



What to Expect When You Are Exhibiting at HITEC Toronto 2017

Welcome to HITEC Toronto 2017. We are excited about the upcoming conference and tradeshow taking place June 26-29 in beautiful Toronto, Ontario Canada. A show of this size takes months to plan and there are many deadlines and milestones along the way. This timeline is designed to help exhibitors in planning and preparing for exhibiting at HITEC. General time frames are listed to guide your planning. Specific deadline dates will be announced soon. Following the timeline are some tips to help make planning for HITEC easier as well as a list of HFTP/HITEC contacts.

Timeline (Subject to Change)

January 2017

- Reminder invoice for booth space fee sent to exhibitors with a balance due.
- Housing Bureau opens for **hotel room reservations**. Rooms fill quickly so make your reservations early. Please note that a **room block request** form is required for 10 or more rooms and for suites.
- Hotel & Travel information: http://www.hftp.org/hitec/toronto/travel_info/

February 2017

- Pricing increase for exhibit booths on February 1.
- Invoice for Final payment fee due March 1 sent via e-mail.

March 2017

- Final payment for booth fee due March 1.
- First monthly exhibitor newsletter (exhibitor tutorials, technology showcases, sponsorships, update company information)
- Exhibitor **Service Kit** link sent to all fully paid exhibitors. The Service Kit includes information and order forms for booth services such as shipping, carpet, furnishings, internet access etc. will be sent late March.
- Convention Center **meeting space applications** available to exhibitors in good standing. Space is limited and is assigned on a first-come basis as inventory allows.
- Company Profile needs to be up-to-date. The profile is used to gather your company's information used in the **HITEC Website and mobile app**. If your company information is not updated, the information we have on file will be used, which may not be how you want to be viewed by attendees.

April 2017

- Exhibitor Registration (badges for booth workers) instructions and login/password information sent.
- Monthly exhibitor newsletter (qualified buyers, exhibitor badges, housing reminder, sponsorships left, enhanced listings)
- Booth Design and Activity form due for exhibitors with island booths, hanging signs, satellite needs or other in-booth activities as specified on the form as found in the Service Kit.

May 2017

- Priority booth selection begins for HITEC 2018.
- Monthly exhibitor newsletter (housing reminder, sponsorships left, enhances listings, GES deadlines, 2018 booth reservations)
- Early-bird pricing deadline for many booth services.
- **Pre-Show attendee** list sent to all exhibitors in late May.
- Group housing deadline is in early May, general housing deadline is in late May.
- Program advertising deadline.
- **Proof of liability insurance coverage** for Exhibitor Appointed Contractors (excluding GES) due.

June 2017

- Final issue of the exhibitor newsletter. (final details)
- **Send freight** - specifics on shipping will be in the Service Kit sent in March.
- Tip: arrange for return shipping before leaving/arriving for the show

Quick Tips

- All HITEC related email notifications will not necessarily come from the exhibit department staff; it is recommend that you have your IT department “white-list” all HFTP.org domain email addresses.
- **Please notify exhibit staff of any contact information change so that the records remain accurate.**
- The monthly exhibitor newsletters that will begin in March feature important show information and are a great tool to use to stay organized and up-to-date.
- Many exhibit forms and helpful resource information can be found in the Exhibitor Service Center here: <http://www.hftp.org/hitec/toronto/exhibitors/resources/>.

Contacts

Alison Heathcote
Exhibits Manager
+1 (512) 220-4029
alison.heathcote@hftp.org

Claire Boyland
Meetings Coordinator
+1 (512) 220-4042
claire.boyland@hftp.org