

# EXHIBITOR MARKETING SCHEDULE & WORKSHEET



Deadline	Task	Completion Date	Deadline	Task	Completion Date	
OCT 13, 2023	Bag Sponsorship deadline		JAN - FEB 2024	Prepare press releases & kits		
	Lanyard Sponsorship deadline			Mail invitations or releases to attending press		
OCT - DEC 2023	Complete your online listing			Select and train booth staff		
	Upgrade online listing			Schedule shipment of press kits to Georgia World Congress Center		
	Order MODEX 2024 direct mail postcards and download HTML email invite			Determine lead follow-up strategy		
	Place MODEX 2024 logo on your website via Banner Ad program			JAN 5, 2024	Sponsorship order & materials deadline	
	Plan pre-show advertising using MODEX 2024 logo			JAN 18, 2024	Online listing changes final deadline	
	Develop marketing & promotion strategy			JAN 22, 2024	MHI Innovation Award deadline	
	Consider marketing packages & sponsorships			FEB 2024	Review show strategy in pre-show staff meeting	
	Determine lead retrieval objectives			MAR 2024	Post-show attendee database available for records use purchase	
NOV 15, 2023	Ad Retargeting sponsorship deadline		Begin post-show promotions, lead follow-up			
NOV 28-29, 2023	Attend ShowPro Live Exhibitor Workshop		<b>NOTES:</b>			
DEC 2023 - FEB 2024	Mail MODEX 2024 postcards to customers/prospects					
	Email MODEX 2024 HTML email invite to customers/prospects					
	Schedule press conference during MODEX 2024					
	Create and submit 1 Minute 2 Connect video					