Subject: Welcome to First-Timer Friday, Restaurant Show Edition!

Introducing First-Timer Friday! The Restaurant Show has put together education resources and top tips to help first-time exhibitors prepare to exhibit. See below for the resources:

Deadlines Not to Miss!

- February 28th: *Island and peninsula booths – don't forget to submit your booth design for review **here**.

- April 2nd: Maritz's Lead Retrieval early bird discount deadline, **order lead retrieval** before to save!

- April 7th: Book hotels with the only official provider of hotels for the Show, onPeak, here.

- April 14th: Advanced Warehouse Shipping begins. *Ship hanging signs to the Advanced Warehouse!

- April 15th:

    o Freeman's discount deadline

    o All food & beverage sampling forms due to sample at the Show, complete in your Exhibitor Dashboard.

    o Ordered electricity? Submit your placement floorplan to Freeman.

    o If you're using a contractor that isn't Freeman, you must register them as your **Exhibitor Appointed Contractor** for them to access the floor.

Exhibitor Education: Find the information above plus additional resources, and more on the Exhibitor Education page!

- Webinars & Instructional How-To Videos**:** Cover a range of topics from industry insights, first time exhibiting tips, lead insights and lead retrieval, move-in/move-out, and more.

- Instructional resources from the Show and from Freeman, our General Services Contractor.

- **Office Hours:** Have questions? Sign up for a 15-minute meeting with the Exhibitor Services team!

The Show's Exhibitor Advisory Committee has provided the tips and topics they wish they knew the first time they exhibited with us! View their tips and more under Show Resources here.

Exhibitor Service Kit: We know it contains a lot of information, remember to use the Checklist in your Exhibitor Dashboard to stay on track with the dates and deadlines.

- Build Your Booth: Make sure you know your booth type's **design regulations**! Confirm your booth type in Exhibitor Account – Booth Information section of your Exhibitor Dashboard.

- In a booth with design restrictions? Confirm and view details here.

Exhibitor Dashboard & Checklist

- The Exhibitor Dashboard houses everything you need for the Show. Find your list of to-do items and deadlines to prepare for the Show in the Checklist. You can also add your own to-do items and link them to your calendar. Mark off items as you complete them!

Exhibitor Warnings: Review the page before working with an unfamiliar service provider. *Exhibitors should always be on guard against attempts by individuals to lure them into undesirable agreements, to sell services that are not wanted or needed, or to fraudulently redirect funds from the intended recipient.*

- [Check this page](#) to confirm you are working with a trusted Official Service Provider of the Show.

We know exhibiting for the first time can be overwhelming and we are here to help. Contact RestaurantShowExhibitorServices@informa.com for assistance or schedule a 15-minute meeting with Exhibitor Services [here](#).

See you at the Show!