



EXHIBITOR KEY DATES & DEADLINES – Atlanta, Nov.16-17, 2019

DATE	DEADLINE	DETAILS
October 31	Exhibitor Promotion Deliverables	<p>Pro-Card Discounts: Submit your Make-Up Artist magazine Pro-Card Discount details and eps of your logo for website and event banner inclusion.</p> <p>New Product Launches: Provide product name/description and details on new products debuting at the show - participating exhibitors will receive pre-event, on-site and post-event coverage.</p> <p>Booth Demos/Meet-and-Greets: Provide educator bio, demo details, and artist headshot for schedule and featured speaker listings on website and IMATS event app - <i>please note that all meet-and-greets need to be approved by Event Management and may require additional crowd-control orders.</i></p>
October 31	Staff Badges	Order additional staff badges at discounted pricing.
October 31	Partner Media Kit + Comp Tickets Distributed	Event Management will distribute custom e-promo graphics, social media images, special friends and family coupon codes, complimentary tickets, and promotional assets to use for promoting the show.
October 31	Insurance Certificates	Submit Insurance Certificates to Rainprotection Insurance and Blaine
November 1	Cobb Services	See Exhibitor Services to order Internet, Electrical, Communications, Water & Drain Services, Parking
November 1	Cobb Galleria Centre	See Exhibitor Services to order with advanced pricing for Electrical, Lighting, and Internet Service.
November 1	ON Site Audio Visual	See Exhibitor Services to order for Audio Visual.
November 4	Blaine Exhibitor Services	See Blaine Exhibitor Kit to order Material Handling and Freight, Rental Furniture & Flooring, Booth Cleaning, Signs, Labor, Sign Hanging, and Labor Services
November 8	Blaine Advance Freight	See Exhibitor Service documents for Advance Freight / Material Handling
November 15	Load In	Exhibitor Load In: 12:00 pm – 7:00 pm, Exhibit Hall D
November 16	IMATS – Day 1	Exhibitors Entry at 9:00 am Trade Show Hours: 10:00 am – 5:00 pm
November 17	IMATS – Day 2	Exhibitors Entry at 10:00 am Trade Show 11:00 am – 5:00 pm
November 17	Load Out	Exhibitor Load Out: 5:00 pm – 9:00 pm