



## Marketing Checklist for EASTEC 2017

You can use this checklist to help your staff organize and plan for EASTEC 2017.

Some of the activities listed below are free of charge and included with your exhibit space. Others are upgrade opportunities to maximize your results. Simply mark those you'll include in your plan, the initials of the person responsible, indicate the target date for various activities (for example, the publication date of a magazine ad, or the mail date for a direct mail campaign), and when the item has been completed.

ACTION	ASSIGNED TO	TARGET DATE	COMPLETED
<b>These activities are free of charge:</b>			
Submit listing for the directory & website		Due 03/17/17	
Submit a new product descriptions for website and onsite signage		Due 03/17/17	
Distribute printed Guest Passes to your customers and prospects			
Create customized email campaigns			
Add EASTEC banner ad/logo to your website			
<b>Next, try some of these ideas:</b>			
Sponsor a EASTEC event or activity			
Upgrade your website listing to Silver of Gold level			
Place an advertisement in the Event Directory		Due 03/07/17	
Order pre-registered attendee list			
Create a pre-show mailing to your list and SME Masterfile			
Use your Event Directory advertisement in other publications			
<b>Then utilize public relations and social media:</b>			
Use Twitter to stay connected before and during the event			
Become a fan of EASTEC's Facebook page			
Send news releases trade media			
Schedule a Press Conference at the event			

