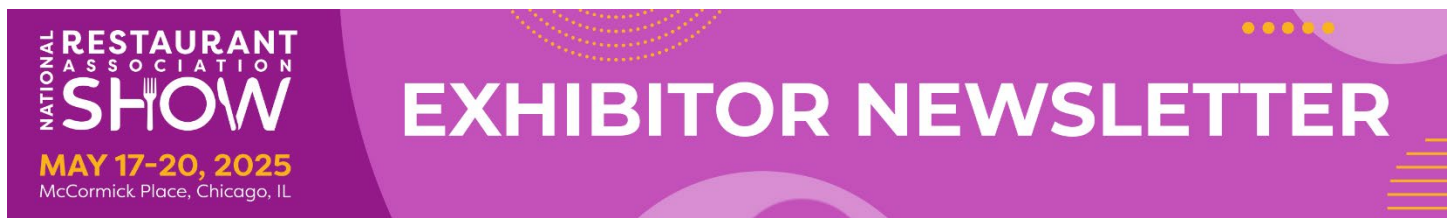


**Subject Line:** Restaurant Show: Get Ahead of the Curve!



**It may still be winter, but May is just around the corner! Don't put off planning for the Show until the last minute.**

**Not sure where to start? Let us show you!**

Upcoming Deadlines:

- February 28<sup>th</sup>: [Floorplan Submission](#) deadline for island and peninsula booths
  - If you are an **island or peninsula booth**, your floor plan must be submitted for review by Show Management. \*The Show does not have split islands. All peninsula booths must follow peninsula design regulations.
  - Find design regulations [here](#). **There will be no exceptions made to design regulations.**
- April 2<sup>nd</sup>: Maritz's Lead Retrieval early bird discount deadline, [order lead retrieval](#) before to save!
- April 7<sup>th</sup>: Book hotels with the only official provider of hotels for the Show, onPeak, [here](#) by **April 7<sup>th</sup> to receive guaranteed rates.**
- April 15<sup>th</sup>:
  - Freeman's discount deadline, place your orders before the deadline [here](#).
    - **Purchased electricity? Submit your placement floorplan to Freeman.**
  - OVG deadlines:
    - Submit Food & Beverage and Alcohol & Hemp Sampling forms in the [Exhibitor Dashboard](#) by April 15th.
    - Also, the deadline to order your food, beverage, or alcohol from OVG. Find their form in the service kit Official Service Providers page [here](#).
  - Deadline to [appoint your EAC](#)
    - Will you have a contractor building or supervising the build of your booth during move-in and move-out? You have an Exhibitor Appointed Contractor (EAC)!
    - You are required to appoint this company to Show Management for their formal approval process.
- April 30<sup>th</sup>: Deadline to send Customer Invites. Send in the Services for the Show tile of your [Exhibitor Dashboard](#).

[International Exhibitor Section](#)

The General Info section of the service kit includes a section for international exhibitors! This section is not all inclusive so please make sure to visit the other sections of the kit to prepare for the Show.

- [Visa Letter of Invitation](#)
- Our NEW recommended customs broker and international freight forwarder, Phoenix Logistics.
- [International exhibitor resources](#)

Take Advantage of your [The Show To Go Directory Profile](#)

Attendees are already building their agendas for the Show – don't miss out on sales by waiting to complete your profile. Everything you need can be found in the Checklist tile of your [Exhibitor Dashboard](#).

 Home

 Checklist

 Resources

 Users

- List the languages spoken in your booth and diverse business classification in your profile
- Link to videos hosted on other sites in your profile
- List your brands so attendees know why visiting your booth is a priority
- Want to invite your customers to the Show for FREE? More information [here](#).
- Create appointment time slots for attendees in the Appointments & Messages tile of your [Exhibitor Dashboard](#)! More information [here](#).

Education: Find all offered education and training resources in the [Exhibitor Education](#) page.

- Register for the Exhibitor Training Webinars: Webinars are live and on-demand covering exhibit tips, lead insights and lead retrieval, move-in/move-out, and more.
  - Watch 5-minute instructional how-to videos reviewing the Exhibitor Dashboard and Marketing Resources Center.
- [Sign Up for Office Hours](#): 15-minute meetings with the Exhibitor Services team to review your Show questions.

Let us know if you have any questions as you plan for the 2025 Restaurant Show!