2026 FORD INTERIOR INNOVATION EXPO

EXHIBITOR DEADLINES & EVENT SCHEDULE

Ford World Headquarters | Dearborn, Michigan | October 21-22, 2026

EXHIBITOR DEADLINES

DATE	DEADLINE
Aug. 31, 2026	Exhibitor Application Deadline; acceptance of the $8,995 Standard Exhibitor Package fee if approved; Innovation Briefing - Submission of Interest Deadline
Sept. 3, 2026	Standard Exhibitor Package payment in full due for exhibitors approved by Ford; Evening Welcome Reception Ticket Purchase Deadline
Sept. 10, 2026	Company Profile; Booth Artwork; Advertising Artwork & Payment; Sponsorship Reservation & Payment; Featured Exhibitor Spotlight Reservation & Payment; Innovation Briefing Reservation & Payment for approved participants
Oct. 1, 2026	Additional Boxed Lunch Purchase; Featured Exhibitor Spotlight Final Video Submission
Oct. 12, 2026	Additional Admission Ticket Purchase; attendee name/email required for each additional ticket; names and email addresses for all Expo attendees due; setup personnel names/emails due

Note: Setup personnel may be different from Expo attendees. All published deadlines are firm production deadlines.

EVENT / LOAD-IN / LOAD-OUT SCHEDULE

DATE	ACTIVITY	ACCESS	DETAILS
Mon., Oct. 19	**Show Ready Load-In / Production Installation**	Show Ready Team Only	AV, booth structures, equipment, graphics and production setup.
Tue., Oct. 20	**Exhibitor Load-In & Setup**	Exhibitors + Approved Setup Personnel	Booth setup and final exhibitor preparation.
Tue. Evening, Oct. 20	**Evening Welcome Reception**	Ticketed Event	Location and time communicated separately.
Wed., Oct. 21	**Innovation Expo - Day One**	Exhibitors / Ford Attendees	2026 Ford Interior Innovation Expo.
Thu., Oct. 22	**Innovation Expo - Day Two**	Exhibitors / Ford Attendees	Second and final Expo day.
Thu., Oct. 22	**Exhibitor Move-Out**	Exhibitors + Approved Personnel	Immediately following official close of Expo.
Fri., Oct. 23	**Show Ready Dismantle & Load-Out**	Show Ready Team Only	Final dismantle, load-out and equipment removal.