



VISION EXPO 2021
ORLANDO
EDUCATION: JUNE 2-5
EXHIBIT HALL: JUNE 3-5
 ORANGE COUNTY CONVENTION CENTER | ORLANDO, FL

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	
2. Update & Complete 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.	April 26	
3. Book Travel and Hotel Check out our website for more information on hotel & travel discounts.	May 12	
4. Review Exhibitor Manual The online exhibitor 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 for more information and deadlines about other booth needs.	May 3	
6. Order Staff Badges Log into the Exhibitor Dashboard and select "Register Your Staff" to order your staff badges.	ASAP	
7. Move-In Information and Procedures View information regarding shipping, targeted move-in map, quick facts & more.	Warehouse Shipping: April 30 - May 24 Showsite Shipping: No earlier than May 30	
8. Increase Your Health & Safety at the Show Review VisionSAFE Exhibitor FAQs for detailed information on booth specifications, cleaning and health + safety recommendations and requirements for exhibitors.	Ongoing	
9. Download Lead Retrieval Download the Emperia 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. 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! Be on the lookout for an email with your customized link.	Ongoing	
3. Press and Media Opportunities View the PR How To Guide or contact Julie Moore at jmoore@thevisioncouncil.org .	Ongoing	
4. Review Advertising and Sponsorships Explore advertising and sponsorship opportunities such as signage, education, Product Gallery, signage, & more) here .	Ongoing	

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

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