

Important Dates to Remember

Expo Dates: April 6-8
Georgia World Congress Center



2023

March 3-6

- **Priority Space Selection:** Applications received during this time are considered for space assignment in Priority Point order. After March 6, space will be assigned on a first-come, first-served basis.

May 5

- **Booth Space Deposit Payment:** By this date, exhibitors who have reserved space must remit 50% of their contracted overall booth space cost.

August 1

- **Priority Housing Placement Deadline:** Exhibitor Room Block Requests must be received by this date for exhibitors to be considered for priority hotel placement. After this date, requests will be filled on a first-come, first-served basis.

September 21

- Exhibitors who have paid in full, and universities and non-profit organizations, may submit online [Ancillary Event Requests](#) for approval to hold industry events, including staff/company/board meetings, hospitality suites and social functions, focus groups, investigator meetings, and key opinion leader (KOL) events.
- Exhibitors, universities, and non-profits may begin sending promotional materials to ACC for review. All promotional materials (including announcements, signage, invitations, email blasts, websites, advertisements, posters, and flyers) must be approved by ACC prior to printing or use. Final versions of materials should be submitted for approval by March 22, 2024. Send all materials to promotional@acc.org.

November 15

- Exhibitor online registration opens.
- The ACC Housing Center confirms hotel room block assignments for exhibiting companies that met the Priority Housing Placement Deadline and provides instructions for the exhibitor room block management website.

December 8

- **Balance due for exhibit space. Any outstanding payments must be submitted to ACC by this date.**
- Applications received on or after this date must be accompanied by full payment.
- 100% cancellation/downsizing fee applies to exhibit space cancellations/reductions received on or after this date.

December 20

- Online Exhibitor Service Kit available to exhibitors.

2024

February 14

- **Rooming List Deadline:** All rooms held by exhibitors must be secured with a non-refundable deposit equal to one night's room and tax per room and assigned to individual room occupants. Rooms unclaimed at this time will be cancelled.

March

- **Online Planner and Mobile App Go Live:** Update company descriptions and product categories by March to ensure current listing in ACC's attendee portal and mobile tools.

March 5

- Deadline to receive discounted rates from Freeman (furniture, carpet, etc.)

March 15

- Diagrams of island booths (all booths 400 square feet or larger) due.
- Additional Booth Activities Form due (hazardous waste, steel structure, laser, giveaways, videography/photography, hanging signs, banners and lighting truss, etc.)
- Exhibitor registration deadline for companies wishing to receive exhibitor badges via mail
- ACC.24 advance professional registrant mailing list available for rent.
- Exhibitor-Appointed Contractor (EAC) Request Forms and Certificates of Insurance deadline.
- Exhibitor rooming lists transfer to hotel(s). After this date, the hotel will charge a one night room and tax deposit on each room reservation, unless separate billing arrangements have been made and confirmed in advance directly with the appropriate hotel(s). This deposit is non-refundable if a reservation is cancelled in its entirety.

March 22

- **Advance Shipment Deadline:** To avoid penalties, advance shipments must arrive at the local Freeman warehouse by this date.

April 2-5

- Exhibitor move-in/installation.

April 4

- Exhibitor registration opens onsite.

April 6-8

ACC.24 Expo Open Hours:

- Saturday, April 6: 9:00 a.m. – 4:45 p.m.
- Sunday, April 7: 9:00 a.m. – 4:45 p.m.
- Monday, April 8: 9:00 a.m. – 2:00 p.m.
- Onsite booth space selection for ACC.25 (some will have selection appointments April 5.)

April 9

- Exhibitor move-out complete.