

chfa.®

NO



W

Natural  
Organic  
Wellness

Conference: April 3, 2024  
Trade Show: April 4 & 5, 2024

## Exhibitor Key Dates Calendar

*Note: Red font indicates link coming soon.*

Published November 2023

# CHFA NOW 2024

November 2023

Mon	Tues	Wed	Thurs	Fri	Success Notes:
30	31	1	2	3 Book YOUR <a href="#">hotel rooms</a> .	<p><b>Your booth application includes:</b></p> <ul style="list-style-type: none"> <li>• Carpet</li> <li>• 8' high drapery back wall</li> <li>• 3' high drapery sidewall</li> <li>• Four exhibitor badges per 100 ft<sup>2</sup></li> <li>• Material handling (at show)</li> </ul> <p><b>Additional requirements</b>, such as tables, chairs, display cases, signage, cleaning services and electrical costs, are the responsibility of the exhibitor.</p> <p>These can be ordered quickly and easily through the <a href="#">Exhibitor Manual</a></p> <p><b>Need show marketing ideas?</b> Contact Valerie Kaye, Sales Manager - Membership, Events &amp; Programs at 1.800.661.4510 x 232 or <a href="mailto:vkaye@chfa.ca">vkaye@chfa.ca</a>.</p>
6	7	8	9	10	
13	14	15	16 <a href="#">CHFA Industry Awards Nominations</a> Open	17	
20	21	22	23	24	
27 <a href="#">Marketing Add-On Booking</a> Begins	28	29	30	1	



Indicates [CHFA NOW Marketing & Sponsorship Opportunities](#) content due dates. All are available on a first-come, first-served basis and some are limited. Additional fees and further restrictions may apply. [Click here](#) to order your add-ons before submitting your forms.

# CHFA NOW 2024

December 2023

Mon	Tues	Wed	Thurs	Fri	Success Notes
27	28	29	30	1	<p><b>Product Showcase:</b></p> <p>Year after year, retailers tell us the number one reason they attend is to source new products. <a href="#">Learn more</a> about how you can showcase your products in our on-site displays and pre-show marketing material.</p>
4	5	6 Book Your <a href="#">hotel rooms</a>	7	8	
11	12	13	14	15	
18	19 CHFA <a href="#">Industry Awards Nominations</a> Closes	20	21	22 Last business day to <a href="#">RENEW YOUR CHFA Membership</a> .	
25 CHFA Office Closed	26 CHFA Office Closed	27 CHFA Office Closed	28 CHFA Office Closed	29 <b>Final Booth Deposit Due</b> CHFA Office Closed	



Indicates [CHFA NOW Marketing & Sponsorship Opportunities](#) content due dates. All are available on a first-come, first-served basis and some are limited. Additional fees and further restrictions may apply. [Click here](#) to order your add-ons before submitting your forms.

# CHFA NOW 2024

January 2024

Mon	Tues	Wed	Thurs	Fri	Success Notes
1 CHFA Office Closed	2 <a href="#">Register for your Exhibitor Badges</a>	3 Your Exhibitor Promo Toolkit will be sent this week	4	5	<p><b>Did you know?</b></p> <p>Our <a href="#">Exhibitor Promo Toolkit</a> gives you all the assets and resources you need to promote your presence at the show, including videos, social images, email templates, retailer invites and health &amp; safety tips for in-person shows.</p>
8 Book YOUR <a href="#">hotel rooms</a> . <a href="#">Pre-show Banner Ad</a> (Jan) Due	9	10 Attendee <a href="#">online registration</a> opens Award Voting Opens	11	12	
15	16 <a href="#">Register for your Exhibitor Badges</a>	17	18	19	
22	23	24	25 Award Voting Closes <a href="#">Meeting Room Rental Form Due</a>	26	
29	30 <a href="#">Hotel Room Product Placement Due</a> Tomorrow	31 <a href="#">Exclusive Branded Hotel Room Keycard Due</a>	1	2	



Indicates [CHFA NOW Marketing & Sponsorship Opportunities](#) content due dates. All are available on a first-come, first-served basis and some are limited. Additional fees and further restrictions may apply. [Click here](#) to order your add-ons before submitting your forms.

