27**

**RECEIVE DISCOUNT PRICING!**  
Place order for furnishings, additional carpet, labor, electrical, Internet, catering, booth cleaning, etc. through **Innovative Expo**.

Visit your Exhibitor Dashboard and assign booth personnel

Utilize pre-show attendee list for pre-show marketing efforts

**October 31**

Return form for **Treasure Hunt!**  
See Exhibitor Prospectus BACK PAGE for details

**November 27**

Follow-up on those leads!

**Mid-December**

Utilize post-show attendee list for post-show marketing efforts