














# STEP-BY-STEP CHECKLIST

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

Action	Deadline	Completed
<b>BOOTH NEEDS &amp; LOGISTICS</b>		
 <b>1. Sign Contract</b>	ASAP	<input checked="" type="checkbox"/>
 <b>2. Update &amp; Complete 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 <a href="#">Exhibitor Dashboard</a> . This free tool is imperative to driving new business to your booth and increasing potential sales leads.	July 22	<input type="checkbox"/>
 <b>3. Book Travel and Hotel</b> <a href="#">Check out our website</a> for more information on hotel & travel discounts.	August 12	<input type="checkbox"/>
 <b>4. Review Exhibitor Manual</b> The <a href="#">online exhibitor manual</a> contains all of the information, discount deadlines, forms and contacts you need to help you plan for the Show.	August 22	<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> for more information and deadlines about other booth needs.	August 22	<input type="checkbox"/>
 <b>6. Order Staff Badges</b> Your main company contact will receive an email in mid-July to order your staff badges.		<input type="checkbox"/>
 <b>7. Move-In Information and Procedures</b> View information regarding shipping, targeted move-in map, quick facts & more.	<b>Warehouse Shipping:</b> August 15 - September 7 <b>Showsite Shipping:</b> No earlier than September 12	<input type="checkbox"/>
 <b>8. Increase Your Health &amp; Safety at the Show</b> Review <a href="#">VisionSAFE</a> for detailed information on booth specifications, cleaning and health + safety recommendations and requirements for exhibitors.	Ongoing	<input type="checkbox"/>
 <b>9. Download Lead Retrieval</b> <a href="#">Download the Emperia app</a> for free to easily scan and collect leads at the show.	Ongoing	<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. 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! <b>If you didn't receive your unique link, please contact <a href="mailto:edelin.denosta@rxglobal.com">edelin.denosta@rxglobal.com</a>.</b>	Ongoing	<input type="checkbox"/>
 <b>3. Press and Media Opportunities</b> <a href="#">View the PR How To Guide</a> or contact Hayley Rakus at <a href="mailto:hrakus@thevisioncouncil.org">hrakus@thevisioncouncil.org</a> .	Ongoing	<input type="checkbox"/>
 <b>4. Review Advertising and Sponsorships</b> Explore advertising and sponsorship opportunities such as signage, education, Product Gallery, signage, & more) <a href="#">here</a> .	Ongoing	<input type="checkbox"/>

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

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