PGA Show 2027 — first-time exhibitor checklist

Tuesday, January 26 – Friday, January 29, 2027 · Orange County Convention Center, Orlando. Dates marked FROM THE ORGANIZER come from the show's own site; the others are our suggestions, counted back from the opening day.

☐	**Tue, Nov 3, 2026**	Decide who works the booth, and have your key contact register them. Each booth includes five exhibitor badges per 100 square feet. SUGGESTED
☐	**Fri, Nov 6, 2026**	Last day to request an exhibitor-appointed contractor FROM THE ORGANIZER
☐	**Mon, Nov 9, 2026**	Attendee badge rates rise; the early rates run through November 8 FROM THE ORGANIZER
☐	**Tue, Nov 24, 2026**	Book rooms through Connections Housing, ahead of its December 1 discount deadline. SUGGESTED
☐	**Tue, Dec 1, 2026**	Hotel reservation discount deadline, Connections Housing FROM THE ORGANIZER
☐	**Tue, Dec 15, 2026**	Order flooring, furniture and electrical. The exhibit area is not carpeted, and every booth needs a floor covering. SUGGESTED
☐	**Mon, Dec 21, 2026**	Freeman's warehouse starts accepting freight FROM THE ORGANIZER
☐	**Mon, Dec 21, 2026**	Discount date for the convention center's electrical, plumbing and hanging signs, and for internet and telephone FROM THE ORGANIZER
☐	**Mon, Dec 28, 2026**	Advance order discount deadline for Freeman furniture, flooring, cleaning and material handling FROM THE ORGANIZER
☐	**Tue, Jan 5, 2027**	Set up your follow-up: price sheets, links and how you sign off, so every buyer hears back the day you meet them. SUGGESTED
☐	**Sun, Jan 10, 2027**	Advance attendee qualification closes; after this, registrations stay pending until documents are checked on site FROM THE ORGANIZER
☐	**Wed, Jan 13, 2027**	Last day for freight to reach the warehouse without an after-deadline charge FROM THE ORGANIZER
☐	**Tue, Jan 19, 2027**	Check your freight and labor against your target window, and share the lead retrieval login with everyone working the booth. SUGGESTED

☐	**Fri, Jan 22, 2027**	Move-in starts, 8:00 AM to 5:00 PM, targeted exhibitors only FROM THE ORGANIZER
☐	**Sat, Jan 23, 2027**	Freeman starts receiving freight at the convention center; earlier shipments may be refused FROM THE ORGANIZER
☐	**Tue, Jan 26, 2027**	Booths must be occupied by 3:00 PM and fully set by 5:00 PM FROM THE ORGANIZER
☐	**Mon, Feb 1, 2027**	All exhibitor materials out of the building by noon FROM THE ORGANIZER
☐	**Mon, Feb 1, 2027**	Send the last follow-ups first thing Monday, before buyers' inboxes fill with every other booth's. SUGGESTED

Checked against pgashow.com 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/pga-show