

## 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 to make travel plans.

Send an early mailing followed by reminders including your booth number and your company's special message. If you can only do one mailing, time it to arrive one month prior to the show so that your message will be fresh in attendee's minds.

### April – May - June 2022

- Review pre-show marketing ideas. Talk to staff members and create a marketing plan (pre-show, onsite and post-show).
- Develop promotional budget
- Plan direct mail efforts, including designing and printing materials.
- Purchase an ad in the onsite program guide.
- Sign up for a 21CBEC sponsorship.
- Rent an attendee mailing list from relevant licensing boards/trade associations. Update customer and prospect lists.
- Create a calendar for your emails and change copy each month to make it relevant to the customer and the 21CBEC.
- Invite your customers and prospects to the 21CBEC by direct mail, email, and/or phone. Use the free customized exhibitor e-vites available from the 21CBEC to offer your guests free admittance to the Expo portion of the event.



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- Add press releases to your online virtual tradeshow profile introducing any new products or services you will be showing at the 21CBEC.
- Add a tagline to regular eblasts announcing your booth number.
- Post the 21CBEC logo on your company's website.
- Add the logo and promotional line to your email signatures.
- Develop onsite promotional gifts and materials.

#### **July - August 2023**

- Update online listing on Expo website to include any new products launching at the show. Include press releases, product photos, product categories. Program guide info comes from this listing.
- Post the 21CBEC logo on your company website and social media pages.
- Continue sending email announcements with interesting content.
- Develop a program of competitions or prize drawings for your booth.

#### **August - September 2023**

- Develop literature for distribution at the 21CBEC.
- 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 hospitality functions you're hosting in Concord.
- Begin phone calls to your top prospects.
- Train your onsite staff in booth etiquette and best practices.



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**October 2023**

- Follow up with the top customers, prospects, and leads you met at the show.
- Reserve your booth for 2024 during the onsite booth selection process.