

EXHIBITOR ACTION CALENDAR

Use this calendar to determine deadlines and to track completion of necessary forms for exhibiting at the Show.

DECEMBER 2009

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6	7 Review Freight Target Floor Plan for move-in date and time. (mailed under separate cover)	8 REMINDER: Don't forget to complete your Show Directory Online!	9	10	11 View Exhibitor Education Site at www.housewares.org/show/exhibit/assigned.aspx	12

JANUARY 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 <i>New Year's Day</i>	2
3	4 McCormick Place Meeting Room Reservation Form (tab 2)	5	6 EXHIBITOR BADGE MAILING BEGINS Order Your FREE Badges Now!		8 Final Date for Show Directory Inclusion	9 <ul style="list-style-type: none"> Send blueprints with multi-levels or ceilings to McCormick Place for Fire Marshal review. Send booth diagrams for new or rebuilt exhibits to IHA for approval.
10	11 TAKE ADVANTAGE OF MARKETING OPPORTUNITIES (tab 6)		13	14 60 DAYS UNTIL THE SHOW!		16
17	18 <i>Martin Luther King, Jr. Day</i>	19	20 Order FREE Lead Retrieval Unit (tab 6)		22 Specialty Retailer Program (tab 6)	23
24	25 FINALIZE HOUSING ARRANGEMENTS Housing Cancellations (tab 5)	26	27	28 Update Online Show Listing www.housewares.org/show/exhibit/dir/		30
31 Final mailing date for Non-U.S. Exhibitor Badges www.housewares.org/show/exhibit/assigned.aspx						

EXHIBITOR ACTION CALENDAR

FEBRUARY 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 <ul style="list-style-type: none"> Show Sponsorships (tab 6) FREE Buyer Invitation Postcards (tab 6) 	2 AmericanAirlines® Reserve Your Discounted Airfare	3	4	5 Exhibitor-Appointed Contractor Information (tab 5) - ALL EXHIBITORS USING NON-RECOMMENDED VENDORS MUST COMPLETE THIS INFORMATION	6
7	8 Show Update Mailed - See What's New	9 Invite Your Customers to the Show	10	11 Utilities (Electrical, Internet Access, Plumbing and Telephone) Advance Rate Deadline (tab 2)	12 <ul style="list-style-type: none"> Water Cooler Advance Rate Deadline (tab 5) McCormick Place - Smart Value Utility Pricing (tab 2) Approval for Wireless Access Points (tab 2) 	13
14 Chinese New Year Valentine's Day	15 <ul style="list-style-type: none"> New Product Showcase Entry (tab 6) New Product Information for News Media (tab 6) President's Day	16	17	18 FREEMAN SERVICES (Display Labor, Rigging Labor, Carpet, Cleaning, Display/Exhibit, Furnishings and Signs/Graphics) (tab 3) - Order Now for Advance Rates McCormick Place Parking Order Form (tab 2)	19 New For The Home Signs (tab 6)	20
21 Final mailing date for U.S. Exhibitor Badges www.housewares.org/show/exhibit/assigned.aspx	22	23	24 International Shipping & U.S. Customs Clearance - Ocean Freight (tab 4)	25 Update Online Show Listing www.housewares.org/show/exhibit/dir/ Advance Warehouse Shipments (tab 4)	26 Floral Service (tab 5)	27 CNN Headline News (tab 6) Exhibitor Preview Literature Kiosk (tab 6)
28						

EXHIBITOR ACTION CALENDAR

MARCH 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 International Shipping & U.S. Customs Clearance - Air Freight (tab 4)	2	3	4 First Day of Move-In for Lakeside Center Exhibitors	5 • Computer Rental (tab 5) • Audio Visual Rental Advance Rate Deadline (tab 5) • Special Event/Product Demonstrations (tab 6) • FedEx Kinko's Advance Rate Deadline (tab 5)	6
7	8 • Booth Guard Service Advance Rate Deadline (tab 7) • Lead Retrieval Products - FREE Lead Retrieval Unit (tab 6) • First Day of Move-In for South and North Building Exhibitors	9	10	11	12 Media Kits to News Center (tab 6)	13 • Shuttle Bus Service in South Building is Available Starting at 3:00 p.m. • All Booths Set by 5:00 p.m.
14 Daylight Savings Time Begins	15 international home + housewares show 2010 Sunday 8:30 a.m. - 5:30 p.m. Monday 8:30 a.m. - 5:30 p.m. Tuesday 8:30 a.m. - 5:00 p.m. Soft Close Until 6:30 p.m.		17 St. Patrick's Day	18	19 Last Day of Move-Out for South and North Building Exhibitors (Noon)	20 Last Day of Move-Out for Lakeside Center Exhibitors (Noon) First Day of Spring
		16 Finalize Your Product Donation Arrangements In the Exhibitor Service Center				

NO DEADLINE

- 2009 Buyer Registration List (tab 6)
- Exhibit Floor Meeting Room Reservation (tab 2)
- Hostesses/Hosts (tab 5)
- Photography (tab 5)
- Security Containers (tab 7)
- Cell Phone Rental (tab 5)

IMPORTANT INFORMATION SENT UNDER SEPARATE COVER

- Booth Space Acknowledgment Letter
- Exhibitor Badge Registration. Booth space must be paid in full.
- Show Directory/Online Show Listing - Deadline 1-8-10
- Freight Target Floor Plan
- Marketing Kit

NOTES
