



## 2021 EXHIBITOR TIMELINE

A step-by-step timeline designed to help you prepare for a successful G2E 2021!

### DON'T MISS THESE IMPORTANT DEADLINES

- **Review the Exhibitor Manual—*Money Saving Deadlines Begin NOW: Discount Deadline as Early as September 9, 2021***  
The Exhibitor Manual offers a complete A-Z guide to everything you need for the show including electrical, internet, catering, shipping info, and more! [Go to Exhibitor Manual »](#)
- **Update Your Exhibitor Listings in the Exhibitor Hub— *September 8, 2021***  
Update your exhibitor listing with your current information and the top product categories you offer. By updating and completing your profile ONCE your information will be included in attendee resources such as the website, G2E Recommendations, Mobile App, and more! [Go to Exhibitor Hub »](#)
- **Book Hotel & Travel—*Discount Deadline: September 8, 2021***  
G2E is pleased to offer you exclusively negotiated rates for this year. We are working with Connections Housing to bring you the best deals in Las Vegas. Rooms are on a first-come, first-serve basis. [Book now »](#)

### COMPLETE THESE PRE-SHOW ACTION ITEMS

- **Calculate Your Material Handling—*Ongoing***  
When placing an order for material handling, simply estimate the weight of the freight being shipped and multiply the per pound rate. The “per pound model” rate bills by the exact weight of any package or freight at the rate of \$0.97 per pound. The rate for slot machines is \$0.74 per pound. [Learn more »](#)
- **Looking for More Exposure?—*Ongoing***  
Your booth space is just the beginning of the investment you made with us! [Check out these media opportunities](#) that we've created to maximize your exposure with us.
- **Invite Your Customers—*Ongoing***  
Promote your presence at G2E to your customers through custom web banners, social posts, emails, email signatures, and more for FREE. [Coming soon »](#)
- **Build New Connections with G2E Recommendations—*Ongoing***  
As an exhibitor, you have the opportunity to supply information about your products and services in the [Exhibitor Hub](#). Our matchmaking technology takes your information paired with attendee information and supplies the attendees with recommendations of exhibitors to visit that meet their needs.
- **Review Your Exhibitor Resources—*Ongoing***  
We're here to help you maximize your investment. Use these resources to plan your time, your booth, your promotions, and your strategy on-site. [Check out all your resources here »](#)
- **Register Your Staff—*Ongoing***  
Be sure to register your booth staff for G2E. Exhibitor badges are required for all persons who will be attending to your booth during the show. [Register your booth staff through the Exhibitor Hub here »](#)

Contact [customersuccess@reedexpo.com](mailto:customersuccess@reedexpo.com) with any questions or if you need assistance!