

## ISA International Sign Expo® Exhibitor Key Deadlines

Below are the **cutoff dates** for the following items

<del>1. Lead Retrieval</del> — <del>Early Bird Discount Ends</del>	<b>January 9</b>
<del>2. Onsite Program Guide Ads</del> — <del>Final Artwork</del>	<b>January 20</b>
<del>3. Company Profile &amp; Updated Product Categories (via a2z)</del>	<b>January 24</b>
<del>4. Innovation Awards Submissions</del>	<b>January 30</b>
<del>5. Meeting Room Requests</del>	<b>February 7</b>
<del>6. Lead Retrieval</del> — <del>Advanced Prices End</del> — <b>SAVE \$\$</b>	<b>February 13</b>
<del>7. Booth Vehicle Fire Marshall Form Submissions</del>	<b>February 20</b>
<del>8. Advanced Shipping Warehouse</del> — <del>First Day Receiving Begins</del>	<b>February 26</b>
<del>9. EAC Form Submissions</del>	<b>March 5</b>
<del>10. Freeman Furnishings and Carpet</del> — <del>Discount Prices End</del> — <b>SAVE \$\$</b>	<b>March 6</b>
<del>11. Electrical Orders</del> — <del>Discount Prices End</del> — <b>SAVE \$\$</b>	<b>March 6</b>
<del>12. Orange County Convention Center Rigging</del> — <del>Discount Prices End</del> — <b>SAVE \$\$</b>	<b>March 6</b>
<del>13. Orange County Convention Center Incentive Rates End</del> — <b>SAVE \$\$</b>	<b>March 6</b>
<del>14. Security</del> — <del>Discount Prices End</del> — <b>SAVE \$\$</b>	<b>March 6</b>
<del>15. Labor</del> — <del>Discount Prices End</del> — <b>SAVE \$\$</b>	<b>March 6</b>
<del>16. Freeman Rigging</del> — <del>Discount Prices End</del> — <b>SAVE \$\$</b>	<b>March 6</b>
17. Hotel Reservations & Discounts in the ISA Block Ends <b>SAVE \$\$</b>	<b>March 18</b>
18. Press Conference Reservations	<b>March 20</b>
19. Advanced Shipping Warehouse – Last Date Accepted	<b>March 20</b>
20. Hazardous Waste Removal	<b>March 20</b>

**ISA SIGN EXPO 2020**

**EMPOWER**

**EVENT:**  
Thursday – Saturday  
April 2 – 4

**PRE-CONFERENCE:**  
Wednesday  
April 1

Orange County  
Convention Center  
South Hall  
Orlando, FL