

MODEX 2018 EXHIBITOR MARKETING SCHEDULE & WORKSHEET



| DEADLINE | TASK | COMPLETION DATE | |
|--|--|---|--|
| October 2, 2017 | Bag Sponsorship Deadline | | |
| | Lanyard Sponsorship Deadline | | |
| October 2017 – December 2017 | Complete your MODEX 2018 Online Listing | | |
| | Upgrade online Listing to a Showcase | | |
| | Order MODEX 2018 Direct Mail Postcards & E-mail Invitations | | |
| | Place MODEX 2018 logo on your website via LeadLink program | | |
| | Plan pre-show advertising using MODEX 2018 Logo | | |
| | Develop Marketing & Promotion Strategy | | |
| | Consider MODEX 2018 Marketing Packages & Sponsorships | | |
| | Determine Lead Retrieval Objectives for MODEX 2018 | | |
| December 2017 – February 2018 | Become a MODEX 2018 Partner* for pre- and post-show mailing list to be sent to mailing house | | |
| | Mail MODEX 2018 Direct Mail Postcards to customers, prospects | | |
| | E-mail MODEX 2018 Invitations to customers, prospects | | |
| | Select Lead Retrieval Options & Order Equipment | | |
| | Schedule Press Conference during MODEX 2018 | | |
| January 12, 2018 | Prepare & submit "One Minute to Connect" video | | |
| | MHI Innovation Award deadline | | |
| | January 2018 – February 2018 | Prepare Press Releases and Kits | |
| | | Mail Invitations or Releases to Attending Press | |
| | | Select and Train MODEX 2018 Booth Staff | |
| Schedule shipment of Press Kits to Georgia World Congress Center | | | |
| February 15, 2018 – deadline to be included online at the show, in Expo Guide, and show app | Determine Lead Follow-Up Strategy | | |
| | MODEX 2018 Sponsorship Order Deadline | | |
| | MODEX 2018 Online Listing form final deadline | | |
| | MODEX 2018 Pre-Show/Daily Newsletter Sponsorship deadline | | |
| February 27, 2018 | MODEX 2018 Online Advertising Order & Materials deadline | | |
| | Partnership Program deadline | | |
| March 2018 | Review Show Strategy in Pre-Show Staff Meeting | | |
| April 2018 | Partnership Program deadline | | |
| | MODEX 2018 Post-Show Attendee Database | | |
| | Begin Post-Show Promotions, Lead Follow-Up | | |

*February 27, 2018 Partnership Program Deadline.