

IMPORTANT DATES TO KNOW

Additional information for each deadline can be found in the [Exhibitor & Sponsor Portal](#).

FEBRUARY 12

- Company descriptions, logos, and areas of expertise due*

MARCH 2

- Advertising artwork due*

MARCH 11

- Exhibitor session (Solution Session, Learning Stage Session, Author Chat Session) descriptions due (submit through task in [Exhibitor & Sponsor Portal](#))*
- Session descriptions completed in full by March 11 will be posted on the ATD26 website by March 27
- Session descriptions completed in full by March 27 will be posted on the ATD26 website by April 10
- Session descriptions completed in full by April 17 will be posted on the ATD26 website by May 1

MARCH 27

- [Housing](#): Room block request deadline/ All names due for all room blocks

MARCH 31

- Island booth/tower renderings due to show management for approval*
- Hanging sign renderings due to show management for approval*

APRIL 9

- Lead Retrieval: Early bird price deadline**

APRIL 10

- Exhibitor Appointed Contractor (EAC) information due*
- Certificate of Insurance due*

APRIL 14

- Tote bag inserts due for approval*. Shipping instructions will be shared upon approval.

APRIL 15

- Shipping: Advanced warehouse begins accepting freight

APRIL – DATE TBD

- Freeman Deco & AV: Discount price deadline**

APRIL 23

- [Housing](#): deadline for individual housing reservations for best availability

APRIL 24

- Tote bag inserts due to fulfillment center for bag stuffing (shipping instructions will be provided upon insert proof approval by ATD).

MAY 4

- [Housing](#): Deadline for final changes through ATD Housing.

MAY – DATE TBD

- Advanced warehouse deadline (shipments received after this day will incur an additional charge.)

MAY 14

- Shipping: Freight accepted onsite

MAY 17

- Booths must be set by 12 p.m. (Show management reserves the right to use unoccupied exhibit space if booths are not set by this time). Exhibitors may re-enter EXPO hall at 4 p.m. for final pre-show touch-ups.

MAY 17-20

- Exhibit Hours

Sunday, May 17

6 p.m. – 8 p.m. - Opening Reception in EXPO



LOS ANGELES
MAY 17-20

Monday, May 18	9:30 a.m.–3:30 p.m.
Tuesday, May 19	9:00 a.m.–6 p.m.
Wednesday, May 20	8:30 a.m. - 11:30 a.m.

MAY 21

- Exhibitor move-out ends by 3 p.m. on Thursday, May 21. (Carriers must check-in by 1 p.m. and be clear by 3 p.m.)

*Submit through [Exhibitor & Sponsor Portal](#)

**Order through Exhibitor & Sponsor Portal