

Deadline	Action Item	Vendor
Now	Update your online company listing in the Exhibitor Dashboard	MapYourShow
Now	Book your hotel and make travel arrangements	Maritz
Now	Freeman Service Kit Launches	Freeman
Now	Register your booth staff and Exhibitor Appointed Contractors	Maritz
Now	Final booth payment due. Submit payment through the Exhibitor Dashboard	NAB Show Exhibit Sales
Wednesday, July 31	Lead retrieval early ordering discount deadline	Maritz
Sunday September 8	Last day to order a Turnkey Booth without surcharge	NAB Show Exhibit Sales
Monday, September 9	Freeman advanced ordering discount deadline	Freeman
Monday, September 9	Advance shipments (must be crated, boxed, or skidded) may begin arriving at the Freeman warehouse)	Freeman
Wednesday, September 11	Lead retrieval advanced ordering discount deadline	Maritz
Sunday September 22	Housing deadline	Maritz
Tuesday, September 24	Javits Center Jake Ordering Discount Deadline	Javits Center
Wednesday, September 25	Cultivated Catering discount Deadline	Cultivated
Monday, September 30	Last day for shipments to arrive at the Freeman warehouse without surcharge	Freeman
Monday, October 7	Direct-to-Show deliveries may begin arriving at the Convention Center	Freeman
Monday, October 7	Exhibitor move-in begins	Freeman
Wednesday, October 9 10 a.m.-6 p.m.	Exhibit Hall open (booth must be staffed at all time)	
Thursday, October 10 10	Exhibit Hall open (booth must be staffed at all time)	