IPPE 2027 — first-time exhibitor checklist

Tuesday, January 26 – Thursday, January 28, 2027 · Georgia World Congress Center, Atlanta. Dates marked FROM THE ORGANIZER come from the show's own site; the others are our suggestions, counted back from the opening day.

☐	**Mon, Nov 9, 2026**	Exhibitor names and credit cards due for hotel room blocks FROM THE ORGANIZER
☐	**Tue, Nov 17, 2026**	Rent lead retrieval through the exhibitor kit while the advance-order discount lasts. SUGGESTED
☐	**Wed, Nov 25, 2026**	Lead retrieval advance-order discount ends FROM THE ORGANIZER
☐	**Mon, Nov 30, 2026**	Last day to be listed as an exhibitor in the WATT IPPE Directory FROM THE ORGANIZER
☐	**Fri, Dec 4, 2026**	Department of Commerce Export Interest Directory sign-up closes, 11:59 PM EST FROM THE ORGANIZER
☐	**Tue, Dec 8, 2026**	Send customers your exhibitor promo code, so the buyers you already know have a free badge and your booth number. SUGGESTED
☐	**Mon, Dec 28, 2026**	Last day to order banners and window, stair and escalator clings if GES produces them FROM THE ORGANIZER
☐	**Tue, Dec 29, 2026**	Accepted TECHTalks presentations due FROM THE ORGANIZER
☐	**Tue, Dec 29, 2026**	Order furniture, utilities, Wi-Fi and catering for your booth. Vendors' advance-order discounts end January 5. SUGGESTED
☐	**Tue, Jan 5, 2027**	Advance-order discounts end for GES, Edlen, CCLD, PRG, Levy and Teasley's. Lowe Refrigeration orders, the Exhibitor Appointed Contractor form, target-time variance requests and online directory updates are also due FROM THE ORGANIZER
☐	**Tue, Jan 5, 2027**	Set up your follow-up: spec sheets, price lists, links and how you sign off, so every buyer hears back the day you meet them. SUGGESTED
☐	**Wed, Jan 6, 2027**	Last day to change hotel rooms through Maritz FROM THE ORGANIZER
☐	**Fri, Jan 8, 2027**	Last day of the $99 attendee rate; $149 from January 9 FROM THE ORGANIZER

☐	**Fri, Jan 15, 2027**	Last day for advance shipments to reach the GES warehouse without surcharges; carriers must check in by 2:00 PM for guaranteed same-day unloading FROM THE ORGANIZER
☐	**Tue, Jan 19, 2027**	Check that every booth staffer is registered, and agree who covers which hours. The floor opens at 10:00 AM on Tuesday and closes at 3:00 PM on Thursday. SUGGESTED
☐	**Wed, Jan 20, 2027**	Move-in begins, by assigned target time FROM THE ORGANIZER
☐	**Sun, Jan 24, 2027**	Clean floor: booths of 500 square feet or larger tag empty crates by 4:30 PM, or pay $50 a crate FROM THE ORGANIZER
☐	**Mon, Jan 25, 2027**	All exhibits set up by 6:00 PM; last day for complimentary booth staff badges FROM THE ORGANIZER
☐	**Tue, Jan 26, 2027**	Exhibits show-ready by 9:00 AM; halls open at 10:00 AM FROM THE ORGANIZER
☐	**Fri, Jan 29, 2027**	Send the last follow-ups on Friday morning, while the show is still fresh in each buyer's mind. SUGGESTED
☐	**Sun, Jan 31, 2027**	Move-out ends; GES begins forcing freight at 4:00 PM FROM THE ORGANIZER

Checked against ippexpo.org on Mon, Nov 2, 2026. Dates change; the organizer's site is the final word. The full guide, with a source for every date: https://meetdrop.ai/events/ippe