

## Important Dates, Deadlines and Early Bird Pricing

<p><b>Applications for Exhibit Space and Applicable Deposit</b> Deposit of \$1,000 CAD per 10' x 10' booth is required at time of booking. <b>Space will not be assigned until the deposit is received.</b></p>	<p><b>Live Demonstrations on the Exhibit Floor</b> Submission deadline for approval.</p> <p style="text-align: right;">March 1, 2017</p>				
<p><b>Registration for 1<sup>st</sup> Round Booth Applications</b> Opens for exhibitors with 50 or more ASM Exhibitor Loyalty Points. September 7, 2016 <b>APPLICATION DEADLINE: September 21, 2016</b></p>	<p><b>Professional Videotaping or Photography on the Exhibit Floor</b> Submission deadline for approval.</p> <p style="text-align: right;">March 1, 2017</p>				
<p><b>Registration for 2<sup>nd</sup> Round Booth Applications</b> Opens for exhibitors with 25 to 49 ASM Exhibitor Loyalty Points. October 6, 2016 <b>APPLICATION DEADLINE: October 20, 2016</b></p>	<p><b>Fire Safety Reply</b> Email completed form and necessary floor plans to: Metro Toronto Convention Centre, Operations Department fsrc@mtccc.com April 2, 2017</p>				
<p><b>NEW Registration for 3<sup>rd</sup> Round Booth Applications</b> Opens for exhibitors with less than 25 ASM Exhibitor Loyalty Points. November 2, 2016 <b>APPLICATION DEADLINE: November 16, 2016.</b> Applications received after November 16, 2016 will be processed on a first come first served basis.</p>	<p><b>NEW Certificates of Insurance Due</b> Please submit to: John Neo, 2780 Highway #7 Unit 103, Concord, ON L4K 3R9 Fax: 905-760-2260 Email: info@exhibitorinsurance.com April 5, 2017</p>				
<p><b>Preliminary Guide Advertising</b></p> <table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">Space Closing</td> <td style="text-align: right;">October 25, 2016</td> </tr> <tr> <td>Material Closing</td> <td style="text-align: right;">November 4, 2016</td> </tr> </table>	Space Closing	October 25, 2016	Material Closing	November 4, 2016	<p><b>NEW Exhibitor Appointed Contractor (EAC) Form</b> Submit completed forms to: GES Canada, Mario Mendes Email: mmendes@ges.com Fax: 905-283-0501 April 5, 2017</p>
Space Closing	October 25, 2016				
Material Closing	November 4, 2016				
<p><b>Hotel Reservations</b> Room blocks for the ASM150 will be open for Exhibitors in December. Notification will be emailed to all registered exhibitors prior to room blocks opening. December, 2016</p>	<p><b>Lead Retrieval Services   Early Bird Deadline</b> Convention Data Services (CDS) April 10, 2017</p>				
<p><b>FINAL BOOTH PAYMENTS DUE</b> <b>JANUARY 13, 2017</b></p>	<p><b>GES, Global Experience Specialists</b> <b>Early Bird Deadline</b> for carpet, furniture, plants, signage and other related design elements for your booth. April 10, 2017</p>				
<p><b>Cancellation of Booth Space.</b> <b>Please note our revised cancellation policy.</b> Booth cancellations will be subject to a fee of \$1,000 per 10x10 booth prior to this date.</p>	<p><b>MTCC Parking Pass   Early Bird Deadline</b> April 25, 2017</p>				
<p><b>No refunds will be given for booth cancellations after this date.</b> All cancellations must be submitted to the ODA in writing after this date.</p>	<p><b>SHOWTECH Power &amp; Lighting   Early Bird Deadline</b> <b>APRIL 18, 2017</b></p>				
<p><b>Submissions Due for Complimentary Exhibitor Listing in the Final Program</b> February 15, 2017</p>	<p><b>NEW Please Note: Electrical service is no longer included in the booth fees</b> If you require electrical, please place your order for service directly from SHOWTECH Power &amp; Lighting.</p>				
<p><b>Advertising in the Final Program</b></p> <table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">Space Closing</td> <td style="text-align: right;">March 20, 2017</td> </tr> <tr> <td>Material Closing</td> <td style="text-align: right;">March 27, 2017</td> </tr> </table>	Space Closing	March 20, 2017	Material Closing	March 27, 2017	<p><b>Freeman Audio Visual</b> <b>Early Bird Deadline</b> for AV Requirements April 24, 2017</p>
Space Closing	March 20, 2017				
Material Closing	March 27, 2017				
<p><b>Hanging Signs, Banners and Trusses</b> Submission deadline for approval. March 1, 2017</p>	<p><b>Direct Shipment to the MTCC</b> Shipments will be refused prior to this date. May 2, 2017 (noon - 9 pm) May 3, 2017 (8 am - 9 pm)</p>				
<p><b>Booth Configuration Approvals</b> Submission deadline for Island, Peninsula, and Full Aisle booth configurations and those booth configurations of 400 sq. ft. (four booths or more) March 1, 2017</p>	<p><b>Exhibitor Insurance</b> <b>NEW Proof of insurance is now mandatory.</b> Order your Exhibitor Liability Insurance on-line and save! www.exhibitorinsurance.com. May 3, 2017</p>				
<p><b>Motorized Vehicles in Booths</b> Submission deadline for approval. March 1, 2017</p>	<p><b>Exhibitor Badge Registration</b> There is no deadline to register or make changes to your badges for exhibit booth staff. Register online any time before going to show site!</p>				

EXHIBIT FLOOR IS OPEN

Thursday, May 4 from 9:00 am – 5:30 pm  
Friday, May 5 from 9:00 am – 5:30 pm  
**There are no exhibits on Saturday, May 6**