



EXHIBITOR CHECKLIST

- November 15, 2017** Review the **Sponsorship and Marketing Opportunities** available for Converters Expo South
- November 15, 2017** Start promoting your participation in the event:
 - @PackStratEvents, @PackStrat, @ConvertersExpo, #ConvExpo, Converting Influence Group on LinkedIn and Facebook
 - Send us your Social Media information
 - Review Sponsorship & Marketing document
 - Add "See us at Converters Expo South, February 8th, Charlotte NC Convention Center" to your staff's email signatures
 - Send out invitations to your clients
 - Speak with Emily Patten regarding other marketing ideas
- December 8, 2017** Invite your customers to see you at Converters Expo South: Early bird rate of \$45 expires December 31
- December 8, 2017** Last chance to secure ad space, additional listings and add logos – contact Emily at 847-405-4045
- December 15, 2017** Send 50-word description and logo, if upgrade was purchased, for Show Directory to Janet at martinellij@bnpmedia.com
- December 15, 2017** Confirm your list of event participants and send Janet (martinellij@bnpmedia.com) the names, titles, and contact info
- December 15, 2017** Last chance to get your logo and/or 50 word description into the Show Directory
- January 5, 2018** Product Showcase deadline – Send photo/description/contact info to Janet at martinellij@bnpmedia.com
- January 10, 2018** Contact Charlotte Convention Center for WiFi and/or Electricity Service
- January 12, 2018** Invite your customers: advance rate of \$65 expires January 23
- January 19, 2018** Prepare exhibit materials for shipment to the event
 - be sure to include return labels and provide tracking numbers to on-site staff
- January 20, 2018** Make arrangements with your shipper to send materials to Fern Expo Services.
- February 2, 2018** Discount deadline for Fern Expo Services
- February 5, 2018** Confirm delivery of exhibit materials with your carrier
- February 6, 2018** Show Time:
 - Set up starts at 6:00 AM
 - Exhibits at 9:30 AM to 3:30 PM
 - Teardown is 3:30 PM to 5:00 PM
- February 7, 2018** Outbound shipments picked up at Fern Expo Services after 10 am

IMPORTANT CONTACT INFORMATION:

Janet Martinelli:
610-436-4220 x 8514
martinellij@bnpmedia.com

Emily Patten:
847-405-4045
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