

## MARKETING DEADLINES

The following section will provide information you need to help formulate an effective promotion strategy, drive exhibit traffic, and interact with the media and attendees before, during and after the event. The sooner you start checking these items off your list, the more effective you'll be at reaching your goals for the show. Start now, and make the most of your investment in **DESIGN West**.

Primary Contacts for exhibiting companies will receive a DESIGN West 2013 instructional email with a link to the Exhibitor Portal and details on how to submit official company information including product listings, passes registration and more.

Access Exhibitor Invites and prepare your 3 FREE emails to send to your prospects & customers	Starting: 02/04/13	<input type="checkbox"/>
Sponsor the pre-registered attendee newsletter – contact your account manager for availability	Deadline: 02/25 (8 Weeks Out)	<input type="checkbox"/>
Download Exhibitor Marketing Kit (available starting February 8 2013). This includes DESIGN West logos, banners, buttons, social media resources, press release templates and boilerplate)	Starting: 02/08/13	<input type="checkbox"/>
Post logo and link or banners for DESIGN West on your web site, post DESIGN West to your calendar of events	Starting: 02/08/13	<input type="checkbox"/>
Prepare & upload Press Releases to the Virtual Press Office	Starting: 02/15/13	<input type="checkbox"/>
Submit booth drawing & contests form for online listing under In-Booth Promotions Online Page	Deadline: Ongoing – ASAP!	<input type="checkbox"/>
Download Press List (available starting March 22, 2013)	Deadline: 03/20/13 (5 Weeks Out)	<input type="checkbox"/>
Notify Press of your Press Releases in the VPO	03/20/13 - Ongoing	<input type="checkbox"/>
Book meeting space in the Media Center with the Press	Deadline: 03/20/13 Start 5 Weeks Out – Event. Hurry spots fill up!	<input type="checkbox"/>
Last day to book a Press Conference	Deadline: 04/12 (2 Weeks Out)	<input type="checkbox"/>
Last day to pre-book meeting space in the Media Center for meetings with the Press.	Deadline: 04/18/13	<input type="checkbox"/>
Deadline for exhibitor online registration	Deadline for ALL online registration: Wednesday, April 17 <sup>th</sup> at 5:00pm EST.	<input type="checkbox"/>