

2024 EXHIBITOR CHECKLIST



To Do

Date/Deadline

Ongoing

- Sponsorship opportunities open (contact Natasha Rankin at natasharankin@irrigation.org)

June 2024

- Exhibitor registration opens June 10, 2024
- Housing opens (via the IA's exclusive partner, [Connections Housing](#)) June 10, 2024
- Cancellation deadline for 75% refund on booth space (see [Exhibitor Terms & Conditions](#)) June 30, 2024
- Full booth payment due June 30, 2024

July 2024

- New product contest application opens July 9, 2024
- Exhibitor services kit available on [exhibitor resource center](#) July 29, 2024

August 2024

- Last day to submit entry for consideration in the [2024 New Product Contest](#) Aug. 16, 2024
- Cancellation deadline for 50% refund on booth space (see [Exhibitor Terms & Conditions](#)) Aug. 31, 2024
After Aug. 31, 2024, no refunds will be given.

September 2024

- Last day to submit [Meeting Request Form](#) for meeting space in the convention center or a partner hotel Sept. 1, 2024
- Last day to receive early bird pricing for lead retrieval (MCI) Sept. 6, 2024
- Early bird registration ends Sept. 19, 2024

October 2024

- Last day to receive advanced pricing for lead retrieval (MCI) Oct. 4, 2024
- Last day to order catering at the Long Beach Convention & Entertainment Center (SAVOR) Oct. 4, 2024
- First day advanced shipping to Shepard warehouse accepted (review [exhibitor services kit for details](#)) Oct. 7, 2024
- Proof of insurance submission deadline (submit through [exhibitor resource center](#); also see [Exhibitor Terms & Conditions](#)) Oct. 7, 2024
- Discount price deadline for custom Shepard rentals Oct. 7, 2024
- Exhibitor appointed contractor notification deadline Oct. 7, 2024
- Last day to make [hotel reservations](#) through Connections Housing Oct. 10, 2024
- Last day to reserve a meeting room on the exhibitor floor (see [sponsorship and marketing brochure](#)) Oct. 11, 2024
- Last day to order electrical at the Long Beach Convention & Entertainment Center (Edlen) Oct. 13, 2024
- Pre-show attendee email list sent to exhibitors and sponsors Oct. 14, 2024
- IA Certification Exam registration deadline Oct. 15, 2024
- Discount price deadline for standard Shepard orders Oct. 16, 2024
- Last day to order internet at the incentive rate (SmartCity) Oct. 21, 2024
- Last day for Shepard warehouse deliveries without a surcharge Oct. 30, 2024

November 2024

- Last day for receipt of advance freight shipment to Shepard warehouse (see [exhibitor services kit for details](#)) Nov. 1, 2024
- Last day to register with promo codes (no codes accepted onsite) Nov. 3, 2024
- First day direct shipping to Long Beach Convention & Entertainment Center (see [exhibitor services kit for details](#)) Nov. 4, 2024
- Post-show attendee email list sent to all exhibitors and sponsors Nov. 22, 2024

Please note: Deadlines are subject to change. Updates to this document will be communicated to the booth contract via email and posted on the Irrigation Show website (irrigationshow.org) under the "Exhibitor Information" tab.