

Important Dates for 2025 Exhibitors

Find detailed information on the items below as well as marketing opportunities, here: [Exhibitor Information & Resources](#)

DEADLINE	ACTION
January 31	Certificate of Insurance Due *required. View requirements
February 15	Lead Retrieval early bird price deadline. Order online
February 27	Company Listing due for printed Show Program and event mobile app
March 13	Advance Shipments Receiving Starts at Freeman Warehouse
March 17	<p>Discount price deadline – Freeman services Freeman is the show decorator. Access the Exhibitor Service Kit to place orders. Login with your Freeman account or create your own if this is your first time ordering via FreemanOnline.</p> <ul style="list-style-type: none"> ○ Carpet *carpet or floor covering is required ○ Booth packages and furniture ○ Sign & Graphics ○ Booth Cleaning & Labor
March 19	Hotel discount deadline. Book within the official show block to receive the lowest rates at hotels near the Music City Center. Rooms are limited, book early!
March 29	<p>Discount price deadline – Music City Center services The following services are provided by the building. Order online > Find the Show and click "Go to Store". Create your own login if you have not previously ordered through MCC.</p> <ul style="list-style-type: none"> ○ Electric ○ Compressed Air ○ Water & Drain ○ Rigging ○ A/V equipment ○ Internet ○ Food & Beverage ○ Floral
March 31	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 .
April 7	Advance Warehouse receiving deadline (shipments must arrive by this date)
April 12-15	Direct to Show Site Shipments Accepted <i>*don't forget* we cover your on-site material handling/drayage costs when you ship direct.</i>
April 14	Lead Retrieval standard price deadline Order online

WHO TO ASK | OFFICIAL SHOW CONTRACTORS & EVENT STAFF

Registration | Marissa Higgins, Registration Manager, NASH3@executiveevents.com or 844-644-7449

Booth carpet, furniture, cleaning, shipping | Freeman, 888-508-5054 or [chat live here](#)

Rigging, electric, air/plumbing, technology | Music City Center exhibitor services orderservices@nashvillemcc.com

Lead Retrieval | Fetch Lead Capture Services team, fetch@eventstack.co or 800-443-9343

Exhibitor Insurance | Rainprotection Insurance, sales@rainprotection.net

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

Exhibitor/Sponsor Support | Carly Reimer, Event Specialist reimerc@bnpmedia.com or 248-490-5763

Show Operations & Logistics

The ASSEMBLY Show South | Katie Abbott, Sr. Event Manager, abbottk@bnpmedia.com or 847-815-3946

The Quality Show & Adhesives in Action | Tracy DiCello, Event Manager, dicellot@bnpmedia.com or 847-815-3732