

Deadlines

APRIL

- Webinar w/ Best Practices: **APRIL 17 @ 10AM**
- Headphone Count for Innovation Labs: **APRIL 30**
- Logo & 50-Word Bio: **APRIL 30**
- Editorial Interview: **APRIL 30**

MAY

- Event Mobile App Launch + lead retrieval: **MAY 2**
- Contact DNS Customs broker by **MAY 4**
- Blog Post Submission to SB team: **MAY 14**
- Hotel Cutoff: **MAY 15**
- Registration Cutoff: **MAY 15**
- Deadline to purchase Power, Wifi, Carpet & Lead Retrieval: **MAY 15**
- AH Press Release **FINAL MAY 18**
- SHIPPING from US to Canada: **MAY 19**
- Attending Press List provided as per LOA approval: **MAY 28**
- Submission for material of press materials and opening day press release: **MAY 28**