



Pre-Show Checklist

- Submit [Registration](#) on the ABC Website
 - Receive Invoice from ABC Accounting Team
 - Send ABC my Deposit for Exhibit Space *(Due: 7 days after invoice received)*
 - Send ABC my Signed Page 9 of the Exhibitor Agreement *(Due: 7 days after invoice received)*
 - Send ABC my Floor Plan Layout . for End Caps, Islands & Split Islands *(Due: April 15th)*
 - Send ABC my Final Payment for Exhibit Space *(Due: May 29th)*
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120 to 90 Day Countdown

- Make [Hotel Reservations](#)
- Make Flight Reservations
- Reserve [Advertising](#) and [Sponsorships](#)
- Approved Show Data on the [Exhibitor Dashboard](#) *(Due: August 17th)*
- [Watch Pre-Show Webinar](#) - Driving Qualified Booth Traffic: How to Attract Enough of the Right Attendees to Your ABC Kids Expo Exhibit
- [Watch Pre-Show Webinar](#) - First-Time ABC Kids Expo Exhibitor Web-Briefing: How to Have a Positive and Productive Exhibiting Experience
- [Register and Watch Pre-Show Webinar](#): Thursday July 16, 2015 . **Secrets of the Aisles:** Teaching practical skills for more effectively working the show, interacting with attendees, capturing leads and closing sales.
- Begin Pre-Show Marketing
 - Get Social and join ABC on [Twitter](#), [Facebook](#) & [Pinterest](#)!
 - Call your Retailers and invite them to the show
 - Submit [Show Specials](#)
 - Complete your company's Media/Press Kit
- Login to the Exhibitor Dashboard and Check for Leads - [Exhibitor Dashboard](#)
- Entered Badges for my Booth Personnel - [Confirmed Exhibitor Login](#)
- Reserve Space in the [New Product Showcase](#)



- Reserve Space in the [Made in the U.S.A Showcase](#)
- Reserve Space for the [ABC Runway Show](#)

90 to 60 Day Countdown

- [Register and Watch Pre-Show Webinar](#): Thursday August 13, 2015 . **How to Improve Lead Quality & Sales Conversions**: Teaching exhibitors how to capture higher quality leads, build lead follow-up plans and improve lead to sales conversions.
- Approved Show Data on the [Exhibitor Dashboard](#) (*Deadline: August 17th*)
- Last Day to Sign up for the [New Product Showcase](#) (*Deadline: August 28th*)
- Last Day to Sign up for the [ABC Runway Show](#) (*Deadline: August 28th*)
- Entered Badges for my Booth Personnel - [Confirmed Exhibitor Login](#)
 - Advance registration is available until September 1, 2015. **BADGES WILL NOT BE MAILED.**
 - After September 1, 2015 you will need to register in person and provide necessary documentation at the show.
- Confirm/Update [Hotel Reservations](#)
- Confirm/Update Flight Reservations
- Send ABC my Certificate of Liability Insurance (*Deadline: September 18th*)
- Login to the Exhibitor Dashboard and Check for Leads - [Exhibitor Dashboard](#)
- Requested Company ID Sign From Fern Exposition & Services - if applicable
- Requested Carpet From Fern Exposition & Services - if applicable
- Order Electrical Services - forms located in the exhibitor kit
- Order Internet Services - forms located in the exhibitor kit
- Order Catering Services - forms located in the exhibitor kit
- Set up Shipping Arrangements for Freight - inbound and outbound
- Pre-Show Marketing
 - Get Social and join ABC on [Twitter](#), [Facebook](#) & [Pinterest](#)!
 - Reserve [Advertising](#) and [Sponsorships](#)
 - Call your Retailers and invite them to the show



- Submit [Show Specials](#)
 - Complete your company's Media/Press Kit
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60 to 30 Day Countdown

- Send ABC my Certificate of Liability Insurance (*Deadline: September 18th*)
 - Order Items Needed From Fern Exposition & Services (*Discount Deadline: September 25th*)
 - Requested Company ID Sign From Fern Exposition & Services - if applicable
 - Requested Carpet From Fern Exposition & Services - if applicable
 - Order Electrical Services - forms located in the exhibitor kit
 - Order Internet Services - forms located in the exhibitor kit
 - Order Catering Services - forms located in the exhibitor kit
 - Set up Shipping Arrangements for Freight - inbound and outbound
 - Login to the Exhibitor Dashboard and Check for Leads - [Exhibitor Dashboard](#)
 - Pre-Show Marketing
 - Get Social and join ABC on [Twitter](#), [Facebook](#) & [Pinterest](#)!
 - Reserve [Advertising](#) and [Sponsorships](#)
 - Call your Retailers and invite them to the show
 - Submit [Show Specials](#)
 - Complete your company's Media/Press Kit
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15 to 0 Day Countdown

- Stay Socially Active and Engaged
 - Get Social and join ABC on [Twitter](#), [Facebook](#) & [Pinterest](#)!
- Make Note of Your On-site Floor Manager . (your floor manager will send you an e-mail three weeks prior to the show)
- Login to the Exhibitor Dashboard and Check for Leads - [Exhibitor Dashboard](#)