



# 2024 Exhibitor Checklist

Expo Dates:  
January 10-11, 2024

*Austin Convention Center, Austin, TX*

## Right away

- Sign and return the Exhibitor Terms and Agreement.
- Review Quick Reference Guide and Exhibitor Checklist, put deadlines on your calendar.
- Review booth display guidelines and other rules and regulations.
- Enter or update company description and category in the Exhibitor Service Center.
- Make hotel reservations.
- Submit Certificates of Insurance and proof of Workers' Compensation Insurance.
- Register for complimentary All-Access Passes.

## September 15

- Registration opens.

## November 3

- Last day to register additional booth staff at a reduced rate.

## December 11

- The Expo Group Discount Deadline - Last day to order Furniture / Floorcovering / Signage / Labor / Cleaning / AV / Turnkey Booth at a discounted rate (links provided in The Expo Group Exhibitor Materials)
- Last day to upload Certificates of Insurance and proof of Workers Compensation Insurance to the Exhibitor Service Center.
- Last day to enter or update company description and category in the Exhibitor Service Center.
- Advance shipments will be accepted through December 29.

## December 13

- Last day to order Catering from Austin Convention Center Caterers.

## December 20

- Last day to make hotel reservations at the group block rate (based on availability).

## December 25

- Austin Convention Center Discount Deadline – Electrics/ Internet/ Compressed Air ([Austin Convention Center Exhibitor Packet](#))

## January 9

- Direct shipments will be accepted at the Austin Convention Center.

Visit the Exhibitor Resources webpage on our website for all order forms and additional information:  
[www.nationalpotatocouncil.org/potato-expo/exhibitor-resources](http://www.nationalpotatocouncil.org/potato-expo/exhibitor-resources)