2025 EXHIBITOR CHECKLIST

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Month	Tasks	Date	☐
June	• **Subscribe** to the Exhibitor Central Blog for important updates and deadlines.	Right Away	☐
	• **Review** the Exhibitor Setup information to understand setup policies and procedures.	Right Away	☐
	• **Check** Booth Display Guidelines for rules and regulations on your booth display and space.	Right Away	☐
	• **Book** your hotel through IFPA's approved housing vendor, Expovision.	June 04	☐
	• **Register** exhibitor badges using the credits included with your booth.	June 04	☐
July	• **Submit** your Directory Listing for the online/mobile directory - this helps attendees learn about you.	Right Away	☐
	• **Promote** yourself by leveraging free marketing tools like the e-signature.	Right Away	☐
	• **Apply** for a Fresh Ideas Showcase, or submit details through your Exhibitor Portal if you've already secured one.	Right Away	☐
August	• **Review** shipping guidelines for perishable products and booth materials to ensure optimal handling.	Right Away	☐
	• **Check** sampling policies, complete necessary forms, submit requests and place catering orders.	Right Away	☐
	• **Register** Exhibitor Appointed Contractors (EAC's) that are not on the approved vendor list.	Right Away	☐
	• **Submit** a Booth-Sharing form if you plan to share your space with an affiliated company or brand.	Right Away	☐
	• **Attend** the Logistics Webinar for all exhibitors at 2:00 p.m. EST.	Aug. 13	☐
	• **Attend** the Floral Exhibitor Logistics Webinar for floral exhibitors at 2:00 p.m. EST.	Aug. 20	☐
	• **Deadline**: Last day to assign names and cancel hotel reservations with Expovision for rooms.	Aug. 29	☐
September	• **Start shipping!** Advance shipments (non-perishable only) accepted at the GES warehouse Sept 9–Oct 8.	Sept. 09	☐
	• **Attend** the Exhibitor Marketing/Booth Tips Webinar at 2:00 p.m. EST.	Sept. 10	☐
	• **Last Day to Cancel Badges & Receive a Refund**. Also, the last day to request booth worker badges to be mailed (continental US only), all other badges are picked up onsite.	Sept. 16	☐
	• **Promote Your Business!** Attract attendees to your booth. Booth contacts or registered attendees can access the attendee list via their IFPA account.	Sept. 19	☐
	• **Deadline**: Last day to place orders at a discounted rate with approved vendors, register EAC's, and submit booth-sharing forms.	Sept. 22	☐
	• **Request Changes** to target move-in/move-out times by submitting a Target Variance Request Form. All exhibitors are allocated a target move-in & out date/time.	Sept. 22	☐
	• **Mailed Booth Worker Badges are shipped** via FedEx Ground. (must be requested by Sept.16)	Sept. 23	☐
October	• **Download** the GPFS mobile app to access important event details instantly.	Oct. 01	☐
	• **Shipments Accepted!** Booth materials and perishable products will be accepted on-site - Oct. 12 -18.	Oct. 12	☐
	• **Begin setup!** Check your freight Target Move-in Time, review the expo schedule, and follow the clean floor policy to avoid labor fees.	Oct. 13	☐
	• **Expo Floor Opens at 9:00 a.m. for the Floral Hall** (North Building) and **10:00 a.m. for Halls A-D**	Oct. 17	☐
	• **Plan your move-out strategy!** Check your Move-out Time, and review the details for dismantling.	Oct. 17	☐
	• **Floral Hall (North Building)** opens at 8:00 a.m. for buyers, 9:00 a.m. for all other attendees. Halls A-D open at 10:00 a.m.	Oct. 18	☐
	• **Relax in the Exhibitor Lounge** (opens 5:00 -10:00 p.m.) while waiting for empties.	Oct. 18	☐
	• **Follow up on leads!** Download the attendee list and review your Showroom Performance recap.	Oct. 20	☐
	• **Prepare for 2026 in Orlando!** Booth applications open in early February.	Oct. 20	☐