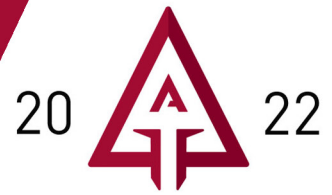


IMPORTANT EXHIBITOR DATES

January 7-9, 2022
Kentucky Exposition Center- Louisville, KY



October 1	Final booth payments, liability certificate of insurance and shooting lane contracts due to ATA
October 26	Deadline to reserve advertising space in the 2022 ATA Floor Map
November 1	Deadline to purchase a Big Buck Tag Coupon
November 2	Ad materials due for the 2022 ATA Floor Map
December 7	Deadline to preregister for Featured Products Showcase to guarantee space
December 7	Deadline to reserve space in the New Product Launch Showcase
December 7	Deadline to order lead retrieval services from Eleventh & Gather at the advanced rate
December 8	First Day show freight can arrive at advance warehouse without a surcharge
December 17	Deadline to order electrical and internet to receive discounted advanced order rate
December 17	Deadline to order decorating services from Shepard at the discounted advance order rate
December 17	Registration for the 2022 ATA Trade Show closes
December 10	Last day to submit Booth Events
December 22	Deadline to make hotel reservations through Go To Louisville Housing Bureau
December 29	Last day show freight can arrive at advance warehouse without a surcharge
January 5	First day show freight can arrive at Kentucky Exposition Center
January 5	Exhibitor Setup, 8:00 am - 8:00 pm
January 6	Exhibitor Setup, 8:00 am - 8:00 pm
January 7	2022 ATA Show Open, 8:30 am - 6:00 pm
January 8	2022 ATA Show Open, 8:30 am - 6:00 pm
January 9	2022 ATA Show Open, 8:30 am - 4:00 pm
January 9	Exhibitor Move-Out, 4:00 pm - 11:00 pm
January 10	Exhibitor Move-Out, 8:00 am - 4:00 pm