

Deadline	Explanation	Section in this Manual	Page #
December 27 ..	Featured Products Program (Free Advertising!)	Pre-Show Preparation	PS-03
January 13	Full Payment of Exhibit Space Due	As per 2012 Expo Contract	
January 17	Wis. Restaurateur Magazine Advertising - Space Reserve..	Pre-Show Preparation	PS-09
January 20	Wis. Restaurateur Magazine Advertising - Materials Due ..	Pre-Show Preparation	PS-09
February 7	Expo Program Advertising - Space Reserve.....	Pre-Show Preparation	PS-07-08
February 9	Insurance Certificate	Rules & Regulations.....	RR-14
February 9	EAC Authorization Request (WRA Form).....	Freight/Labor	FL-03
February 9	EAC Badge Order (WRA Form)	Freight/Labor	FL-04
February 9	EAC Authorization Request (Valley Expo Form)	Freight/Labor	FL-05
February 9	Sign & Banner Hanging Order	Freight/Labor	FL-19
February 10	Logo Upgrade in the Expo Program	Pre-Show Preparation	PS-06
February 10	Expo Program Advertising - Materials Due	Pre-Show Preparation	PS-07-08
February 10	Dock Pass Request.....	Freight/Labor	FL-01
February 17	Preferred Customer Pass Orders.....	Pre-Show Preparation	PS-04
February 17	WRA Membership List.....	Pre-Show Preparation	PS-05
February 20	Online Auction Donations.....	Pre-Show Preparation	PS-11
February 23	Discount Deadlines for Valley Expo & Displays	Payment Info	PI-01
February 23	Booth Carpet Order	Furniture/Custom Rentals....	FR-01-02
February 23	Booth Furniture & Accessories Order.....	Furniture/Custom Rentals....	FR-03-27
February 23	Exhibit Display/System Order	Furniture/Custom Rentals....	FR-28-32
February 23	Graphics & Signage Order	Furniture/Custom Rentals.....	FR-33
February 24	IT, Electrical & Mechanical Order.....	Rental Services/Utilities	RU-01-05
February 24	Audio/Visual Request.....	Rental Services/Utilities	RU-06
February 24	Hotel Reservations.....	General Info	GI-09
March 1	Lead Retrieval Order.....	Rental Services/Utilities	RU-07-08
March 5	Advance Freight Shipments to Valley Expo & Displays.....	Freight/Labor	FL-07
March 8	Exhibitor Badge Registration	Pre-Show Preparation	PS-01
March 10	First Day of Exhibitor Move-In	General Information	GI-01
March 10	Direct Shipments Begin Arriving at Exhibit Site	Freight/Labor	FL-07
March 11	Second/Final Day of Exhibitor Move-In.....	General Information	GI-01
March 14	First Day of Exhibitor Move-Out (after 3:00 PM)	General Information	GI-01
March 15	Final Day of Exhibitor Move-Out (8:00 AM-12:00 PM)	General Information	GI-01