



## When?

## What?

## Done!

NOW

Review CAHF Exhibitor Prospectus & Show Activities brochure

NOW

Develop a pre-show marketing plan (see Exhibitor Prospectus PAGES 15 & 16)

NOW

Join us on Facebook! Visit [www.cahfconvention.com](http://www.cahfconvention.com)

Early September

Mail **Exhibit Hall VIP Passes**  
See Exhibitor Prospectus PAGE 15 for details

October 13

Submit prize information for **Attendee Prize List**  
See Exhibitor Prospectus PAGE 17 for details

October 15

**FULL PAYMENT DUE** for exhibit space  
Return **Exhibit Space Contract** for listing in Convention & Show Directory



October 25

**SHIP FREIGHT** to arrive at Advance Warehouse by November 10. See Innovative Expo Exhibitor Services Kit - PAGE 13 for details.

October 29

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

### **Exhibitor Registration Form**

Submit names for badges and special event tickets - see CAHF Exhibitor Registration brochure - PAGE 9

Return form for **Treasure Hunt!**  
See Exhibitor Prospectus - PAGE 16 for details

November 1

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

November 29

Follow-up on those leads!

Mid-December

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