

CHFA East 2018

Exhibitor Key Dates Calendar

Published April 2018




May 2018

Mon	Tues	Wed	Thurs	Fri	Success Notes
30	1 Book YOUR hotel rooms	2	3	4	<p>Your booth application includes:</p> <ul style="list-style-type: none"> • Carpet • 8' high drapery back wall • 3' high drapery sidewall • Four exhibitor badges per 100 ft² • Material handling (at show) • Access to the Exhibitor Success Centre <p>Additional requirements, 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 Exhibitor Manual</p> <p>Need show marketing ideas? Contact Janel Matheson, Event & Sponsorship Manager at 1.800.661.4510 x 232 or jmatheson@chfa.ca</p>
7 Review the Exhibitor Manual	8 Determine YOUR Marketing Budget .	9 Read Exhibitor Show Policies	10	11	
14 Attendee online registration opens	15 Consider Show Sponsorship	16 Review the CHFA Marketing Plan	17 Build YOUR Marketing Plan	18	
21 CHFA Office Closed	22	23	24	25 Consider Exclusive Marketing Options & Pull-Up Banner due	
28	29	30	31	1	



Indicates [CHFA Marketing & Sponsorship Opportunities](#) booking due date. All are available on a first-come, first-served basis and some are limited. Additional fees and further restrictions may apply. Material deadlines for these opportunities are listed on the order forms.

June 2018					Success Notes
Mon	Tues	Wed	Thurs	Fri	
28	29	30	31	1 Product Education Session (PES) form with content due	 <p>Did you know?</p> <p>The Exhibitor Success Centre includes time-tested tips for pre-show marketing, onsite sales strategies, and post-show follow-ups. It will help you get the most value from investment.</p> <p>Plus we've added the Social Media Guide which is a comprehensive resource for how to leverage your social media activity and promote your new products using #CHFAeast.</p>
4 Read our 5 Tips to Exhibitor Success	5 Exhibitor Badge Registration Opens	6	7	8	
11 Finalize YOUR exhibit design	12 YOUR Retailer Invitations emailed this week	13	14 Final 40% deposit due	15 Website / Show App Advertising forms due	
18	19 Award Nominations Open	20	21	22	
25	26	27	28	29	



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July 2018

Mon	Tues	Wed	Thurs	Fri
25	26	27	28	29
2 CHFA Office Closed	3	4	5 QuickFind form due	6 Show Guide Advertising form due
9 Read Display Rules and Regulations	10 Award Nomination Closes	11	12	13 Insert in Badge Mailing form due
16	17 Award Voting Opens	18	19	20 Last call for Exclusive Marketing Opportunities
23	24	25	26	27
30	31	1	2	3

Success Notes



Quick Find Form:

Are you a CHFA Member who is representing other companies at the show? Submit the company name and booth numbers for these partners via the [Quick Find Form](#) and we'll add them to the Show Guide's Quick Find section. Plus, if they are CHFA Members, we will give them additional exposure on the website and in the Show Guide.

Questions?

Contact Irina Costachescu, Event Coordinator at 1.800.661.4510 ext. 228 or icostachescu@chfa.ca

August 2018

Mon	Tues	Wed	Thurs	Fri	Success Notes
30	31	1	2	3 Product Showcase & Carpet Sticker forms due	<p>Product Showcase: Year after year, retailers tell us the number one reason they attend is to source new products. Learn more about how you can showcase your products in our on-site displays and pre-show marketing material.</p> <p>Retailer Invitations: These invites are crucial to your show success because they ensure your retailer and natural health practitioner customers (who may not be CHFA members) can attend the trade show for free. Watch your email for tips on how to use your Customer Invites.</p> <p>Questions? Contact Hina Amir, Event Planning Coordinator at 1.800.661.4510 ext. 239 or events@chfa.ca</p>
6 CHFA Office Closed	7 Finalize your shipping plan with TWI Group.	8 Cold Storage & Food Sampling forms due. Award Voting Closes	9	10 Fire Safety form due	
13 One month until SHOW TIME! Advanced Warehouse Shipping Opens	14 Review Banner Hanging Options	15	16 Insurance early bird deadline	17 Member Lounge, Celebration Station forms due	
20 Want to have your badges mailed? Register this week.	21	22	23 Lead Retrieval, furniture, signage & labour discount deadline	24 Attendee online registration closes	
27	28	29 Parking, Cleaning, & Internet discount deadline	30 Catering, Electrical Plumbing & Rigging forms due	31 Sampling Table & Show Bag Insert forms due	



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September 2018

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
27	28	29	30	31	1	2
3 CHFA Office Closed	4 Audio Visual deadline	5	6 Pavilion Carpet Colour Selection Due	7	8	9
10	11 Advanced Warehouse Shipping Closes	12	13 Pavilion Move-In* CHFA Conference	14 In-line Move-In*	15 CHFA Trade Show: 10 a.m. – 5 p.m.	16 In-line Move-Out*

17

Success Notes

[Pavilion Move-Out*](#)

[TWI Group](#) is the official shipping company for CHFA East 2018. They offer affordable domestic and international shipping solutions. They can assist with any shipping questions you may have including direct to show shipping.

*Please make note of your assigned move-in and move-out times and note that all exhibitors must abide by their assigned schedules. This schedule not only helps us control traffic flow to the loading docks, it also ensures a safe work environment for all. Set-up may begin anytime after the move-in is complete.

Contact [Pat D'Alessandro](#) at 905.812.1124 ext. 6410 for more info.

