

# Important Deadlines

**EXTENDED** Exhibitor info due in Exhibitor Zone for use in printed Exhibitor Guide

Discount price deadline for custom Shepard rentals

Exhibitor-appointed contractor notification deadline

First day for warehouse deliveries without a surcharge

Deadline for Gaylord Hotel Room Reservations

Deadline for ads in ATCA Today Preview Edition

Discount Price Deadline for standard Shepard orders

Deadline for AV Discounted Rental rates

International Shipping to warehouse: Air Freight Document Deadline

Deadline for eBlast requests

Deadline for Electrical/Internet Discounted rates

Deadline for Lead Retrieval Discounted Rental rates

International Shipping to warehouse: Air Freight Latest Arrival to IAD Airport

Last day for warehouse deliveries without a surcharge

International Shipping to show site: Air Freight Document Deadline

International Shipping to show site: Air Freight Latest Arrival to IAD Airport

Last day for warehouse deliveries

Regular Registration Rate Expires

Thursday, Sept. 14

Friday, Sept. 15

Monday, Sept. 18

Monday, Sept. 18

Friday, Sept. 22

Friday, Sept. 22

Monday, Sept. 25

Monday, Sept. 25

Thursday, Sept. 28

Friday, Sept. 29

Friday, Sept. 29

Saturday, Sept. 30

Monday, Oct. 2

Friday, Oct. 6

Friday, Oct. 6

Monday, Oct. 9

Thursday, Oct. 12

Friday, Oct. 13