

NACSSHOW2021



IMPORTANT DATES CHECKLIST (Preliminary)

For a successful NACS Show, make sure to complete these action items.

- Submit booth application with deposit payment during your company's assigned Priority Group (**March – May 2021**)
- Review online floor plan for any product/neighbor conflicts
- Make hotel reservations and travel arrangements (**May 2021** via Connections Housing – The **only** official NACS Housing partner)
- Purchase exhibitor marketing opportunities (Cool New Products, NACS Magazine, online ads) (**May 2021**)
- Begin booth personnel badge registration (**May 2021**)
- Submit final booth payment (**Due: June 30, 2021**)
- Confirm target/assigned move-in date for freight (based on booth location) (**July 2021**)
- Place orders for show services (utilities, furniture, freight, etc.) (**July-Sept 2021**)
- Submit company description and listing information for printed Onsite Guide (**May-July 2021**)
- Review final company listing on NACS Show mobile app and online exhibitor directory (**August-October 2021**)

October 3 - Deadline to pre-register booth personnel badges online. Onsite rates apply.
(\$0 booth personnel badges increase to \$100)

**An updated, detailed deadline checklist will be available July 2021 at
www.nacsshow.com/deadlines**