



OCTOBER 20 &amp; 21, 2009 · ROCK FINANCIAL SHOWPLACE · NOVI, MI

**IMMEDIATE ACTION**

**ACT IMMEDIATELY ON THESE ITEMS TO MAXIMIZE YOUR EXPOSURE AND MINIMIZE YOUR EXPENSES.**

- Item #5 Free Promotion
- Item #7 Free Show Admission Ticket
- Item #8 Website Find-An-Exhibitor
- Item #10 E-Mail Products and Services Promotion
- Item #14 NEC (Decorator/Furniture/Sign) Order Forms
- Item #14 BoCo Enterprises (Electric/Gas/Internet) Order Forms

**6 WEEKS TO SHOW**

**Deadline: Friday, September 11th**

Action Items

- Item #4 Magazine Advertising
- Item #6 Show Floor Specials (Program)

**5 WEEKS TO SHOW**

**Deadline: Friday, September 18th**

Action Items

- Item #6 Show Floor Specials (Program)
- Item #8 Website Find-An-Exhibitor
- Item #11 Exhibitor Badge Registration
- Item #13 Electronic Lead Retrieval
- Item #15 Certificate of Insurance

**2 WEEKS TO SHOW**

**Deadline: Friday, October 9th**

Action Items

- Item #7 Free Show Admission Ticket (Last Day Tickets will be Mailed)
- Item #12 Liquor Order Form
- Item #14 NEC (Decorator/Furniture/Sign) Order Forms
- Item #14 BoCo Enterprises (Electric/Gas/Internet) Order Forms

**WEEK OF SHOW**

**Monday, October 19th**

Action Items

- Show Move-in

**Tuesday, October 20th Show Day One**

Action Items

- Show Floor Hours 10 a.m. - 5 p.m.
- Exhibitor Happy Hour 5 p.m. - 7 p.m.
- Select October 19-20, 2010 Booth Space

**Wednesday, October 21st Show Day Two**

Action Items

- Show Floor Hours 10 a.m. - 4 p.m.
- Select October 19-20, 2010 Booth Space
- Move-Out 4 p.m. - 10 p.m.
- Return Home Safely

ANY QUESTIONS PLEASE CONTACT  
THE SHOW CONCIERGE AT:  
CONCIERGE@MRMAIL.ORG OR  
800.968.9668, EXT. 3945