



# 2021 VRMA INTERNATIONAL CONFERENCE

October 3-6 | San Antonio, Texas

## Exhibitor Critical Dates

### Wednesday, September 1

- Deadline for [company descriptions](#) to be included in the mobile app

### Thursday, September 2 – **Important!**

- First Day for shipments to be received at the advanced receiving warehouse

### Friday, September 10

- Hotel reservation cutoff for the [Grand Hyatt San Antonio](#) to receive the **official reduced conference rate**
- Alliance advanced discount deadline for most show services listed below:  
Furniture / Labor / Carpet / Material handling/ Signage / Exhibits Rental
- Exhibitor Appointed Contractor (EAC) Notification due to Alliance.

### Sunday, September 12

- Electrical discount deadline

### Friday, September 17

- [Lead retrieval](#) discount deadline
- [Exhibitor Meeting Room Request](#) form due to Jenn Welby via e-mail at [vrmaexhibits@vrma.org](mailto:vrmaexhibits@vrma.org)

### Week of September 20

- Pre-show attendee mailing list sent to all exhibitors

### Tuesday, September 28

- Last Day for shipments to be accepted at the advance warehouse

### Saturday, October 2

- Early exhibitor move-in from 2:00 pm – 5:00 pm (by appointment only)

### Sunday, October 3

- Direct to show site shipments accepted
- Exhibitor move-in: 8:00 am – 4:00 pm
- Show hours: 6:00 pm – 8:00 pm

### Monday, October 4

- Show hours: 7:45 am – 4:30 pm

### Tuesday, October 5

- Show hours: 7:45 am – 4:15 pm
- Exhibitor move-out: 4:15 pm – 9:00 pm

### Week of October 11

- Post-show attendee mailing list sent

If you have any questions regarding these deadlines, please contact [vrmaexhibits@vrma.org](mailto:vrmaexhibits@vrma.org)