

2012ARA

LAS VEGAS International Awards Market Las Vegas, NV • Wednesday–Friday, March 7–9, 2012

Calendar of Deadlines for the 2012 ARA Las Vegas International Awards Market

Following is a list of dates & deadlines for the Show. Further information is available online at www.aralasvegas.com or contact the ARA Sales Dept.

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| Jan 19 | Last day to submit your show special and company description for the Show Program Guide. If you have not received a link to a Zoomerang survey, please notify us. |
| Jan 19 | Last day to become a show or education sponsor and have your logo included in the program book |
| Jan 19 | Final deadline to reserve space and submit materials for the ARA Las Vegas Show Program |
| Jan 25 | Artwork due for the March Issue of Recognition Review, which will be distributed at the show |
| Feb 1 – Mar 1 | Shipments of your exhibit materials to the advance warehouse must be sent to arrive between this time |
| Feb 3 | Cutoff date for booking rooms at the Las Vegas Hotel & Casino (formerly the Las Vegas Hilton) at the discounted ARA rate of \$119. Rooms booked after the cutoff date may be subject to higher rates or may be sold out. |
| Feb 6 | Lead Retrieval orders must be received by this date in order to receive the discounted rate |
| Feb 9 | Final chance to invite your non-ARA-member customers to the show with a free pass. You may invite 4 per booth. If you do not have the form, please contact us. You MUST complete the form – Free passes will not be available on-site. |
| Feb 14 | GES orders with payment must be received by this date to order booth furnishings or services at the discounted rate |
| Feb 16 | Final chance to register your exhibit personnel badges so they are available for pickup when you arrive at the show. After this date you can register on-site. |
| Feb 17 | Last day to participate in the supplier contests. Forms are available at www.aralasvegas.com under the exhibitor marketing section. |
| Feb 18 | Last day to reserve and submit artwork for a Billboard sign on the Show Floor |
| Feb 24 | Final chance to participate in the Made in USA and Green Product Pavilions on the show floor |
| Feb 29 | Last day to reserve a New Product Showcase which is the display window on the show floor |
| Mar 2 | Reservations and artwork due for banner ads on the ARA 'from the Show' email |
| Mar 6 | Set-up begins at 8 am and ends at 5 pm. Shipments being sent to GES to arrive direct at the center must arrive between 12pm – 5 pm |