



**EXHIBITOR KEY DATES** – Los Angeles, January 11-12, 2020

<b>Deadline</b>	<b>Submission</b>	<b>DETAILS</b>
December 6	<b>Exhibitor Promotion Deliverables</b>	<p><b>Pro-Card Discounts:</b> Submit your <a href="#">Pro-Card Discount</a> details.</p> <p><b>Logo for Website:</b></p> <ul style="list-style-type: none"> <li>• landscape resolution (200x100px or higher)</li> <li>• transparent .png</li> <li>• preferably black graphic and or text (non-color)</li> </ul> <p><b>New Product Launches:</b> Provide product name/description and details on new products debuting at the show - participating exhibitors will receive pre-event, <a href="#">on-site</a> and <a href="#">post-event coverage</a>.</p> <p><b>Booth Demos/Meet-and-Greets:</b> Provide educator bio, demo details, and artist headshot for <a href="#">schedule</a> and <a href="#">featured speaker</a> 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>
December 12	<b>Exhibitor Contractor Notice</b>	Exhibitor Appointed Contractor Notice form completed and returned if your company plans to use a contractor which is not the official show service contractor (Blaine)
December 12	<b>Staff Badges</b>	Order additional staff badges at discounted pricing.
December 19	<b>PSAV Advance Pricing</b>	Order AV, Internet, Rigging
December 20	<b>Partner Media</b>	Event Management will distribute images, coupon codes, to use for promoting the show.
December 20	<b>Edlen Electrical Discount Pricing</b>	Order Electrical Services, Lighting
December 27	<b>Blaine Discount Pricing</b>	Order Freight / Transportation, Rental Services, Labor Service
January 3	<b>Advance Freight</b>	Advance Warehouse Shipments to be received.
January 3	<b>Outbound Freight</b>	Outbound Material Handling and Shipping arrangements
January 9	<b>Blaine Direct Freight</b>	Direct shipments to the Pasadena Convention Center will be accepted.
January 10	<b>Load In</b>	Exhibitor Load In 8:00 am – 4:30 pm
January 11	<b>IMATS – Day 1</b>	Exhibitors Entry at 8:00 am Pro-Card / Insider Pass Entry 9:00 am General Admission Entry: 11:30 am – 5:00 pm
January 12	<b>IMATS – Day 2</b>	Exhibitors Entry at 9:00 am General Admission Entry 10:00 am – 5:00 pm
January 12	<b>Load Out</b>	Exhibitor Load Out 5:00 pm – 9:00 pm