



CAHF 2022 ANNUAL CONVENTION & EXPO

PALM SPRINGS • NOV 13-16

Deadline Checklist

Deadline	What?	Done!
NOW	Review CAHF Exhibitor Prospectus & Show Sponsorships brochure (under the “ Exhibitor Resources ” TAB)	<input type="checkbox"/>
NOW	Develop a pre-show marketing plan See Exhibitor Prospectus PAGE 10	<input type="checkbox"/>
Mid-September	Submit prize information for Exhibitor Giveaways See Exhibitor Prospectus PAGE 10 for details	<input type="checkbox"/>
Starting October 3	Utilize attendee list for pre-show marketing efforts. List will be emailed on a weekly basis through November 7.	<input type="checkbox"/>
October 15	Click link in confirmation email to review/update online exhibitor profile	<input type="checkbox"/>
	SHIP FREIGHT to arrive at Advance Warehouse by November 7 . See Innovative Expo Exhibitor Service Kit for details (link emailed early October).	<input type="checkbox"/>
October 31	RECEIVE DISCOUNT PRICING! Place order for furnishings, <u>additional</u> carpet, labor, electrical, Internet, catering, booth cleaning, etc. through Innovative Expo .	<input type="checkbox"/>
	Visit your Exhibitor Dashboard and assign booth personnel. Note: Booth must be paid in full prior to assigning badges. Remember...ALL BOOTH PERSONNEL MUST UPLOAD PROOF OF VACCINATION OR NEGATIVE TEST RESULTS TO OUR ZIPLINE PORTAL PRIOR TO NOV 11.	<input type="checkbox"/>
November 28	Follow-up on those leads!	<input type="checkbox"/>
Mid-December	Utilize final registered attendee list for post-show marketing efforts	<input type="checkbox"/>