

EXHIBITOR CHECKLIST

Our focus is ensuring you have a successful exhibiting experience at the Halloween & Party Expo. We have put together a step-by-step checklist that serves as a reminder for upcoming deadlines and explains the many marketing opportunities that we hope you take advantage of.



Booth Needs & Logistics		
Action	Deadline	Check when Complete
Review Exhibitor Manual This online manual has all of the information you need.	Ongoing	<input type="checkbox"/>
Book Hotel & Travel View our hotel & travel page for booking and discounts.	Book early for best selection of property and rates	<input type="checkbox"/>
Lead Retrieval Early Bird Deadline	November 26, 2018	<input type="checkbox"/>
Lead Retrieval Advanced Deadline	November 12, 2018	<input type="checkbox"/>
Warehouse begins accepting advance freight shipments	December 26, 2018	<input type="checkbox"/>
Discount Price Deadline (Booth Furnishings, Labor, etc.)	January 2, 2019	<input type="checkbox"/>
Convention Center Utilities Ordering Advanced Deadline	January 2, 2019	<input type="checkbox"/>
Advanced Freight Deadline (Shipments after this date will be accepted at an additional fee)	January 15, 2019	<input type="checkbox"/>
Order Staff Badges Log in to the Exhibitor Portal to order your badges. Log in with the password that was sent in your booth confirmation email. If you have lost your password, please contact Kenzie Jones at kenzie.jones@urban-expo.com	January 23, 2019	<input type="checkbox"/>
Review Freeman Quick Facts Review Freeman Quick Facts for any questions you may have prior to the Expo.	Ongoing	<input type="checkbox"/>
Market Your Presence at the Expo		
Action	Deadline	Check when Complete
Update Your Online Listing Log into your Exhibitor Portal to update your company information and select the product categories that you will be offering at the show, and that will display as Buyer Club members book appointments	November 9, 2018	<input type="checkbox"/>
Let us know if you're HAuNT Friendly The show's co-location with HAuNTcon, will give you access to an additional 1,000+ haunted attraction owners with purchasing power. If you can sell items in smaller quantities (at a retail price point), indicate in your Exhibitor Portal that you're Haunt Friendly, and we will direct haunters to your booth.	November 9, 2018	<input type="checkbox"/>
Upload your New Products Log into your Exhibitor Portal to add information about your new products you'll be bringing to the show.	ASAP	<input type="checkbox"/>
Nominate Your Buyers Complete this form to recommend your buyers to the Halloween & Party Expo's Buyer's Club Program. Buyers will be invited to the show as VIPs with a \$500 merchandise credit to use at the show.	Ongoing	<input type="checkbox"/>
Add Show Specials to Your Online Listing Log into your Exhibitor Portal to upload the exclusive deals and discounts you will be offering at the Expo.	Ongoing	<input type="checkbox"/>
Download the Official "I'm Exhibiting!" Brag Badge Let your customers know that you're exhibiting at the Halloween & Party Expo by sharing the badge on your social media outlets and link to the Halloween & Party Expo website	Ongoing	<input type="checkbox"/>
Book Your Sponsorship Opportunity View the Media Kit for information on all available options. Special programs can be designed to meet your company's needs.	Ongoing	<input type="checkbox"/>