



EXHIBITOR DEADLINES & KEY DATES

DATE	DEADLINE	DETAILS
Dec. 31, 2011	All Booth Payments Due in Full	New exhibitors after this date must pay in full at the time of sign-up.
Jan. 20, 2012	Attendee Brochure: Company Listing	Last day to reserve space in time to have your company name listed in the brochure's list of participating companies (brochure mails in Feb.)
March 1	Show Guide: Ad Space Reservation Deadline	Last day to reserve ad space for the Show Guide.
March 2	Show Guide: Directory Listings Due	Last day to enter or change information for your company's show guide directory alpha and product-service listings.
March 8	Show Guide: Ad Submission Deadline	Show guide ads must be received by this date.
March 26	Host Hotel: Show Rate Cut-Off	Discounted show rate available through this date or until the room block fills.
March 30	Lead Retrieval: Barcode Scanners: Early Order Rate	Last day to order lead retrieval barcode scanners from show contractor ATS (American Tradeshow Services) at the discounted early rate.
April 13	Ice, Water & Milk Pre-Show Orders	Last day to order ice, water or milk for in booth delivery at the show.
April 13	WSCC Utilities: Early Order Rate	Last day to order Edlen electrical services, water & drain hook-up, or CCPI telecom services at the early order rate.
April 13	DWA Exhibitor Services: Early Order Rate	Last day to take advantage of carpet, furniture, signs and other DWA provided services at the early order discounted rate.
April 20	Advance Freight Deadline	Last day for crated shipments to arrive at DWA advance warehouse without surcharge.
April 27	Direct Freight Shipments to WSCC	First day for shipments to arrive direct at the Washington State Convention Center
April 27	Move-In, Day 1	Move in hours: 8:00 am – 6:00 pm
April 28	Move-In, Day 2	Move in hours: 8:00 am – 6:00 pm
April 29	NWFS: Show Day 1	Exhibit Hall Hours: 10:00 am – 5:00 pm
April 30	NWFS: Show Day 2	Exhibit Hall Hours: 10:00 am – 4:00 pm (Move-out begins immediately upon show closing)
May 1	Move Out (Continued)	Move Out Hours: 8:00 am – 4:00 pm