

Exhibitor Marketing Schedule & Worksheet



Deadline	Task	Completion Date	Deadline	Task	Completion Date	
SEPT 3, 2019	Bag Sponsorship deadline		JAN - FEB 2020	Prepare press releases & kits		
	Lanyard Sponsorship deadline			Mail invitations or releases to attending press		
OCT - DEC 2019	Complete your online listing			Select and train booth staff		
	Upgrade online listing to a Showcase			Schedule shipment of press kits to Georgia World Congress Center		
	Order MODEX 2020 direct mail postcards and download HTML email invite			Determine lead follow-up strategy		
	Place MODEX 2020 logo on your website via Banner Ad program			JAN 10, 2020	Sponsorship order deadline	
	Plan pre-show advertising using MODEX 2020 logo				Online listing changes final deadline	
	Develop marketing & promotion strategy			Online advertising & materials deadline		
	Consider marketing packages & sponsorships			JAN 29, 2020	Partnership Program deadline	
	Determine lead retrieval objectives			FEB 2020	Review show strategy in pre-show staff meeting	
Join the Partnership Program for pre- and post-show mailing		MAR 2020	Post-show attendee database available for records use purchase			
			Begin post-show promotions, lead follow-up			
NOV 1, 2019	Ad Retargeting sponsorship deadline		NOTES:			
DEC 20, 2019	MHI Innovation Award deadline					
DEC 2019 - FEB 2020	Mail MODEX 2020 postcards to customers/prospects					
	Email MODEX 2020 HTML email invite to customers/prospects					
	Schedule press conference during MODEX 2020					
	Create and submit 1 Minute 2 Connect video					