

Important Dates & Details for 2024 Exhibitors

To ensure you have a successful show, you'll find important information on the items below as well as marketing opportunities, here: [Exhibitor Information & Resources](#)

DEADLINE	ACTION
March 1	Company Listing due for mobile app and on-site Show Directory. Login link will be sent in February.
March 13	Certificate of Liability Insurance Due *required View requirements
March 29	Lead Retrieval discount deadline. Order online.
April 1	Freeman Discount Deadline. Access the Exhibitor Service Kit to order booth furniture, carpet, electrical, A/V, floral, labor and more.
April 4	Hotel deadline. Book within the official ASSEMBLY Show South hotel block for the lowest rates at hotels near the Music City Center – book early for availability!
April 10	Pre-Show Email request form & material deadline. View details (option for 1 Pre OR Post-show email)
April 26	Register Your Staff. Exhibitors receive (3) complimentary badges per 100nsf paid exhibit space. (ex: 10x10 booth = 3 comps; 10x20 = 6 comps). Need your code resent? Email registration.
July 11	Post-Show Email request form & material deadline.

MARKETING TOOLS

Customer VIP code –Your customers and clients will attend for FREE when they register with your VIP code. [Contact us](#) if you need your VIP code resent.

[Download Event logo](#) – We invite you to share your participation and customer VIP code on your social media, email signature or through company marketing. Event hashtag **#AssemblyShowSouth**

[Submit a press release](#) and we will post your company or product news on the event website for media & attendees. Exhibitors may also drop off up to 25 press kits in the on-site Press Office.

SHIPPING DATES

ADVANCE WAREHOUSE	March 28 – April 22, 2024	Download shipping labels
DIRECT TO SHOW SITE	April 27-30, 2024 – only	

MOVE-IN/OUT SCHEDULE

<u>MOVE-IN</u>		View Target Move-in Schedule
Sat. April 27	1:00pm – 5:00pm	
Sun. April 28	8:00am – 5:00pm	
Mon. April 29	8:00am – 5:00pm	
Tue. April 30	8:00am – 5:00pm	
<i>All exhibits must be fully installed by 5:00pm on 4/30/24 – no exceptions</i>		
<u>MOVE-OUT</u>		
Thu. May 2	3:00pm – 8:00pm	
Fri. May 3	8:00am – 3:00pm	<i>Carriers must check in by noon</i>

EXHIBIT HALL HOURS

Tuesday, May 1
10:00am – 5:30pm
<i>Networking Reception on show floor from 4:00-5:30pm</i>
Wednesday, May 2
9:00am – 3:00pm
<i>Morning Mingle & Breakfast on show floor from 9:00-10:00am</i>
View agenda

WHO TO ASK | OFFICIAL SHOW CONTRACTORS & EVENT STAFF

Registration | Marissa Higgins, Registration Manager, ASMSouth@executiveevents.com or 844-644-7449

Booth Orders/Services | Freeman, [contact Freeman](#) or 800-995-3579

Lead Retrieval | American Tradeshow Services (ATS), orders@american-tradeshow.com or 985-240-5507

Hotel Reservations | Executiveevents, BNPhousing@executiveevents.com or 844-644-7449

Exhibitor/Sponsor Support | Ceci Guzzarde, Event Specialist guzzardec@bnpmmedia.com or 847-405-4018

Event Operations | Katie Abbott, Senior Event Manager, abbottk@bnpmmedia.com or 847-815-3946 (m)