



PURE PROCESSING. PROVEN RESULTS.

September 19–22 • McCormick Place • Chicago, IL USA

2017

myprocessexpo.com

PROCESS EXPO Trade Show Checklist

Keep track of your PROCESS EXPO event tasks and check them off as you complete them. Track Your Progress below:

Logistics

1. _____ Use GES Expresso for booth order forms, review show rules, check move-in/move-out schedule.
2. _____ **REQUIRED:** Submit Freight Questionnaire to GES by June 30, 2017. We will use the data to prepare for your scheduled move-in date and time. Targeted schedule is available in GES Expresso tab >Shipping.
3. _____ Review and reserve traditional and online sponsorship opportunities to maximize your visibility.
4. _____ Check the condition of your booth property. Make sure graphics are timely and all components are in good shape. Replenish your exhibitor tool/supply kit. Avoid any surprises once you get to show site.
5. _____ Determine show promotions: white papers, show specials, giveaways, premiums, press kits, etc.
6. _____ Book hotel, airfare & transportation for booth staffers.
7. _____ Train exhibit staff on booth objectives, demonstrations, show specials, etc.
8. _____ Arrange shipping for your booth properties. Advanced Warehouse shipment = August 11- September 11, 2017.
9. _____ Unlimited drayage applies to direct-to-site shipments only, not advanced warehouse. Save money and arrange your shipments for direct-to-site based on your targeted move-in date/time.
10. _____ Order carpet, furniture, electrical equipment/services by August 23, 2017 for discounted rates.
11. _____ **REQUIRED for all electrical orders:** submit electrical layout form by August 23, 2017.
12. _____ Order audio visual equipment and services by September 5, 2017 for discounted rates.
13. _____ Order lead retrieval equipment by August 23, 2017 for discounted rates.
14. _____ Gather all invoices on GES Expresso for reconciliation and approvals.
15. _____ Conduct post-show campaigns to follow up with PE17 leads! In addition, follow-up by telephone.
16. _____ Gather comments from booth staff and attendees to determine needs, improvements for PROCESS EXPO 2019.



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Marketing

1. _____ Order PROCESS EXPO full-color trifold brochures to promote your participation in the show. Include in pre-show mailings, distribute on sales calls. FREE. Call us at 703-761-2600 to place order.
2. _____ Register for Exhibitor Invites, our free e-mail marketing tool.
3. _____ Invite your clients, partners, and prospects to PE17 with your compliments! Use your unique complimentary code to register or invite guests. Ensure your success at the show!
4. _____ Talk to staff members and create a marketing plan (pre-, onsite, and post-show).
5. _____ Post the PROCESS EXPO exhibitor logo on your company's website.
6. _____ Add the PROCESS EXPO logo and custom email signature graphic to your emails.
7. _____ Upload the custom banner ads onto your company's website and e-newsletters.
8. _____ Upload the custom video onto your company's website and social media.
9. _____ Send out a press release and post it to the PROCESS EXPO website, and take advantage of PR tools prior to the event and onsite.
10. _____ Post promotional blurbs (and relevant content if available) on social media pages (Facebook, Twitter, blogs).
11. _____ Write a great company description for the PROCESS EXPO website and on-site guide.
12. _____ Purchase ad space in the program guide.
13. _____ Rent an attendee mailing list.
14. _____ Insert print ads into trade publications and company newsletters.
15. _____ Develop onsite promotional gifts and materials.