



# THE FUTURE IS BUILT

CHARLOTTE CONVENTION CENTER

SEPTEMBER 21-23, 2021

[www.21buildingexpo.com](http://www.21buildingexpo.com)

## Exhibitor Marketing Calendar and Checklist

A crucial element of a good campaign is appropriate timing. A good rule of thumb for sending direct mail is to send materials so that they are received by customers between three and four months before the show, and then send reminders in the couple weeks leading up to the event.

Because the objective of pre-show promotion is to invite people to visit your exhibit, your message must reach your existing and prospective customers in ample time to allow them to make travel plans.

You may want to send information to international attendees further in advance to account for longer mailing times. Send an early mailing followed by reminders including your booth number and your company's special message. If you can do only one domestic mailing, time it to arrive one month prior to the show so that your message will be fresh in attendees' minds.

### March-April 2021

- Review pre-show marketing ideas.
- Identify an implementation team and formulate show promotion strategy.
- Develop promotional budget.
- Plan direct mail efforts, including designing and printing materials.
- Talk to staff members and create a marketing plan (pre-show, on site, and post-show).
- Check with trade publications concerning pre- and post-show editorial plans, and plan advertising insertions accordingly.
- Update customer and prospect lists.
- Sign up for a 21st Century Building Expo & Conference sponsorship.
- Design advertisements for trade publications.



- Run show ads in appropriate trade publications.
- Add a tagline to regular advertisements announcing your booth number.
- Post the 21st Century Building Expo & Conference (21CBEC) logo on your company's website.
- Add the logo and promotional line to your email signatures.

### **April – June 2021**

- Rent an attendee mailing list.
- Create a calendar for your emails and change copy each month to make it relevant to the customer and 21st Century Building Expo & Conference.
- Invite your customers and prospects to 21CBEC by direct mail, email, and/or phone. Use the exhibitor invites that can be created for you or tweak the email sample in this toolkit and offer your guests a free pass to the expo portion of the event.
- Send press releases to trade publications announcing your participation in the 21CBEC and any new products or services you will be introducing at the show.
- Insert print ads into trade publications and company newsletters.
- Add a tag line to regular advertisements announcing your booth number.
- Begin uploading banner ads onto your company's website, social media pages, and e-newsletters, and post to industry websites as appropriate.
- Develop on-site promotional gifts and materials.
- Put 21CBEC in your email signature.

### **June – August 2021**

- Run show ads in appropriate trade publications.
- Purchase an ad in the onsite program guide.



- Send letters and other direct mail to your customers and prospects and invite them to the 21st Century Building Expo & Conference.
- Continue sending email announcements with interesting content.
- Post the 21CBEC logo on your company website and social media pages.
- Develop a program of competitions or prize drawings for your booth.
- Send show management any updates to your company information for the onsite program guide

### **August - September 2021**

- Develop literature for distribution at the 21st Century Building Expo & Conference.
- Run show ads in appropriate trade publications.
- Add a tagline to regular advertisements announcing your booth number.
- Continue sending email announcements with interesting content.
- Send a letter, announcement, invitation, or pre-show promotional literature to customer and prospect lists.
- Finalize the details for any hospitality functions you're hosting in Charlotte
- Begin phone calls to your top prospects.
- Update online listing on Expo website to include any new products launching at the show.
- Train your onsite staff in booth etiquette and best practices.

### **October 2021**

- Reserve your booth for 2022 during the onsite booth selection process.

Follow up with the top customers, prospects and leads you met at the Expo