



Use this checklist to help organize and plan for SOUTH-TEC. Some of the activities listed below are included with the cost of your exhibit space. Others are upgrade opportunities to maximize your results.

ACTION	ASSIGNED TO	TARGET DATE	COMPLETED
Post a SOUTH-TEC web banner on your website to provide free registration to your customers and prospects.			
Submit your company listing for the event directory and website.		DUE 08/28/17	
Submit new products for the Event Preview Brochure		DUE 08/04/17	
Submit a new product description and photo for the printed Event Directory		DUE 08/28/17	
Distribute printed Guest Passes to your customers and prospects.			
Create customized email campaigns to your customers and prospects.			
Get involved with SOUTH-TEC social media.			
Become an event sponsor.			
Place an ad in <i>Manufacturing Engineering</i> magazine and receive the same ad free in the Event Directory.			
Upgrade your exhibit listing to silver or gold level.			
Place an ad in the Event Directory.		DUE 08/22/17	
Start your Pre-show Marketing now. Exhibitor Passport helps you sell and market your products before, during and after the show.			
Develop and distribute a press release to trade media.			
Showcase your technology by shooting a custom video at your booth.			
Spotlight your deals – discount, giveaways, sweepstakes, etc. – to keep your booth buzzing before and throughout the show.			