

web2.0 E X P O

IMPORTANT DEADLINE CHECKLIST WEB 2.0 EXPO NEW YORK 2008

<u>DEADLINE</u>	<u>TASK</u>	<u>REQUIRED/OPTIONAL</u>
As Soon As Possible	90-Day Web Banner Artwork Due	<i>Diamond Sponsors</i>
As soon as possible	Company Description Due	
July 14, 2008	Company Logo for Printed Materials Due	
July 14, 2008	Program Guide Ad Due	<i>Diamond, Platinum, Gold and Silver Sponsors Only</i>
July 14, 2008	60-Day Web Banner Artwork Due	<i>Platinum Sponsors</i>
July 28, 2008	Early conference registration discount expires	Optional
August 4, 2008	Deadline for all booth variance requests	REQUIRED
August 1, 2008	Advanced warehouse to begin receiving shipments	Optional
August 4, 2008	Signed Acknowledgement of Rules and Regulations Due	REQUIRED
August 12, 2008	30-Day Web Banner Artwork Due	<i>Gold and Silver Sponsors</i>
August 15, 2008	Last day to provide Exhibitor Appointed Non-Official Service Contractor information	
August 18, 2008	Press list is available	
August 22, 2008	Deadline to order custom booth graphics at discounted pricing	Optional
August 29, 2008	Deadline to order furniture & accessories at discounted pricing	
August 29, 2008	Deadline to order specialty furniture at discounted pricing	
August 29, 2008	Deadline to order carpet (standard) at discounted pricing	
August 26, 2008	Book individual/group hotel reservations	Optional
August 29, 2008	Deadline to order tables, counters, & drapery at discounted pricing	
August 29, 2008	Deadline to order booth labor at discounted pricing	
August 29, 2008	Deadline to order booth cleaning & porter service at discounted pricing	
August 29, 2008	Deadline to order rigging & forklift at discounted pricing	
September 1, 2008	Deadline to order telecommunications at discount pricing	
September 5, 2008	Deadline to order Lead Retrieval at discount pricing	
September 5, 2008	Deadline to submit exhibitor badge registrations online	
September 5, 2008	Deadline for discounted pricing for audio visual	
TBD	Deadline to order Networking at discount pricing	
TBD	Deadline to order security at discount pricing	
TBD	New product announcement due	
September 8, 2008	Last day to receive shipments at advance warehouse	
September 10, 2008	Deadline to submit complimentary conference registrations online	Sponsors Only
September 14, 2008	Shipping to show site begins	