

# EXHIBITOR SUCCESS CHECKLIST

A step-by-step checklist designed to help you prepare for a successful 2023 National Hardware Show!

	ACTION	DEADLINE	COMPLETED
1	<b>Update &amp; Complete your Company Listing</b> The <a href="#">Exhibitor Dashboard</a> connects you to your most powerful marketing tool: your directory listing. A complete listing with product images, product categories, Show Specials and social media links will ensure great exposure and generate more pre-Show leads.	Ongoing	
2	<b>Book Hotel &amp; Travel</b> Hotels fill up quickly—be sure to take advantage of our discounted hotel rates by booking with Connections Housing. <a href="#">Click here</a> for hotel rates and availability. <a href="#">Click here</a> to view the Travel & Hotel page for additional information.	Complete ASAP Reservation Deadlines: December 26	
3	<b>Review the Exhibitor Manual</b> The exhibitor manual will give you complete A-Z information about everything Show-related. Ordering early will save you up to 30%— <a href="#">click here</a> to review the information.	Discount deadlines start on December 31	
4	<b>Order Booth Electricity</b> <a href="#">Click here</a> to order electricity for your booth. For more information on Electrical Services <a href="#">click here</a> .	Discount deadline: January 5	
5	<b>Order Booth Furnishings</b> Order tables, chairs, carpeting and more at a discounted rate through Freeman, the official contractor. <a href="#">Click here</a> to access their website for easy online ordering. <i>An additional Freeman account is required.</i>	Discount deadline: January 5	
6	<b>Order Catering</b> Outside food or drink is NOT permitted on the Show Floor. <a href="#">Click here</a> for information on how to order catering & to view the menu from Centerplate, the official caterer.	Orders to be finalized by: 12pm PST on Monday, January 9	
7	<b>Order Telecommunications</b> If you require a dedicated hardline Internet service or wi-fi, <a href="#">click here</a> to order it from COX Business at the Las Vegas Convention Center.	Discount deadline: December 31	
8	<b>Register Booth Staff</b> You can register your staff for exhibitor badges through the <a href="#">Exhibitor Dashboard</a> . <i>Click the link that reads: Register Your Staff.</i>	Ongoing	
9	<b>Calculate your Material Handling</b> Ship to the <a href="#">Advanced Warehouse</a> . Ship to <a href="#">Show Site</a> . For detailed information on shipping, <a href="#">click here</a> . <i>NHS Backyard exhibitors need to use different shipping labels found in the Exhibitor Manual.</i>	Warehouse: Beginning December 28 Ending January 19  Show site: After January 27	
10	<b>Review your Sponsorship Opportunities</b> <a href="#">Click here</a> for sponsorship opportunities to get your brand in front of a diverse range of buyers before, during and after the Show.	Ongoing	

## Need help? Contact Your Customer Success Manager.

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