# CHFA NOW 2024

February 2024

Mon	Tues	Wed	Thurs	Fri	Success Notes
29	30	31	1 <a href="#">Pre-show Banner Ad (Feb)</a> Due	2	<p><b>Retailer Invitations:</b></p> <p>Your show promotion is crucial to your success. By sharing this complimentary invitation in your retailer email blasts, on your website order page, and through your sales team, you'll encourage more customers to visit your booth.</p> <p>The code provides FREE online registration and there is no limit to how many retailers and health care practitioners can use this code.</p> <p><b>Questions?</b> Contact <a href="mailto:events@chfa.ca">events@chfa.ca</a></p>
5 <a href="#">Register for your Exhibitor Badges</a>	6 <a href="#">Conference Session Sponsor Forms, Exclusive Networking Break Sponsor, Networking Break Sampling Sponsor</a> Due	7	8 <a href="#">Launch Pad and Entrance Sampling Application</a> Due <a href="#">Broker &amp; Distributor Quick Find List</a> due tomorrow	9 <a href="#">Carpet Sticker, Member Lounge Sponsor, Pull Up Banner, Washroom Advertising Excl., Marketing Opp., and Member Attributes</a> Due	
12	13	14 <a href="#">Custom Experiential Activation</a> Due	15 <a href="#">Brand School Form</a> Due & <a href="#">Show Bag Insert</a> Due	16 <a href="#">Branded Email to Exhibitors</a> Due	
19 CHFA Office Closed	20	21	22 <a href="#">Retailer Gift Bag Insert</a> Due Tomorrow <a href="#">Lead Retrieval</a> Early Bird Deadline	23 <a href="#">Social Media Brand Content, Digital Show Guide Ads, Rotating Banner Ad, Celebration Stations, Show Announcements</a> Due	
26	27	28	29 <a href="#">Pre-show Banner Ad (Show Month)</a> <a href="#">Exhibitor Booth Drop</a> Due	1	



Indicates [CHFA NOW Marketing & Sponsorship Opportunities](#) content due dates. All are available on a first-come, first-served basis and some are limited. Additional fees and further restrictions may apply. [Click here](#) to order your add-ons before submitting your forms.

# CHFA NOW 2024

March 2024

Mon	Tues	Wed	Thurs	Fri	Success Notes
26	27	28	29	1 <a href="#">Food Sampling Application, Cold Storage</a> Due <a href="#">Advanced Warehouse</a> Opens, <a href="#">Audio Visual</a> Early Bird Deadline	<p><b>Did you know?</b></p> <p>Our Exhibitor Promo Toolkit gives you all the assets and resources you need to promote your presence at the show, including videos, social images, email templates, retailer invites and health &amp; safety tips for in-person shows.</p>
4 Finalize YOUR Shipping Plan.	5 <a href="#">Freeman Early Bird Discount</a> deadline,  <a href="#">Pavilion Carpet Form</a> Due	6	7 <a href="#">Insurance Form, Product Showcase</a> Due	8 <a href="#">Electricity, Internet, Banner Hanging/ Rigging, Booth Cleaning, Plumbing</a> forms Due	
11 Branded Email to Attendee List ( <a href="#">Show Week &amp; Show Days</a> ) Due	12	13	14	15	
18 <a href="#">Register for your Exhibitor Badges</a>	19	20	21	22 <a href="#">Catering Order</a> Due <a href="#">Advanced Warehouse</a> Closes, <a href="#">Early Bird Lead Retrieval</a> Due	
25	26	27	28	29	



Indicates [CHFA NOW Marketing & Sponsorship Opportunities](#) content due dates. All are available on a first-come, first-served basis and some are limited. Additional fees and further restrictions may apply. [Click here](#) to order your add-ons before submitting your forms.

# CHFA NOW 2024

April 2024

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
1 Register for your <a href="#">Exhibitor Badges</a>	2 Pavilion Move-In*	3 In-line Move-In*	4	5 In-line Move-Out*	6 Pavilion Move-Out*	7
	CHFA NOW Vancouver Conference		CHFA NOW Trade Show: 10 AM–5 PM			
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					



Indicates [CHFA NOW Marketing & Sponsorship Opportunities](#) content due dates. All are available on a first-come, first-served basis and some are limited. Additional fees and further restrictions may apply. [Click here](#) to order your add-ons before submitting your forms.