



MARKETING DEADLINE CHECKLIST

This Marketing Deadline Checklist contains all final deadlines for all the below Marketing opportunities. For more information and details, please reference our Exhibitor Marketing page at <http://casualmarket.com/exhibitor-services/exhibitor-portal/>

Preview Guide

- Space Reservation: **Friday, June 8th**
- Artwork: **Friday, June 15th**

Onsite Directory

- Space Reservation: **Tuesday, July 24th**
- Artwork: **Tuesday, July 31st**

New Exhibitor Spotlight Program

- Hearth & Home* Editorial Submission : **Friday, July 13th**
 - o Form
 - o 2 High-res image (300 ppi) digital 5" X 7" (JPEG or TIFF files), color images (featuring different products)
- New Exhibitor Showcase Submission: **Friday, August 10th**

Showroom/ Exhibitor Marketed Event Submission For The On-Site Directory

- Submission Form: **Monday, July 2nd**

New Product Gallery

- Product Submission: **Wednesday, August 1st**
 - o \$300 Payment (\$275 for New Exhibitor)
 - o Reservation Form
 - o Photo of Product
- Product Delivery:
Between 8 am-3 pm Monday, Sept. 10 and Thursday, Sept. 13.
- Product Pick-up (Permanent Showrooms):
Between 8 am-3 pm Wednesday, Sept. 19th

Merchandising Excellence Awards

- Reservation Form: **Friday, August 31st**

Press Kits

- Delivery: **Monday, September 10th**