

EXHIBITOR IMPORTANT DATES



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| 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 10 | Deadline to reserve advertising space in the <i>Official ATA Trade Show Pocket Guide</i> |
| November 17 | Ad materials due to <i>Zebra Publishing</i> for the <i>Official ATA Trade Show Pocket Guide</i> |
| November 21 | Deadline to update your company information for the <i>Official Show Guide & Membership Directory</i> |
| November 30 | Deadline to submit special booth events registration form for inclusion in the <i>Official Show Guide & Membership Directory</i> |
| December 1 | Goodie Bag materials/inserts due to ATA |
| December 5 | Deadline to reserve advertising space in <i>Official Show Guide & Membership Directory</i> |
| December 11 | Ad materials due to <i>Zebra Publishing</i> for the <i>Official Show Guide & Membership Directory</i> |
| December 11 | Deadline to order lead retrieval services from QMS at the Advanced Rate |
| December 14 | First day show freight can arrive at advance warehouse without a surcharge |
| December 13 | Deadline to preregister for Featured Products Showcase to guarantee space |
| December 15 | Premium Sponsorship Material (banners, wraps, clings, etc) due to advance warehouse |
| December 21 | 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 26 | Deadline to make hotel reservations through Visit Indy Housing Bureau |
| December 26 | Deadline to submit electrical order to Indiana Convention Center to receive discounted Rate |
| December 26 | Deadline to submit internet order to SmartCity to receive discounted Advance Order Rate |
| December 29 | Deadline to sign-up for ATA to SHOT Show caravan service with Shepard Logistics Services |
| January 2 | Last day show freight can arrive at advance warehouse without a surcharge |
| January 9 | First day show freight can arrive at Indiana Convention Center |
| January 9 | Exhibitor Setup, 8:00 am -8:00 pm |
| January 10 | Exhibitor Setup, 8:00 am -8:00 pm |
| January 11 | 2018 ATA Show Open, 8:30 am – 6:00 pm |
| January 12 | 2018 ATA Show Open, 8:30 am – 6:00 pm |
| January 13 | 2018 ATA Show Open, 8:30 am – 4:00 pm |
| January 13 | Exhibitor Move-Out, 4:00 pm – 11:00 pm |
| January 14 | Exhibitor Move-Out, 8:00 am – 4:00 pm |