



## **Exhibitor Critical Dates**

### **Friday, March 15 – Important!**

- First Day for shipments to be accepted at the advanced receiving warehouse
  - Shipping information is located within the Exhibitor Service Kit
- Alliance advanced discount deadline for most show services listed below:  
Furniture / Labor / Carpet / Material handling / Signage / Exhibits Rental
- Exhibitor Appointed Contractor (EAC) Notification Form due to [vrmaexhibits@vrma.org](mailto:vrmaexhibits@vrma.org).
- Deadline to submit [company information](#) for the VRMA Spring Forum mobile app

### **Friday, March 22**

- Hotel reservation cutoff to receive the official reduced conference rate at [The Hilton New Orleans Riverside](#)
- Alliance discount deadline – Custom Graphics and Custom Table Throws
- [Electrical order](#) discount deadline
- Registration Rates Increase

### **Friday, March 29**

- AV order discount deadline
- Catering Order Deadline
  - All food and beverage in the exhibit hall must be purchased through New Orleans Ernest N. Morial Convention Center

### **Monday, April 1**

- [Lead retrieval discount deadline](#)
- Pre-show attendee mailing list sent to all exhibitors (week of April 1)

### **Monday, April 8**

- Last Day for shipments to be accepted at the advance warehouse (without late fee)

### **Sunday, April 14**

- Exhibitor move-in: 10:00am – 6:00pm
- Direct to show site shipments accepted

### **Monday, April 15**

- Show hours: 8:00 am – 6:00 pm
- Networking Reception in Exhibit Hall: 5:00pm – 6:00pm

### **Tuesday, April 16**

- Show hours: 8:00am – 3:30pm
- Exhibitor move-out: 3:30pm – 9:00pm

### **Week of April 29**

- Post-show attendee mailing list sent to exhibitors

**If you have any questions regarding these deadlines, please contact [vrmaexhibits@vrma.org](mailto:vrmaexhibits@vrma.org)**