

EXHIBITOR IMPORTANT DATES



September 1	Final booth payments and insurance liability certificate due to ATA
September 1	Signed shooting lane contracts due to ATA for exhibitors who have reserved shooting lanes
November 1	Deadline to reserve space in the Goodie Bags and Big Buck Tag Coupon Book
November 19	Deadline to update your company information for the <i>Official Show Guide</i>
November 29	Deadline to submit special booth events for inclusion in the <i>Official Show Guide</i>
November 30	Goodie Bag materials/inserts due to ATA
December 5	Deadline to reserve advertising space in <i>Official ATA Trade Show Guide & Pocket Guide</i>
December 7	Premium Sponsorship Material (banners, wraps, clings, etc.) due to advance warehouse
December 10	Ad materials due to <i>Grand View Outdoors</i> for the <i>Official ATA Trade Show Guide & Pocket Guide</i>
December 10	Deadline to order lead retrieval services from QMS at the advanced rate
December 12	Deadline to preregister for Featured Products Showcase to guarantee space
December 13	Deadline to make hotel reservations through Louisville Housing Bureau
December 13	First day show freight can arrive at advance warehouse without a surcharge
December 20	Deadline to order decorating services from Shepard at the discounted advance order rate
December 22	Deadline to order audio visual and computer equipment at advanced rate
December 22	Deadline to submit electrical order to Kentucky Exposition Center to receive discounted rate
December 22	Deadline to submit internet order to receive discounted advance order rate
December 28	Last day show freight can arrive at advance warehouse without a surcharge
January 4	Deadline to sign-up for ATA to SHOT Show caravan service with Shepard Logistics Services
January 8	First day show freight can arrive at Kentucky Exposition Center
January 8	Exhibitor Setup, 8:00 am - 8:00 pm
January 9	Exhibitor Setup, 8:00 am - 8:00 pm
January 10	2019 ATA Show Open, 8:30 am - 6:00 pm
January 11	2019 ATA Show Open, 8:30 am - 6:00 pm
January 12	2019 ATA Show Open, 8:30 am - 4:00 pm
January 12	Exhibitor Move-Out, 4:00 pm - 11:00 pm
January 13	Exhibitor Move-Out, 8:00 am - 4:00 pm