



Deadline Checklist

Deadline	What?	Done!
NOW	Review CAHF Exhibitor Prospectus & Show Activities brochure	<input type="checkbox"/>
NOW	Develop a pre-show marketing plan See Exhibitor Prospectus PAGES 15 - 17	<input type="checkbox"/>
NOW	Join us on Facebook!	<input type="checkbox"/>
Early September	Mail Exhibit Hall VIP Passes See Exhibitor Prospectus PAGE 15 for details	<input type="checkbox"/>
Mid-September	Set-up appointments via the CAHFConnectionsCenter	<input type="checkbox"/>
October 12	Submit prize information for Attendee Prize List See Exhibitor Prospectus PAGE 17 for details	<input type="checkbox"/>
October 14	FULL PAYMENT DUE for exhibit space Return Exhibit Space Contract for listing in Convention & Show Directory	<input type="checkbox"/>
	SHIP FREIGHT to arrive at Advance Warehouse by November 9. See Innovative Expo Exhibitor Services Kit - PAGE 14 for details.	<input type="checkbox"/>
October 28	RECEIVE DISCOUNT PRICING! Place order for furnishings, <u>additional</u> carpet, labor, electrical, Internet, catering, booth cleaning, etc. through Innovative Expo .	<input type="checkbox"/>
	Exhibitor Registration Form Submit names for badges and special event tickets - see CAHF Exhibitor Registration brochure - PAGE 9	<input type="checkbox"/>
October 31	Return form for Treasure Hunt! See Exhibitor Prospectus - PAGE 17 for details	<input type="checkbox"/>
	Utilize pre-show attendee list for pre-show marketing efforts	<input type="checkbox"/>
November 28	Follow-up on those leads!	<input type="checkbox"/>
Mid-December	Utilize post-show attendee list for post-show marketing efforts	<input type="checkbox"/>