














## STEP-BY-STEP CHECKLIST

Use this Exhibitor Checklist to help you prepare for a successful Vision Expo East!

Action	Deadline	Completed
<b>BOOTH NEEDS &amp; LOGISTICS</b>		
 <b>1. Sign Contract</b>	ASAP	<input checked="" type="checkbox"/>
 <b>2. Update your Company Information and Product Categories</b> Stand out from your competition by uploading your company logo and information about your products & services in the Exhibitor Dashboard. This free tool is imperative to driving new business to your booth and increasing potential sales leads.	ASAP Directory Listing Deadline: January 30, 2019	<input type="checkbox"/>
 <b>3. Book Travel and Hotel</b> <a href="#">Check out our website</a> for more information on hotel & travel discounts.	February 28, 2019	<input type="checkbox"/>
 <b>4. Review Exhibitor Manual</b> The <a href="#">online manual</a> contains all of the information, discount deadlines, forms and contacts you need to help you plan for the Show.	Ongoing	<input type="checkbox"/>
 <b>5. Order Booth Furnishings and Additional Booth Needs</b> <a href="#">Review your options for booth furnishings</a> and contact Freeman to order. View the <a href="#">online exhibitor manual</a> checklist for more information about hanging signs, floral, carpet, and more.	Advance Ordering Deadline: February 25, 2019	<input type="checkbox"/>
 <b>6. Order Staff Badges</b> <a href="#">Log into the Exhibitor Dashboard</a> and select "Register Your Staff" under the Services section to order your staff badges.	Date to come	<input type="checkbox"/>
 <b>7. Move-In Information and Procedures</b> View information regarding shipping information, targeted move-in map, quick facts, & more.	Warehouse: Feb. 19 - Mar. 11 Showsite: March 18	<input type="checkbox"/>
 <b>8. Download Lead Retrieval</b> <a href="#">Download the CompuLEAD Smart app</a> for free to easily scan and collect leads at the show.	March 20, 2019	<input type="checkbox"/>
<b>MARKET YOUR PRESENCE AT THE SHOW</b>		
 <b>1. Maximize Exposure</b> Add Show Specials, press releases, products, photos and videos and much more to your <a href="#">Exhibitor Dashboard</a> to increase your exposure prior to the Show.	Ongoing	<input type="checkbox"/>
 <b>2. Contact Leads</b> View your attendee leads by logging into your <a href="#">Exhibitor Dashboard</a> . You will find <b>Contact Leads</b> located at the top right.	Ongoing	<input type="checkbox"/>
 <b>3. FREE Customer Invitation Program</b> Increase your booth traffic by communicating your presence to your customers and prospects using your free customer invitations. Not to mention, you'll save them \$150 on admission to the exhibit hall!	Coming soon!	<input type="checkbox"/>
 <b>4. Press and Media Opportunities</b> <a href="#">View the PR How To Guide</a> or contact Julie Moore at <a href="mailto:jmoore@thevisioncouncil.org">jmoore@thevisioncouncil.org</a> .	Ongoing	<input type="checkbox"/>
 <b>5. Review Advertising and Sponsorships</b> Explore advertising sponsorship opportunities (ie: education, Product Gallery, signage, & more) <a href="#">here</a> .	Ongoing	<input type="checkbox"/>

Contact Your Customer Success Manager with any questions or if you need assistance.



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