














STEP-BY-STEP CHECKLIST

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

Action	Deadline	Completed
BOOTH NEEDS & LOGISTICS		
 1. Sign Contract	ASAP	<input checked="" type="checkbox"/>
 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: January 26, 2018	<input type="checkbox"/>
 3. Book Travel and Hotel Check out our website for more information on hotel & travel discounts.	February 22, 2018	<input type="checkbox"/>
 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. Review Quick Facts here .	Ongoing	<input type="checkbox"/>
 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: February 19, 2018	<input type="checkbox"/>
 6. Order Staff Badges Log into the Exhibitor Dashboard and select "Register Your Staff" under the Services section to order your staff badges.	Date to come	<input type="checkbox"/>
 7. Move-In Information and Procedures View information regarding shipping information, targeted move-in map, quick facts, & more.	Warehouse: March 5 Showsite: March 11	<input type="checkbox"/>
 8. Lead Retrieval Sweepstakes (WIN \$3,000) Download the CompuLEAD Smart app to easily scan and collect leads at the show. Scan at least 3 attendee leads at the Show and be entered to win \$3,000 towards a sponsorship package at Vision Expo East 2019. View rules and regulations here .	March 14, 2018	<input type="checkbox"/>
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	<input type="checkbox"/>
 2. Contact Leads View your attendee leads by logging into your Exhibitor Dashboard . You will find Contact Leads located at the top right.	Ongoing	<input type="checkbox"/>
 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! Access your invitations today.	Ongoing	<input type="checkbox"/>
 4. Press and Media Opportunities View the PR How To Guide or contact Jessica Lutz at jlutz@thevisioncouncil.org .	Ongoing	<input type="checkbox"/>
 5. Review Advertising and Sponsorships Explore advertising sponsorship opportunities (ie: education, Product Gallery, signage, & more) here .	Ongoing	<input type="checkbox"/>

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



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