

2026 PRI EXHIBITOR DEADLINE CALENDAR

Key dates for booth payments, registration, travel, services, shipping and show preparation

MAY - JULY SECURE YOUR SPACE	AUGUST - SEPTEMBER FINALIZE	OCTOBER ORDER & BOOK	NOVEMBER SAVE & SHIP	DECEMBER SHOW READY
MAY 15 Deposit due + ESRA/application deadline for initial booth selection	AUG 7 Third booth deposit due	OCT 2 Maritz Lead Retrieval lowest pricing ends	NOV 5 Fern Advance Warehouse begins receiving freight	DEC 1 Exhibitor liability insurance program application deadline
MAY 27-29 PRI booth plotting	SEPT 4 FINAL BOOTH PAYMENT DUE	OCT 16 Hotel cancellation deadline to avoid penalty	NOV 6 Certificate of Insurance (COI) due	DEC 2 Fern material-handling rate window shown in Frequently Rented Items ends
JUNE 1 Booth confirmations sent; ESM & floorplan live	SEPT 16 Exhibitor seminar submissions due for November Show Directory		NOV 6 Peninsula booth designs due	DEC 4 Fern Advance Warehouse receiving closes
JUNE 9 PRI housing opens at 10:00 a.m. ET	SEPT 16 Exhibitor name changes/updates due for November Show Directory		NOV 13 VENDOR EARLY-BIRD PRICING DEADLINE Fern - ICC utilities - Smart City internet - Markey's A/V	DEC 10-12 2026 PRI SHOW - INDIANAPOLIS
JULY 10 Second booth deposit due			NOV 13 Last day to book hotel rooms at discounted PRI rate	
JULY 21 Attendee registration opens			NOV 13 Maritz second-tier Lead Retrieval pricing ends	
			NOV 13 Register exhibitor badges by this date for badges to be mailed	
			NOV 20 Domestic exhibitor badges mailed; international badges held for onsite pickup	
			NOV 25 Booth security advance-rate/order deadline	

DON'T MISS THE BIG THREE: SEPT 4 - Final Booth Payment | NOV 13 - Vendor Early-Bird Pricing | DEC 10-12 - PRI Show

Planning note: Dates are compiled from current PRI exhibitor deadline materials and linked service-provider documents. Vendor deadlines may reflect advance-rate cutoffs; exhibitors should confirm order details in the Exhibitor Services Manual before purchasing.