













Exhibitor Checklist		Deadline	Completed
GETTING STARTED			
	1. Sign Contract	ASAP	
	2. Review Exhibitor Manual The exhibitor manual is organized by topic area and provides information on all the show elements and prep information and links that you'll need to set up and run your booth, from booth build-out, décor, tech, lighting, catering, shipping, and more. Learn more »	Money Saving Deadlines begin: Friday, April 15	
	3. Register Your Staff Be sure to register your booth staff for JCK with Exhibitor Registration. Exhibitor badges are required for all persons who will be attending to your booth during the show. Register your staff today »	Ongoing	
	4. Book Hotel & Travel JCK is pleased to offer you specially negotiated rates at the Venetian Resort for JCK 2022, for a limited time only. Rooms are available on a first-come, first-served basis. Book now »	JCK rate ends May 1	
	5. Download the JCK App for Show Events and Navigation The JCK app is full of at-show directories from maps and events to exhibitors, awards, Venetian Resort food and entertainment listings.	April - Date to be released	
	6. Download the Emperia App to Capture Leads at Show The Emperia app is equip with a badge scanning tool that enables you to scan buyer badges and save for future reference.	April - Date to be released	
BOOTH NEEDS AND LOGISTICS			
	1. Order Booth Furnishings From booth builds to décor, lighting, electrical, tech, catering and shipping, our Exhibitor Manual has all the deadlines and forms you need to stay on top of your pre and at-show booth orders. Don't miss out on opportunities to save by meeting early order deadlines. View Exhibitor Manual »	Money Saving Deadlines begin: Friday, April 1	
	2. Review Move-In and Shipping Info and Procedures Find out all you need to know about shipping product and materials to show, both to warehouse and direct to show.	See Forms	
MARKET YOUR PRESENCE AT THE SHOW			
	1. Update Your Profile on the Exhibitor Hub Update your exhibitor listing with your current information and the top product categories you offer and show that you are press friendly by uploading press releases, events, guest appearances, etc. By updating and completing your profile ONCE your information will included in attendee resources such as the Show Guide, website, JCK Match, Mobile App and more! Go to Exhibitor Hub »	March 18	
	2. Launch New Products at JCK Be on the lookout for an email with your customized link. Attendees are looking for NEW products at the show and to help, we are created the New Product Preview , a digital lookbook that contains everything that is being launched at the show. Submit images of your new products for our lookbook so that the retailers can easily find you! Coming soon »	May	
	3. Build New Connections with JCK Match Based on the products and services you provide in your Exhibitor Hub profile, our match-making tool will match attendees to you. Learn more »	Early May	
	4. Customer Referral Service Increase your booth traffic by sharing your booth presence with your customers and prospects. Learn more »	Pre-Show	
	5. Press and Media Opportunities View the PR How-To Guide for tips to make your booth and brand press-ready at show. Also, check out our Media Kit for enhanced exposure in the show's digital and print directories, Product Spotlights and other premier show marketing and advertising. Learn more » Pro Tip: Start tagging @jckevents in your social posts for broader industry exposure leading up to, and at the show for extra audience exposure.	Pre-Show	