MD&M West 2027 — first-time exhibitor checklist

Tuesday, February 9 – Thursday, February 11, 2027 · Anaheim Convention Center, Anaheim. Dates marked FROM THE ORGANIZER come from the show's own site; the others are our suggestions, counted back from the opening day.

☐	**Tue, Dec 1, 2026**	Book a booth if you haven't: pick a size and three locations on the 2027 floor plan, then call sales. SUGGESTED
☐	**Wed, Dec 9, 2026**	Super Early Bird conference prices end ($714 for three days) FROM THE ORGANIZER
☐	**Wed, Dec 9, 2026**	Buy conference passes before December 9, when the Super Early Bird price ends. SUGGESTED
☐	**Sat, Dec 26, 2026**	Book hotels through onPeak only; choose a shuttle hotel if you'd rather not fight for parking. SUGGESTED
☐	**Thu, Dec 31, 2026**	Send customers your promo code, so they register for the free expo pass before January 6. SUGGESTED
☐	**Wed, Jan 6, 2027**	Last day the expo pass is free; $50 from January 7 FROM THE ORGANIZER
☐	**Tue, Jan 19, 2027**	Set up your follow-up: capability decks, DFM review offers and quote forms, so every engineer you meet hears back the same day. SUGGESTED
☐	**Mon, Feb 8, 2027**	Last day for advance pass prices; onsite prices from February 9 FROM THE ORGANIZER
☐	**Mon, Feb 15, 2027**	Send the last follow-ups first thing Monday, before design reviews and the week's meetings take over. SUGGESTED

Checked against mdmwest.com on Mon, Nov 9, 2026. Dates change; the organizer's site is the final word. The full guide, with a source for every date: https://meetdrop.ai/events/mdm-west