

## EXHIBITOR CHECKLIST & IMPORTANT DATES

### DUE 3 MONTHS BEFORE THE EVENT

- Send high resolution **company logo** to your SME Account Representative.
- Review **sponsorship** opportunities.
- Pay balance** of booth space.
- Send **CMTS invitations** to customers & prospects.
- Complete and return Exhibitor Questionnaire to **GES** by **AUGUST 1**
- Login to the **Exhibitor Hub** online to submit your **Show Guide** listing, **New Products**, and Press Releases. *Show guide listings must be submitted online by **JULY 31***
- Order **show guide ad** from **SME JULY 31**
- Order **lead retrieval** from **Convention Data Services (CDS) Early Bird AUGUST 3 & Advanced SEPTEMBER 7**
- Make **hotel** reservations through **onPeak** by **AUGUST 21**. Make airline/car reservations.
- Order customs, advance warehouse and transportation from **Cross Connect Customs & Events Logistics**

Use this checklist to help you organize your participation at CMTS 2023. **Remember** - orders for Exhibitor Services received **after the posted deadlines** may be subject to **additional charges!**

### 1 MONTH BEFORE THE EVENT

- Send your **booth schematics** to event management and GES by **AUGUST 25**. Make sure your booth conforms to the show rules and regulations.
- Order **electrical, mechanical and more** from **SHOWTECH POWER & LIGHTING**. *Discounted rates ends on **AUGUST 28***
- Return signed **Health & Safety Regulations** form to SME by **AUGUST 28**
- Submit **Liability Insurance Certificate** to SME by **AUGUST 28**
- Submit **Exhibitor Appointed Contractor** (if applicable) form to **SME** by **AUGUST 28**
- Discounted rates with **GES** ends on **SEPTEMBER 1***
- Download the **SME Events+ app** to view/verify your listings by **SEPTEMBER 1**
- Submit forms for **electrical approvals** via the **Electrical Safety Authority** by **SEPTEMBER 1**
- Order scrap **metal removal** from **Toronto Congress Centre** by **SEPTEMBER 18**
- Finalize booth personnel and **register exhibitor badges**. Order temporary staffing from **SME** by **SEPTEMBER 1**
- Order **AV, Computer, Telecommunications** services for your booth. *Order from **Encore** by **SEPTEMBER 4***
- Direct shipments** and **courier shipments** begin being accepted at Toronto Congress Centre on **SEPTEMBER 22**
- Double-check to ensure all required show services have been ordered.
- Confirm and prepare your **sales and marketing materials**.
- Encourage your new and existing customers to register online.

### WEEK OF THE EVENT

- Move-in.** Please refer to your target letter for exact time and date.
- Event Dates**
  - Monday, September 25, 2023 10:00am – 5:00pm
  - Tuesday, September 26, 2023 10:00am – 7:00pm
  - Wednesday, September 27, 2023 10:00am – 7:00pm
  - Thursday, September 28, 2023 10:00am – 3:00pm
- Move-out.** Please refer to your target letter for exact time and date.

### POST THE EVENT

- Follow up on all the leads secured at the show!