



IMPORTANT DATES

- January 14, 2011** Exhibit space payment due in full
Support Opportunities payment due in full
Cancellations and Space Reductions must be submitted in writing
- January 28, 2011** Exhibitor Housing Block Agreement due
Room cancellations after this date will incur a penalty.
- February 25, 2011** Exhibitor rooming list due. After this date cancellation fees will apply.
- February 28, 2011** 50-word Product descriptions due for final Program Book
Product Category Form Due for final Program Book
- March 4, 2011** Industry Supported Symposium Applications Due
- March 10, 2011** *AATS Daily News Preview Edition* advertising deadline
- March 17, 2011** Artwork due for *AATS Daily News Preview Edition*
- March 21, 2011** Island sketches due
Deadline for submission of in-booth programs
Surveys and questionnaires must be submitted for approval to Show Management.
Promotional giveaway forms due
Requests to video tape in exhibition hall are due
Requests for non-official photographers are due
AATS must receive video from hotel video channel sponsor
- March 28, 2011** Exhibiting Companies must notify Show Management in writing if they are intending to use and
Exhibitor Designated Contractor (EDC).
EDC's must submit Personnel Registration Form to Show Management
EDC's must provide Show Management with an original copy of their insurance certificate and
registration forms EDC's must submit list of clients
- April 2011** *AATS Daily News Preview Edition* mailed this month
- April 1, 2011** Exhibitor pre -registration deadline
- April 4, 2011** Freeman Decorating Warehouse open and accepting advance shipments
- April 7, 2011** *AATS Daily News Daily* advertising deadline
- April 8, 2011** Function Room Request Form due with payment in full
- April 14, 2011** Artwork due for *AATS Daily News Daily*
- April 23, 2011** Housing changes must now be made directly with the hotel
- April 25, 2011** Freeman Advance Warehouse no longer is accepting shipments

May 5, 2011	Exhibits of 900 square feet or larger may begin installation between 1:00 p.m. and 7:00 p.m. Last day to ship Bag stuffers directly to Convention Center for symposia (prior notification necessary)
May 6, 2011	Direct shipments accepted at the Convention Center by Freeman Installation of Exhibits 8:00 a.m. – 7:00 p.m.
May 7, 2011	Installation of Exhibits 8:00 a.m. – 7:00 p.m.
May 8, 2011	Installation of Exhibits 8:00 a.m. – 4:00 p.m. Exhibit Hours 5:00 – 7:00 p.m. Exhibition OPEN 5:00 p.m. Welcome Reception 5:00 – 7:00 p.m.
May 9, 2011	Exhibit Hours 9:00 a.m. – 4:30 p.m.
May 10, 2011	Exhibit Hours 9:00 a.m. – 4:00 p.m. Exhibit dismantling begins 4:00 pm – 10:00 p.m.
May 11, 2011	Exhibits dismantling 8:00 a.m. – 3:00 p.m.