

# PCA23 TRADE SHOW DATES

<b>July 7</b>	<i>Check-In &amp; On-Site Registration Opens Seminars Begin Annual Meeting of the Membership Welcome Reception</i>
<b>July 8</b>	<i>Legislative Update/State Association Breakfast Trade Show Floor Opens to Attendees!</i>
<b>July 9</b>	<i>Trade Show Open</i>
<b>July 10</b>	<i>Trade Show Open</i>
<b>July 11</b>	<i>Trade Show Open</i>

## KEY DATES & DEADLINES

<b>January 15</b>	Final Booth Payment Due. If reserving a booth after Jan 15, payment is due in full at time of reservation.
<b>March 15</b>	Registration & Housing opens
<b>April 17</b>	Deadline to submit updates for company listings in Retailer Almanac
<b>April 18</b>	Final day to submit Show-Only Exclusive Products for value added marketing
<b>May 3</b>	Ads due for Retailer Almanac
<b>May 21</b>	Deadline for inclusion in Trade Show Directory
<b>May 22</b>	Nevada Event-Specific OTP License Application Due
<b>May 30</b>	Final Day to Reserve Exhibit Booth
<b>May 31</b>	PCA The Magazine – Trade Show Edition – Ads Due
<b>June 3</b>	Final day for Hotel Discount
<b>June 30</b>	Final day to Register for Exhibitor Badges

**WHERE**  
**TRADITION**  
**MEETS TREND**

## EXHIBITOR MOVE-IN / MOVE-OUT DATES

<b>July 5</b>	Large Exhibitor Move-In
<b>July 6</b>	Exhibitor Move-In
<b>July 7</b>	Exhibitor Move-In
<b>July 12</b>	Exhibitor Move-Out

## #PCA23 READINESS GUIDE

- \_\_\_ SUBMIT OTP APPLICATION BY DEADLINE OF MAY 22
- \_\_\_ Finalize Swag and Giveaways
- \_\_\_ Finalize pre-show marketing (email, social media, etc.)
- \_\_\_ Finalize PCA show exclusives
- \_\_\_ Finalize PCA Trade Show deals/discounts
- \_\_\_ Secure PCA sponsorships to accelerate and amplify your Trade Show experience
- \_\_\_ Secure PCA Print and Digital Advertising to drive foot traffic and maximize branding!
- \_\_\_ Book hotel rooms for all staff attending, using PCA room block for priority points
- \_\_\_ If traveling from abroad, ensure all passports are up-to-date and visa requirements have been satisfied
- \_\_\_ Finalize roles/responsibilities for all staff at the show

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