














STEP-BY-STEP CHECKLIST

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

Action	Deadline	Completed
BOOTH NEEDS & LOGISTICS		
 1. Sign Contract	ASAP	
 2. Update your Company Information and Product Categories 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: July 19	
 3. Book Travel and Hotel Check out our website for more information on hotel & travel discounts.	September 16	
 4. Review Exhibitor Manual The online manual contains all of the information, discount deadlines, forms and contacts you need to help you plan for the Show.	Ongoing	
 5. Order Booth Furnishings and Additional Booth Needs Review your options for booth furnishings and contact Freeman to order. View the online exhibitor manual checklist for more information about hanging signs, floral, carpet, and more.	Advance Ordering Deadline: August 26, 2019	
 6. Order Staff Badges Log into the Exhibitor Dashboard and select "Register Your Staff" under the Services section to order your staff badges.	September 18	
 7. Move-In Information and Procedures View information regarding shipping information, targeted move-in map, quick facts, & more.	Warehouse: August 19 - Sept. 10 Showsite: September 16	
 8. Download Lead Retrieval Download the CompuLEAD Smart app for free to easily scan and collect leads at the show.	Ongoing	
MARKET YOUR PRESENCE AT THE SHOW		
 1. Maximize Exposure Add Show Specials, press releases, products, photos and videos and much more to your Exhibitor Dashboard to increase your exposure prior to the Show.	Ongoing	
 2. Contact Leads View your attendee leads by logging into your Exhibitor Dashboard . You will find Contact Leads located at the top right.	Ongoing	
 3. FREE Customer Invitation Program 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!	
 4. Press and Media Opportunities View the PR How To Guide or contact Julie Moore at jmoore@thevisioncouncil.org .	Ongoing	
 5. Review Advertising and Sponsorships Explore advertising sponsorship opportunities (ie: education, Product Gallery, signage, & more) here .	Ongoing	

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



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